

Logo usage

Perhaps some of the most recognized symbols in North America and beyond, the cross and shield represent instant stability, consistency and security.

Careful logo selection and placement help protect brand integrity. If you consider using the logo in any way not indicated here, the communications team will need to approve it.

Preferred logo

Use this horizontal format with tag line whenever possible.



Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross Blue Shield Association

Minimum size

Other than for specific and approved uses, the BCBSND logo should be reproduced no smaller than 1.817" wide. This keeps the tag line text equivalent to 5 point and 3.5 point.



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Minimum clear space

This area is to remain free of trimmed edges, type and images. The example below demonstrates the minimum clear space needed based on the x-height of the "ND" in the logo.



Logo usage (continued)

Alternate horizontal

When horizontal space is limited, the BCBSND logo uses a single-line tag line. The minimum size limitation is dictated by the size of the tag line text.



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Alternate with no tag line

When available space does not allow for the use of tag line text, the logo should be no smaller than 1.5" wide.



*NOTE: The tag line text must be present in another location on the material to meet compliance.**

*Tag line text requirement

Whenever the BCBSND logo is used without its attached tag line text, one of these two options must be placed within the communication. All uses of the logo and separated tag line text need to be approved by communications. If further clarification on appropriate tag line use is needed, please contact the communications team.

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Acceptable logo use

Two color



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One color

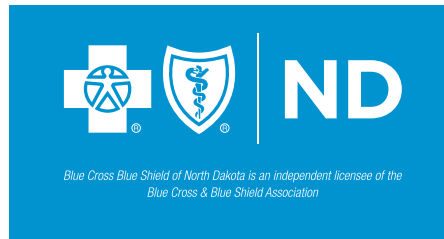


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Reversed



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