

Reference Guide



Regional Logos (Primary)

There are three parts to the logo: the cross, the words "Blue Cross," and the region's name all in capitals. In all our communications, we should prioritize the horizontal configuration of the logo (opposite). The regional logo for Ontario is also available. In case of limited space, vertical configurations are available.

The colours allowed for the logo are blue, white (reverse), and black. Black is only used when colour printing is not possible.

For some of our business lines, there are different versions of the logo. Please contact the Marketing team to use the correct logo.

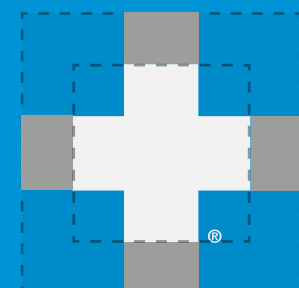
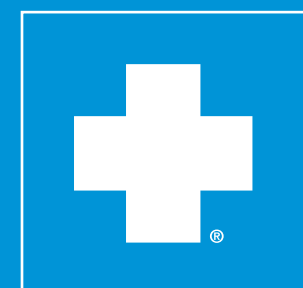


Permitted Colours for All Logos

Printed	Digital
 Pantone Process Blue C100 M9 Y0 K6	R0 G148 B215 HEX #0094D7
 Paper C0 M0 Y0 K0	R255 G255 B255 HEX #FFFFFF
 Pantone Black C C0 M0 Y0 K100	R0 G0 B0 HEX #000000

Cross Symbol

If space is limited, this symbol can be used, but the brand name must appear (e.g., social media profile image, favicon, etc.). It is recommended to incorporate as much of the "®" trademark symbol as possible.



Safety zone
Width of a cross arm



Regional Logos English

Horizontal Configurations (Primary)

As part of our marketing strategy, we continue to use our horizontal logo to enhance recognition and brand awareness.

Vertical Configurations (Secondary)

Vertical versions are used in exceptional circumstances when space or visual impact prevents the use of the main logo.

Safety Zone

To maximize the impact of the logo, it is always surrounded by a safety zone. This is both a blank space with no elements and a minimum distance from the edge of the medium on which it appears. As shown opposite, the safety zone is defined on all sides by the cross.

Minimum Size

The logo's size should not be smaller than that shown here in order to ensure proper visibility.

Ontario Blue Cross

Horizontal (primary)



Vertical (secondary)



Safety zone (height of the cross)



Québec Blue Cross

Horizontal (primary)



Vertical (secondary)



Minimum size (height of the cross)



Printed Usage: 0.18 inches
Web Usage: 35px

Regional Logos French

Horizontal Configurations (Primary)

As part of our marketing strategy, we continue to use our horizontal logo to enhance recognition and brand awareness.

Vertical Configurations (Secondary)

Vertical versions are used in exceptional circumstances when space or visual impact prevents the use of the main logo.

Safety Zone

To maximize the impact of the logo, it is always surrounded by a safety zone. This is both a blank space with no elements and a minimum distance from the edge of the medium on which it appears. As shown opposite, the safety zone is defined on all sides by the cross.

Minimum Size

The logo's size should not be smaller than that shown here in order to ensure proper visibility.

Croix Bleue du Québec

Horizontal (primary)



Vertical (secondary)



Safety zone (height of the cross)



Croix Bleue de l'Ontario

Horizontal (primary)



Vertical (secondary)



Minimum size (height of the cross)



Regional Logos

Acceptable and Unacceptable Usages

For maximum impact, the logo should maintain consistency in shape, colours, and visibility. The following are some examples of logo applications in various contexts.

These examples apply to all of our logos and symbol.

ACCEPTABLE



Blue logo on a white background.



Reversed logo on a blue background.



White logo on a photo if the background appears uniform.



White logo on a black background.



Black logo on a white background (only for black and white uses).



UNACCEPTABLE



Using an unauthorized colour for the logo.



Adding a drop shadow.



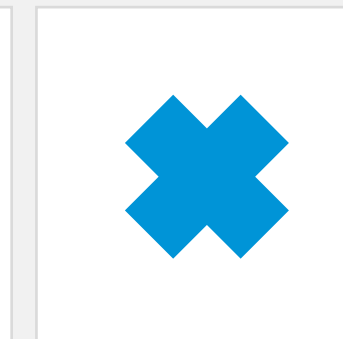
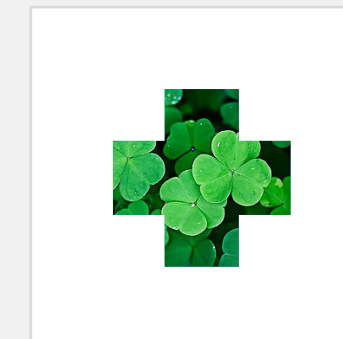
White logo on a photo with poor contrast.



Incorporating a concept into the cross.



Incorporating a concept into the cross. Formulating an addition with the cross. Using a different angle.



Trademarks and Legal Notices

English

Appropriate Logos with Corresponding References

All media bearing the Blue Cross brand must display these legal notices. When space is limited, short versions should be used.

Mandatory English Address

Québec Blue Cross
1981 McGill College Avenue, Suite 105, Montreal, Quebec H3A 0H6

Ontario Blue Cross
185 The West Mall, Suite 610, Etobicoke, Ontario M9C 5P1

Logos



Long Versions

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© Registered Trademarks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross Plans, used under license by the Canassurance Hospital Service Association.

© The Blue Cross symbol is a registered trademark of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans, and is licensed to the Canassurance Hospital Service Association. † The Blue Shield symbol is a registered trademark of the Blue Cross Blue Shield Association.

© The Blue Cross symbol is a registered trademark of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans, and is licensed to the Canassurance Hospital Service Association. † The Blue Shield symbol is a registered trademark of the Blue Cross Blue Shield Association.

© The Blue Cross symbol is a registered trademark of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans, and is licensed to the Canassurance Hospital Service Association. † The Blue Shield symbol is a registered trademark of the Blue Cross Blue Shield Association.

Short Versions

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Trademarks and Legal Notices

French

Appropriate Logos with Corresponding References

All media bearing the Blue Cross brand must display these legal notices. When space is limited, short versions should be used.

Mandatory French Address

Croix Bleue du Québec
1981, avenue McGill College, bureau 105, Montréal (Québec) H3A 0H6

Croix Bleue de l'Ontario
185 The West Mall, bureau 610, Etobicoke (Ontario) M9C 5P1

Logos



Long Versions

^{MD} Les noms et les symboles Croix Bleue, Croix Bleue du Québec, Croix Bleue de l'Ontario et Croix Bleue Vie sont des marques de commerce déposées de l'Association canadienne des Croix Bleue, utilisées sous autorisation par l'Association d'Hospitalisation Canassurance, membre indépendant de l'Association canadienne des Croix Bleue, exerçant ses activités au Québec sous la dénomination Croix Bleue du Québec et en Ontario sous la dénomination Croix Bleue de l'Ontario.

^{MD} Les noms et les symboles Croix Bleue, Croix Bleue du Québec, Croix Bleue de l'Ontario et Croix Bleue Vie sont des marques de commerce déposées de l'Association canadienne des Croix Bleue, utilisées sous autorisation par l'Association d'Hospitalisation Canassurance, membre indépendant de l'Association canadienne des Croix Bleue, exerçant ses activités au Québec sous la dénomination Croix Bleue du Québec et en Ontario sous la dénomination Croix Bleue de l'Ontario.

^{MD} Les noms et les symboles Croix Bleue sont des marques déposées de l'Association canadienne des Croix Bleue, une association de régimes indépendants de Croix Bleue, utilisées sous licence par l'Association d'Hospitalisation Canassurance.

^{MD} Marques déposées de l'Association canadienne des Croix Bleue, une association de régimes indépendants de Croix Bleue, utilisées sous licence par l'Association d'Hospitalisation Canassurance.

© Le symbole Croix Bleue est une marque déposée de l'Association canadienne des Croix Bleue, une association de régimes indépendants de Croix Bleue, utilisé sous licence par l'Association d'Hospitalisation Canassurance. Le symbole Blue Shield est une marque déposée de Blue Cross Blue Shield Association.

© Le symbole Croix Bleue est une marque déposée de l'Association canadienne des Croix Bleue, une association de régimes indépendants de Croix Bleue, utilisé sous licence par l'Association d'Hospitalisation Canassurance. Le symbole Blue Shield est une marque déposée de Blue Cross Blue Shield Association.

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Short Versions

^{MD} Marque déposée de l'Association canadienne des Croix Bleue, utilisée sous licence par Croix Bleue du Québec.

^{MD} Marque déposée de l'Association canadienne des Croix Bleue, utilisée sous licence par Croix Bleue de l'Ontario.

^{MD} Marque déposée de l'Association canadienne des Croix Bleue, utilisée sous licence par l'Association d'Hospitalisation Canassurance.

^{MD} Marque déposée de l'Association canadienne des Croix Bleue, utilisée sous licence par l'Association d'Hospitalisation Canassurance.

** Marque déposée de l'Association canadienne des régimes de Croix Bleue, une association de régimes indépendants de Croix Bleue. *† Marque déposée de Blue Cross Blue Shield Association. Tous droits réservés.

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Trademark Ownership & Monitoring

The Association owns several trademarks including the words BLUE CROSS and the Blue Cross Symbol **(see Schedule B - Trademark/Brand Usage Report)**. As well, the Association has been granted an exclusive license from the BCBSA to use the trademark BLUE SHIELD and the Blue Shield symbol in Canada.

The Association monitors not only its registered trademarks and authorized Common Law trademarks, but also any other forms of trademark display, such as within domain names, registered business names and other trade names.

Any deviation in use of a trademark from the form in which it is registered may jeopardize the validity of the registration and put all Licensees' use of such trademarks at risk.

To ensure that the Association's exclusive rights in these marks are not diminished, Licensees are not permitted to make any addition to, deletion from, or otherwise modify any trademark without the prior-written consent of the Association.

In addition, Licensees must not use the word BLUE, the color blue, the words CROSS or SHIELD, any representation of a cross and/or a shield in trade dress or as part of a trademark, tradename, domain name or sub-domain name, or in any other manner that could affect the integrity of the Marks, without the prior-written permission of the Association **(see Schedule C — Trademark, Tradename and Domain name Process)**.



IMPORTANT

All materials using any of the logos must be approved by the Marketing Department.



Wherever life may take you