

Government

Purpose:

The purpose of our Government email design system is to create a consistent Government marketing stream of communications and experiences for our members. This will bring a cohesive look to our family of Blue Branded products, allowing for quicker speed to market for new and redesigned materials.

Consistency:

Consistency across our materials helps provide clarity and familiarity for members. This is important because it will make the materials easily recognizable as Blue Cross and Blue Shield pieces and they will become accustomed to layout, hierarchy and key information.

Implementation:

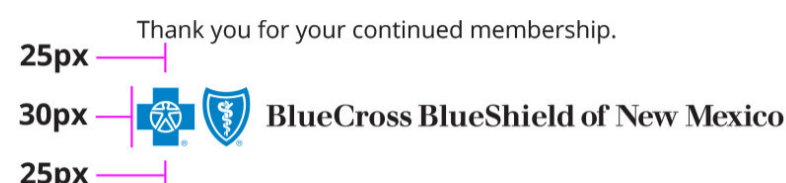
The implementation of the Government email design system is accomplished by these key areas:

Logo placement and scale

Our logo is always placed at the top left of the email in white space. This allows for co-branding space on the top right and is also consistent with our other mediums such as print designs.

Margins and spacing

Throughout each template, margins and spacing that separate elements, such as image, title, intro, body, callouts and taglines, ensure consistency in final communications. This helps to preserve white space and prevent pieces from becoming over-crowded.



30px

Dear Larry,

25px

Good News!

25px

Please review our mailer which highlights some extra health and wellness benefits included in your Blue Cross and Blue Shield of New Mexico plan. Beginning January 1, 2021, you'll be able to take advantage of these benefits and more, including:

16/24px

- ✓ **Telehealth services** where you can see a doctor from the comfort and safety of your home
- ✓ **Free SilverSneakers®† Fitness Program**
- ✓ **Rewards Program:** earn rewards valued at up to \$100 for taking healthy actions*

Plans that meet your needs

We want to ensure that your plan has the benefits you need.

Schedule a no-obligation, personalized benefit review today to learn how we can help you make the most of your Medicare Advantage plan.


We're here for you

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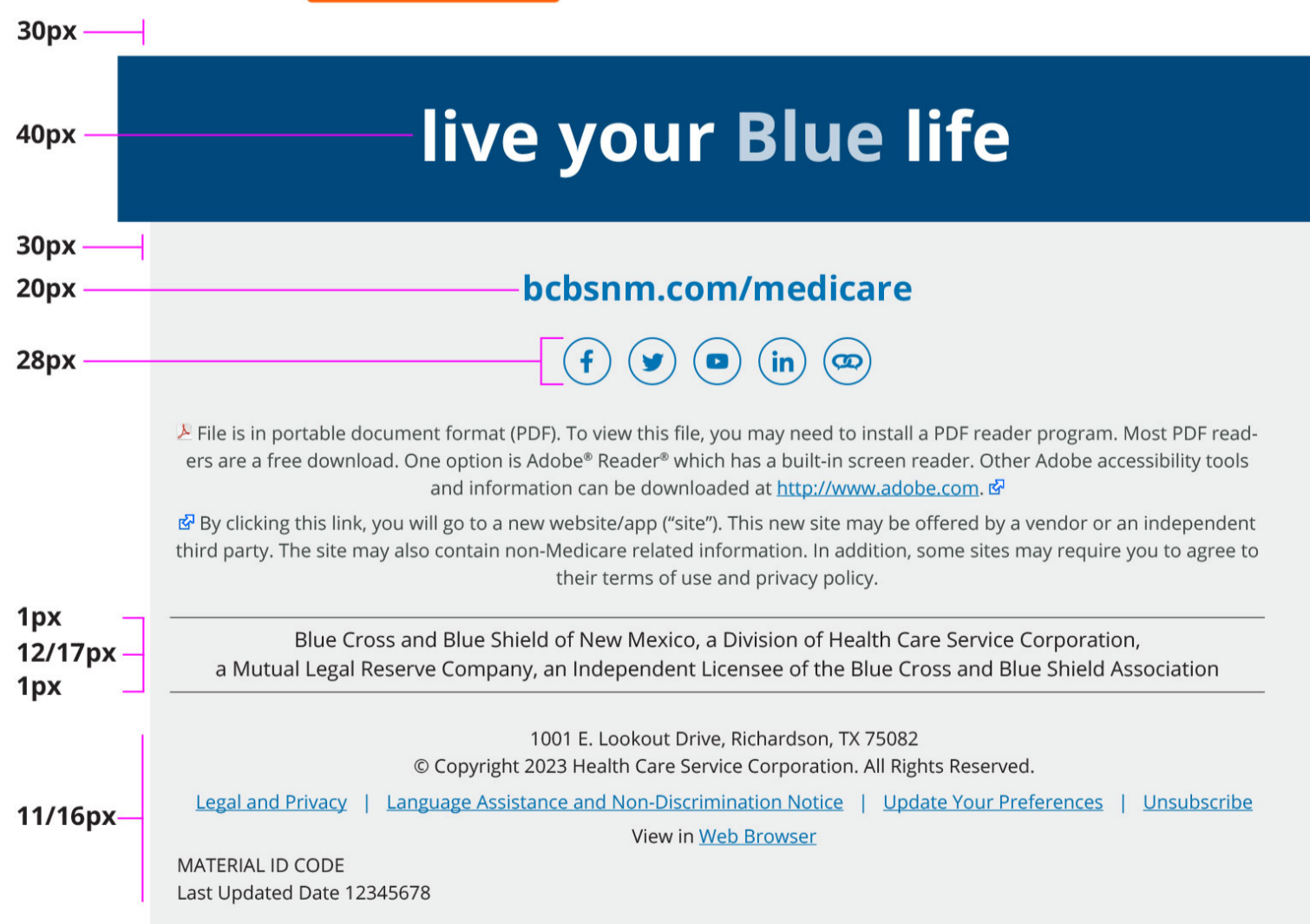
Now, more than ever, we're committed to keeping our members throughout New Mexico healthy and safe. We thank you for your continued membership and encourage you to attend one of our **Maximize Your Medicare** FREE virtual events to learn more about your 2021 plan benefits, ask questions and more.

Contact us today!

60px

 **Call 1-866-650-4064, TTY 711.** to speak to one of our Medicare Government specialists.

 **Visit www.bcbsnm.com/medicare/seminars** to RSVP to one of our FREE virtual events.



1 Hero content:

Hero images should be designed to grab attention when people see it. We only have a few seconds to get someone to be engaged with our emails. We don't want people trying to figure out what they're looking at or struggling to make out words. The goal is to contextualize our hero images and let people know what they can expect from our brand or our products and services. Hero text should always be placed in the hero. This content in the hero area should be able to move, change size and color for the best user experience on all devices. This also applies to CTA buttons used within a hero. see Mobile Experience.

2 Body Content:

All main body font sizes should be 16px with a line height of 24px. Paragraph spacing should be 25px.

Paragraph HTML:

```
<tr><td align="left" style="font-family:'Open Sans', Arial, sans-serif; font-size:16px; line-height:24px; padding: 0px 30px 0px 30px;"><p style="margin: 0px 0px 10px 0px;">Paragraph content</p></td></tr>
```

Nothing is more frustrating than opening an email that is not optimized for the device you are using. Having to zoom in to read content is a big deterrent for our audience and will likely lead to losing potential click throughs out of frustration.