

Brand quick guide

PHOTOGRAPHY

Photography is a key component of our brand’s visual identity. Our photography is journalistic and intimate in style. The viewer is part of the joy, contentment, and sense of relief experienced in the moment—it feels unguarded and authentic.

Black-and-white portraits are used as hero images, supported by full-color lifestyle photography.



COLORS

Premera’s color palette helps us communicate with a recognizable and unified voice. The gradient provides a sense of peace and ease for our customers. It also signals transformation and change for Premera. Please use only the colors included in our palette.

PRIMARY

Process Blue CMYK 100/13/1/2 RGB 0/133/202 HEX #0099D8	Cool Gray 10 CMYK 40/30/20/66 RGB 99/102/106 HEX #63666A	7710CP CMYK 81/0/23/0 RGB 0/167/181 HEX #00A7B5
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SECONDARY

7499CP CMYK 1/2/24/0 RGB 241/230/178 HEX #F1E6B2	7417CP CMYK 1/83/85/0 RGB 224/78/57 HEX #E04E39
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DIGITAL ONLY

2029CP CMYK 0/65/45/0 RGB 255/124/118 HEX #FF7C76
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GRADIENT

Process Blue	7710CP
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FONTS

Lora Regular and Roboto Light are our primary typefaces. These type families were chosen for their clarity, style, and versatility. Consistent use of these typefaces will contribute to a unified brand image.

The horizontal hash mark is part of the typographic system that can be used with the cover or section headline to reinforce hierarchy of message. There is flexibility for its placement or removal based on need.

Example

SUBHEAD IN ROBOTO LIGHT

Headline in Lora Regular

Body text in Roboto Light

LOGOS

The Premera Blue Cross and Blue Cross Blue Shield logos are the most visible part of our identity. Altering them in any way dilutes their value. Logos must be a minimum of 1/2” high with clear white space on all sides.

Whenever using the Premera Blue Cross or Blue Cross Blue Shield logos, the licensee statement must also appear once per document. It can be combined with the Premera logo in a lock-up, or written separately. See the full Brand Guide for more details and additional rules for co-branding and architecture.

Licensee statements:



Premera Blue Cross is an Independent Licensee of the Blue Cross Blue Shield Association



Premera Blue Cross Blue Shield of Alaska is an Independent Licensee of the Blue Cross Blue Shield Association

Brand Quick Guide

BRAND PROMISE

To improve purposefully,
to serve passionately.

BRAND ATTRIBUTES

Leader

We advocate for positive changes in healthcare through purposeful decision-making. We adopt tools, technologies, and practices that contribute to broad-based improvement.

Customer focused

We make our customers the focus of everything we do. We listen carefully and use that feedback to continually improve in ways that serve our entire population of customers.

Easy to use

We make it easy for our customers to understand, use, and pay for the right care, whenever they need it.

Friendly

We bring compassion, empathy, and humanity to everything we do.

Stable and secure

As part of Blue Cross Blue Shield, we are highly valued throughout the U.S. BCBSA is the choice of leading employers and at least one in every three Americans.

Local

Rooted in the Northwest for over 80 years, we take an active role in our local communities and look for opportunities to make a meaningful difference.

BRAND VOICE

Our brand is how people perceive our organization—it's what they say about us when we're not there. Our brand voice is the words, tone, and style we use to drive the perception. As we work to establish that identity and to create an authentic experience for Premera customers, it's critical that we have a consistent delivery across every communication.

By creating a strong, consistent voice, we can distinguish ourselves from the competition, establish a relatable side of the Premera brand, and connect with people who identify with our purpose and our values.

Our personality is expressed in our voice. It needs to convey our passion, our willingness to help, and our commitment to simplify. The new Premera brand voice is:

Straightforward. Approachable. Earnest.

Straightforward

We choose our words with purpose. We use simple, plain language. We avoid jargon and complex explanations. We create a sense of order in all communications. That means calling out the action customers need to take and listing next steps. We close correspondence personally.

Straightforward is confident, consistent, and clear but not abrupt

Approachable

We meet our customers where they are. We're here for our customers when and how they need us. We stay in the present and communicate our willingness to listen. We proactively solve problems and don't give homework. We're humble and gracious. We use conversational language, including contractions.

Approachable is welcoming, responsive, and open but not irreverent

Earnest

We care deeply. Healthcare includes good experiences and some bad ones, too. We celebrate the good. We show kindness and respect in the bad. We're inclusive and always offer to help. We take the time to break things down and act as a guide when concepts are complex or challenging. We advocate for our customers.

Earnest is committed, impassioned, and sincere but not apologetic