

Florida Blue



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1. Company overview

Who we are

We opened our doors in Jacksonville in 1944. Today, we’re the state’s largest Blue Cross Blue Shield provider, serving more than five million members in all 67 Florida counties.

What we do

We provide high-quality, affordable health insurance to individuals, families, and businesses across Florida. And that's just the start. Through our Florida Blue Centers, we offer our members free classes, access to nurses, and specialists who can help members get more out of their plans. And through the Florida Blue Foundation, we fund and partner with community organizations focusing on issues like impacting food security, advancing mental well-being, and growing healthy communities.

Our mission

To help people and communities achieve better health.

Our vision

Transforming health and well-being by leading in compassionate, connected, and technology-enabled solutions that deliver personalized care and empowered living.

Our values

LEAD
Listen deeply. Act courageously.

SERVE
With hustle. With heart.

IMAGINE
Go bold. With discipline and data.

DELIVER
We say it. We own it. We do it.

UNITE
One team. Shared purpose.

EVOLVE
Always striving. Ever improving.

Our brand personality

We're a visionary health advocate,
relentlessly challenging the status quo
with an innovative spirit fueled by the deep
insights about, and understanding of,
the members and communities we serve.

Our brand in action

We believe we have the opportunity to elevate what health insurance can be and do. Through our Florida Blue Centers, innovative tools and resources, meaningful rewards, and partnerships with community providers, we're welcoming all of Florida to a better state of health.

2. Consumer segmentation

A note about messaging

While our messaging is tailored to the segments below, we do not create arbitrary distinctions between a “general market” and a separate “multicultural market.” For us, diversity isn’t an add-on or an afterthought but, instead, is core to all our communications, just as it is core to Florida Blue itself.

Persona priorities



Medicare: Healthy believers

Currently the highest-priority audience but underrepresented within our current membership (among those surveyed).

- Sentiment**
Feels very positive about health insurance
- Reach, media, touchpoints**
Phone, print from broker
- Timing**
1 – 3 months before enrollment
- Retention**
Provide personal touchpoints that reinforce compassionate wisdom.
- Key message(s)**
Safety, security, reputation, reliability, stay positive, live long, peace of mind
- Key differentiator(s)**
Focus on co-pays, care needs, appealing plan extras
- Visual language**
Pets, family, active pursuits, healthy eating, travel
- Tone**
Compassionate, wise
- Campaign(s)**
TBD



Medicare: Struggling with it all

Views insurance as critical. Researches and shops frequently (annually) for plans, making them ideal targets as they are receptive to messaging tailored to their specific needs.

- Sentiment**
Fears not having insurance in an emergency, though it’s a burden
- Reach, media, touchpoints**
Postal mail, email, website
- Timing**
1 – 6 months before enrollment
- Retention**
These segments need predictable costs, as well as transparency and accessibility if questions arise.
- Key message(s)**
Build trust, greater good, concern for health issues and needs, support for the community
- Key differentiator(s)**
Focus on understanding individual health concerns, coverage, costs
- Visual language**
Family and friends, healthy eating choices, travel, community, volunteering
- Tone**
Warm and caring
- Campaign(s)**
TBD



U65: Anxious heavy users

Views insurance as critical. Researches and shops frequently (annually) for plans, making them ideal targets as they are receptive to messaging tailored to their specific needs.

- Sentiment**
Not having insurance in an emergency is a great fear, but having insurance is an economic burden
- Reach, media, touchpoints**
Postal mail, email, website
- Timing**
1 – 6 months before enrollment
- Retention**
These segments need predictable costs, as well as transparency and accessibility if questions arise.
- Key message(s)**
Straightforward options that fit budget
- Key differentiator(s)**
Focus on simplicity, affordability, and coverage options
- Visual language**
Sports, gardening, running, healthy eating
- Tone**
Warm, caring, honest, accessible
- Campaign(s)**
TBD



U65: It’s all a bit much

Sees health insurers as cold, uncaring entities.

- Sentiment**
Not having insurance in an emergency is a great fear, but having insurance is an economic burden
- Reach, media, touchpoints**
Online; some traditional media
- Timing**
Ongoing/Annual
- Retention**
Offer broad healthcare options to ensure they can find care and providers that fit their budget.
- Key message(s)**
Straightforward options that fit budget
- Key differentiator(s)**
Focus on simplicity, affordability, and coverage options
- Visual language**
Sports, gardening, running, healthy eating
- Tone**
Warm, caring, honest, accessible
- Campaign(s)**
TBD



Brenda – Medicare

Healthy believers

Overview

Age Older	Engagement High. Good understanding of insurance.
Gender Often female	Insurance plan and POV Motivated to learn more. Loyal to preferred brands. Aren't necessarily shopping around.
Status Often married	Interaction They are open and receptive to communications from their insurance provider and also view insurance agents as trusted allies. Proactive outreach and personal touch resonate.
Health journey/Career Retired	
Financial status Higher income	
General health Better health	

Personality | Bio

Happy/Active/Healthy

We've worked hard to get to a place of quiet enjoyment in retirement. During the day, I can be found playing nine holes of golf or visiting a new grandchild for a snuggle and a selfie. In the evening, it could be dinner with a few close friends or at home on the computer planning my next trip. Life is sweet, and I want to savor it.



Cruises, crafts, painting, BBQs, pro sports



Walking the dog, swimming, elliptical, golf



Experimenting with plant-based eating; kombucha

Motivations

Stay positive, live long

Goals

Eat healthy

Get regular checkups

Tone and message



Compassionate wisdom



Safety and security, reputation and reliability



Once enrolled, this segment wants continued personal touchpoints



Dorie – Medicare

Struggling with it all



Ramon – U65

Anxious heavy users

Overview

A focus on concern for the greater good can help rebuild trust.

Both segments are mistrustful of insurance companies and want to know that the company has some concern for their personal challenges and concerns.

Retaining them

These segments need predictable costs, as well as transparency and accessibility in the event that questions arise.

Tone and message



Concern for health issues and needs; support for the community



Warm, compassionate, collaborative



Looking for personalization, transparency, and clarity



Receptive to tailored messages about individual health concerns, clear communication about coverage and cost

Younger Anxious heavy users may be likely to “age in” to a Struggling with it all mindset as health issues progress



Jacqueline – U65

It’s all a bit much

Overview

- Age**
Younger
- Gender**
Often female
- Status**
Often married
- Health journey/Career**
Often unemployed
- Financial status**
Lower income
- General health**
Low: Mental health issues and chronic pain

- Engagement**
Below average.
Often uninsured and willing to forgo treatment due to cost.
- Insurance plan and POV**
Not having insurance in an emergency is a great fear.
Qualifying for a subsidy is more important in decision making.
- Interaction**
Do not value marketing but are receptive to lower-cost options/offerings and guidance.
Wish insurance companies didn’t come off as cold/uncaring.

Personality | Bio

Overwhelmed/Seeking Balance/Stressed

I would describe myself as an avid sports fan, home chef, and crafter — these pursuits help counterbalance work and provide an escape from the stress of multiple responsibilities that threaten to overwhelm me. Without health insurance, my physical and emotional needs often go unmet. To compensate, I turn to internet advice, prayer, nontraditional approaches to self treat, and try not to think about the toll that delays in care might take on me. Having health insurance would free me from worrying, but I’m not sure how I can get there given my current financial reality.



Crafting, playing music, spending time with pets, traveling, cooking and dining out, watching sports



Running, gardening



Trying to make healthier choices in diet and exercise to manage health, especially when uninsured

Motivations

Trying to keep afloat

Goals

- Reduce stress and create better work/life balance
- Exercise regularly

Tone and message



Warm, caring, honest, accessible, and simple



Connect to lower-cost options and giving back to community

3. Writing for Florida Blue

Introduction

When writing for Florida Blue, remember that 96% of the people you'll be writing for don't understand insurance terms. (We work in this business, and even we need some of them explained to us!) Aim to keep your vocabulary simple, your style conversational, and your sentences short.

Clear writing isn't just about accessibility; it also signals transparency and honesty. In a category rife with double talk, a little plain talk will do the brand a world of good.

Voice

Our voice helps us bring our brand to life. It should be consistent across communications, whether we're encountering it in a 60-second TV spot or a snippet of post copy. And while not every piece of copy will reflect every aspect of the brand (e.g., optimism, friendliness, etc.), it will always be:

HUMAN

We talk to people like they're our neighbors, not member ID numbers. Our writing is never cold or corporate.

POSITIVE

We're passionate about what we do and the forward-thinking solutions we bring to the people we serve. That energy and optimism should shine through in our copy.

EMPATHETIC

We see things from our members' points of view, understand their challenges, and offer clear, useful guidance.

Tone

Tone is how we inflect, enliven, and add color to our voice: It can (and will) change depending on the audience, the message, the medium, or all three. For example: We might be “inspirational” in brand TV, “thought-provoking” in an OEP billboard, and “educational” in a DSNP direct mail piece. It all depends on the assignment, so use your judgment and common sense.

We are

- Direct
- Thought provoking
- Unexpected
- Inspirational
- Neighborly
- Expert
- Poignant
- Honest
- Charming
- Insightful
- Transparent

We are never

- Jargony
- Hyperbolic
- Typical
- Sappy
- Corporate
- Patronizing
- Flat
- Misleading
- Cutesy
- Uninformed
- Vague

Style guide

For advertising and web copy, Florida Blue generally follows *AP Style*. Please refer to the following for specific usage, spelling, and grammar issues that will regularly arise in writing for the brand.

Style guide

Usage

Industry language

Avoid insurance terms unless they’re required. If you must use industry-specific language (e.g., “subsidies,” “formulary,” etc.), define it for the reader.

On a related note, bear in mind that AEP, OEP, and SEP are not commonly understood acronyms. Spell these out on first use, referring to them as the Annual Election Period, Open Enrollment Period, and Special Election Period, respectively.

Always write out “Medicare Advantage plan” when space allows.

Words to watch out for

We usually can’t use the word “free.” Benefits are “\$0,” “at no extra cost,” or “included.”

Avoid words like “affordable,” “best,” or “highest quality” that can overpromise.

Insurance is complex, so avoid using the word “easy” when describing enrollment. We can’t promise that our exclusive agents will make the process easy, but they can make it simpler.

Talking about ourselves

Refer to our agents as “exclusive agents.” They’re also referred to as CGAs, or contracted agents; they sell Florida Blue insurance only. “General agents” sell coverage from multiple carriers.

When speaking of the languages in which our agents can communicate, refer to them as “English- and Spanish-speaking agents,” as opposed to “bilingual agents.”

Write out “Florida Blue Centers” on first use. Subsequently, you can refer to them simply as “Centers.” Don’t use the word “retail” in conjunction with our Centers.

Style guide

Spelling and grammar

Hyphenation and compound words

Use hyphens for compound nouns.

Write “healthcare” rather than “health care.”

Hyphenate “in-network” and “out-of-pocket” when using them as adjectives. Don’t hyphenate them when using them as nouns.

“X-ray” always has an uppercase “X.”

Commas, periods, dashes, and registration marks

Use serial commas in body copy, but not in headlines (unless needed for clarity).

Don’t use periods (or exclamation marks or question marks) to end a phrase, fragment, or incomplete sentence in a bulleted list. For example, if you’re bullet-pointing a benefit like “\$0 virtual visits,” that wouldn’t be given a period at the end.

Use exclamation marks only when necessary. We’re not selling used cars here.

Spaces should be used on both sides of em and en dashes. Em dashes should only be used to convey a pause. In other cases, en dashes should be used.

Use en dashes in age ranges, date ranges, and time ranges. Use a hyphen to form a compound noun or adjective.

Registration marks (®, TM, SM) are used on first reference in the body copy. We don’t use them in headlines.

Style guide

Spelling and grammar
Numbers, dates, and times

Spell out numbers one through nine, except in ages and distances. Use figures for numbers 10 and above.

Use ordinal numbers only (not 1st, 2nd, 3rd, 4th, etc.), especially in dates.

Spell out months unless space is limited. Abbreviated months don’t require a period after the last letter (unless it’s at the end of a sentence, of course).

Indicate time using “a.m.” and “p.m.” (not “am” and “pm”); these should be preceded by a space (e.g., “9:15 a.m.” not “9:15 am”).

When a phrase lists only a month and a year, do not separate the year with a comma.

When a phrase refers to a month, day, and year, set off the year with commas.

Use figures when referring to the temperature except for zero.

Use figures for time of day except for noon and midnight.

Telephone numbers are written as 1-XXX-XXX-XXXX.

Style guide

Spelling and grammar

Contractions and pronouns

Use contractions when you can (e.g., “don’t,” not “do not”).

It’s fine to use “they” in place of “he” or “she.”

Capitalization

Use sentence case in headlines and subheads.

Write website names using initial caps whenever needed to make them easier to read. Always use initial caps for URLs within our own organization (e.g., FloridaBlue.com and FloridaBlue.com/Medicare).

Capitalize the first word following a colon if what follows is a complete sentence.

Capitalization for social and display

Facebook: Use sentence case for the post copy, headline, and link descriptions. Omit periods on the headline and link descriptions, even if they’re complete sentences. Use title case for the CTA button.

Instagram: Use sentence case for the post copy.

Twitter: Use sentence case for post copy and title case for hashtags longer than one word (e.g., “#ExperienceTradition” or “#HelpingChildren”).

Style guide

Writing for Florida Blue in Spanish

Forms of address

Unless speaking to a Medicare audience, use the informal “tú” rather than the more formal “usted.”

Specific translations

There will usually be more than one way to translate the kinds of words and phrases that frequently appear in Florida Blue’s advertising copy. Each translation might be valid — for example, “X-ray” could be translated as “la radiografía” or “los rayos X” — but for the sake of consistency, please stick to the following translations:

ENGLISH

healthcare
Open Enrollment
comprehensive dental coverage
premium
appointment
X-rays
labs
“find out more” or “learn more”
if you qualify
sign up
earn up to \$500 in rewards toward your health plan payments
24/7 virtual care
policies
financial help
providers
extended weekend and evening hours
get

SPANISH

atención de salud
Inscripción Abierta
cobertura dental integral
prima
cita
radiografías
análisis de laboratorio
más información
si calificas
inscríbete
gana hasta \$500 en recompensas para los pagos de su plan de salud
cuidado virtual 24/7 (If space allows, spell out “las 24 horas del día, los 7 días de la semana.”)
pólizas
ayuda financiera
proveedores
horarios extendidos noches y fines de semana
consigue

Style guide

Writing for Florida Blue in Creole

Creole versions of the Florida Blue logo are available to download on the Brand Center.

Specific translations

Depending on context, it may be necessary to use translations other than the ones below. But again, for the sake of consistency, try to adhere to this glossary.

ENGLISH

healthcare
Open Enrollment
comprehensive dental coverage
premium
appointment
X-rays
labs
“find out more” or “learn more”
if you qualify
sign up
earn up to \$500 in rewards toward your health plan payments
24/7 virtual care
policies
financial help
providers
extended weekend and evening hours
get

CREOLE

swen sante
peryòd enskripsyon ouvè
plan swen dantè konplè
prim
randevou
radyografi
analiz nan laboratwa
jwenn plis enfòmasyon
si w kalifye
enskri
jwenn jiska \$500 kòm rekonpans pou peman pou plan sante w
swen vityèl 24 sou 24/7 sou 7
règleman
èd finansye
pwofesyonèl ak etablisman sante
plis tan nan wikenn ak nan aswè
jwenn

4. Design system elements

4.1 Logo



NOTE:
Authorized/licensed agents of Florida Blue should only use Florida Blue logos accompanied by the tagline(s) “Your local Blue Cross Blue Shield” or “An Independent Licensee of the Blue Cross and Blue Shield Association.”

<i>Florida Blue</i>	<i>Florida Blue</i>	M E D I C A R E	<i>Florida Blue</i>	H M O
The Authorized Agency for <i>Florida Blue</i>	The Authorized Agency for <i>Florida Blue</i>	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>	H M O
				<i>Florida Blue</i> Foundation
The Authorized Agency for <i>Florida Blue</i> Your local Blue Cross Blue Shield	The Authorized Agency for <i>Florida Blue</i> Your local Blue Cross Blue Shield	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i> Your local Blue Cross Blue Shield	H M O
<i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	<i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	M E D I C A R E	<i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	H M O
The Authorized Agency for <i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	The Authorized Agency for <i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i> An Independent Licensee of the Blue Cross and Blue Shield Association	H M O

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<i>Florida Blue</i>	<i>Florida Blue</i>	M E D I C A R E	<i>Florida Blue</i>	H M O
The Authorized Agency for <i>Florida Blue</i>	The Authorized Agency for <i>Florida Blue</i>	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>	H M O
			<i>Florida Blue</i>	Foundation
The Authorized Agency for <i>Florida Blue</i>	The Authorized Agency for <i>Florida Blue</i>	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>	H M O
Your local Blue Cross Blue Shield	Your local Blue Cross Blue Shield		Your local Blue Cross Blue Shield	
<i>Florida Blue</i>	<i>Florida Blue</i>	M E D I C A R E	<i>Florida Blue</i>	H M O
An Independent Licensee of the Blue Cross and Blue Shield Association	An Independent Licensee of the Blue Cross and Blue Shield Association		An Independent Licensee of the Blue Cross and Blue Shield Association	
The Authorized Agency for <i>Florida Blue</i>	The Authorized Agency for <i>Florida Blue</i>	M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>	H M O
An Independent Licensee of the Blue Cross and Blue Shield Association	An Independent Licensee of the Blue Cross and Blue Shield Association		An Independent Licensee of the Blue Cross and Blue Shield Association	

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<i>Florida Blue</i> 	<i>Florida Blue</i>  M E D I C A R E	<i>Florida Blue</i>  H M O	
The Authorized Agency for <i>Florida Blue</i> 	The Authorized Agency for <i>Florida Blue</i>  M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>  H M O	<i>Florida Blue</i>  Foundation
The Authorized Agency for <i>Florida Blue</i>  Your local Blue Cross Blue Shield	The Authorized Agency for <i>Florida Blue</i>  Your local Blue Cross Blue Shield M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>  Your local Blue Cross Blue Shield H M O	
<i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association	<i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association M E D I C A R E	<i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association H M O	
The Authorized Agency for <i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association	The Authorized Agency for <i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association M E D I C A R E	The Authorized Agency for <i>Florida Blue</i>  An Independent Licensee of the Blue Cross and Blue Shield Association H M O	

Logo inventory:
one-line logo in Spanish
process blue

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Authorized/licensed agents
of Florida Blue should only use
Florida Blue logos accompanied
by the tagline(s) “Your local
Blue Cross Blue Shield” or
“An Independent Licensee
of the Blue Cross and Blue
Shield Association.”



M E D I C A R E



H M O



M E D I C A R E



H M O



M E D I C A R E



H M O



M E D I C A R E



H M O



M E D I C A R E



H M O

Logo inventory:
one-line logo in Spanish
navy blue

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<i>Florida Blue</i> 	<i>Florida Blue</i>  MEDICARE	<i>Florida Blue</i>  HMO	
La Agencia Autorizada para <i>Florida Blue</i> 	La Agencia Autorizada para <i>Florida Blue</i>  MEDICARE	La Agencia Autorizada para <i>Florida Blue</i>  HMO	<i>Florida Blue</i>  Foundation
La Agencia Autorizada para <i>Florida Blue</i>  Su Blue Cross Blue Shield local	La Agencia Autorizada para <i>Florida Blue</i>  Su Blue Cross Blue Shield local MEDICARE	La Agencia Autorizada para <i>Florida Blue</i>  Su Blue Cross Blue Shield local HMO	
<i>Florida Blue</i>  Un Licenciatario Independiente de Blue Cross and Blue Shield Association	<i>Florida Blue</i>  MEDICARE Un Licenciatario Independiente de Blue Cross and Blue Shield Association	<i>Florida Blue</i>  HMO Un Licenciatario Independiente de Blue Cross and Blue Shield Association	
La Agencia Autorizada para <i>Florida Blue</i>  Un Licenciatario Independiente de Blue Cross and Blue Shield Association	La Agencia Autorizada para <i>Florida Blue</i>  MEDICARE Un Licenciatario Independiente de Blue Cross and Blue Shield Association	La Agencia Autorizada para <i>Florida Blue</i>  HMO Un Licenciatario Independiente de Blue Cross and Blue Shield Association	

Logo inventory:
one-line logo in Spanish
off-white

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M E D I C A R E



H M O



M E D I C A R E



H M O



M E D I C A R E



H M O



M E D I C A R E



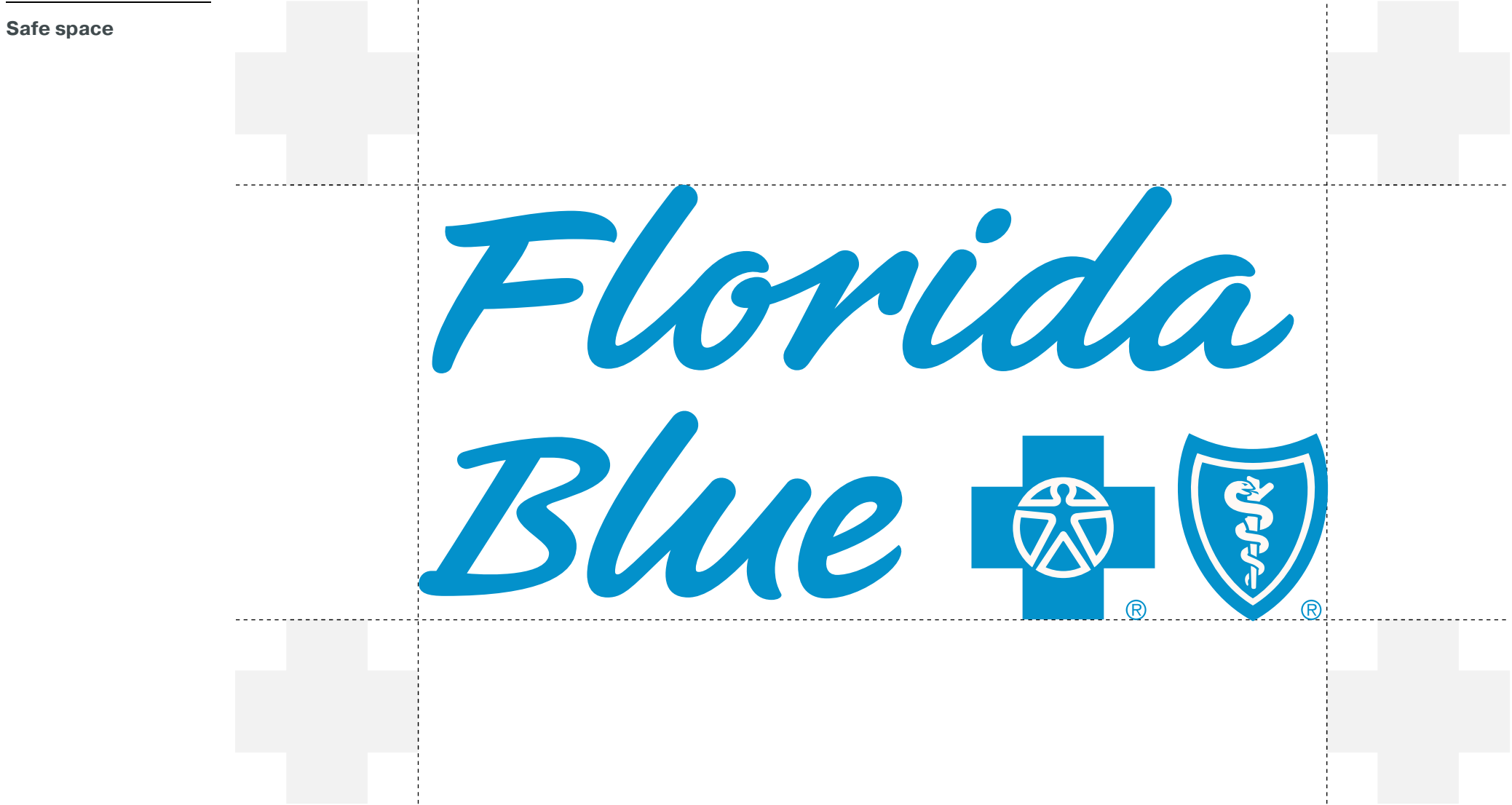
H M O



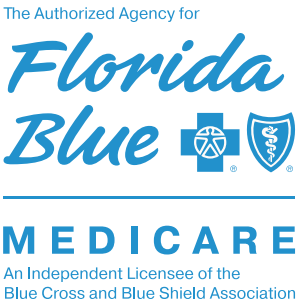
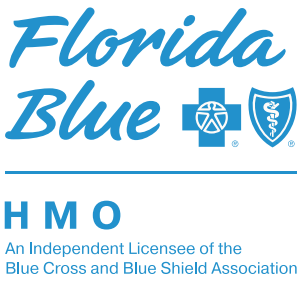
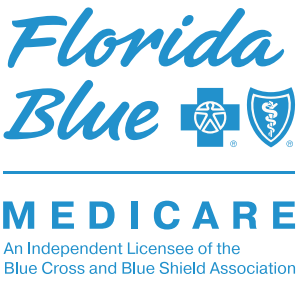
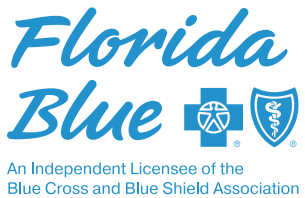
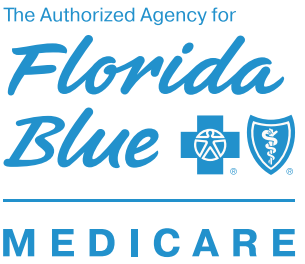
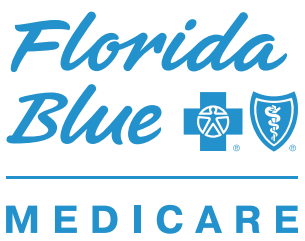
M E D I C A R E



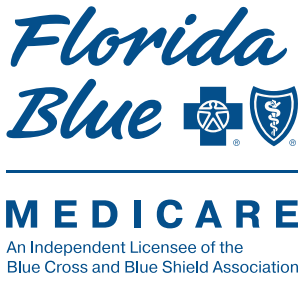
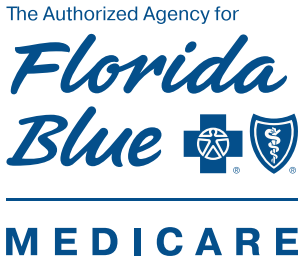
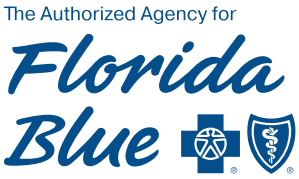
H M O



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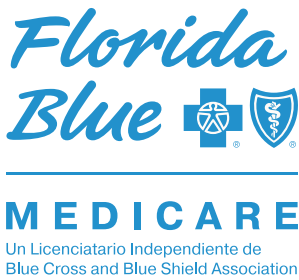
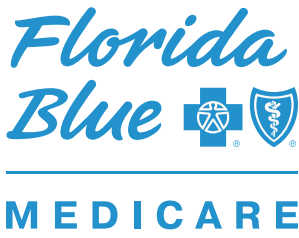
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NOTE:
Authorized/licensed agents of Florida Blue should only use Florida Blue logos accompanied by the tagline(s) “Your local Blue Cross Blue Shield” or “An Independent Licensee of the Blue Cross and Blue Shield Association.”

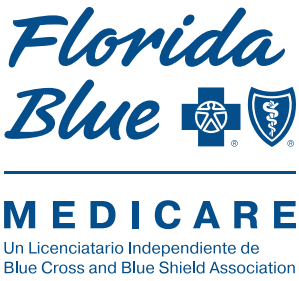
Logo inventory:
stacked logo in Spanish
process blue

NOTE:
Authorized/licensed agents
of Florida Blue should only use
Florida Blue logos accompanied
by the tagline(s) “Your local
Blue Cross Blue Shield” or
“An Independent Licensee
of the Blue Cross and Blue
Shield Association.”



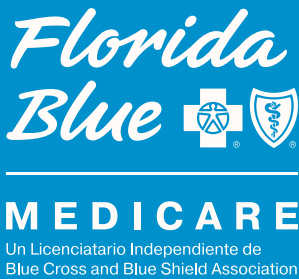
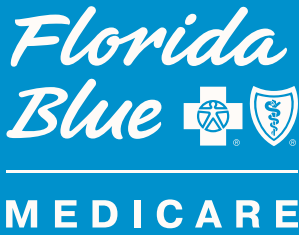
Logo inventory:
stacked logo in Spanish
navy blue

NOTE:
Authorized/licensed agents
of Florida Blue should only use
Florida Blue logos accompanied
by the tagline(s) “Your local
Blue Cross Blue Shield” or
“An Independent Licensee
of the Blue Cross and Blue
Shield Association.”



Logo inventory:
stacked logo in Spanish
off-white

NOTE:
Authorized/licensed agents
of Florida Blue should only use
Florida Blue logos accompanied
by the tagline(s) “Your local
Blue Cross Blue Shield” or
“An Independent Licensee
of the Blue Cross and Blue
Shield Association.”



Primary logo:

Whenever space allows, use the process blue brand logo and the horizontal logo lockup.

Minimum logo size for one line and stacked logos should not be less than 1/2 inch or 50 pixels.



For accessibility reasons, use the white logo on darker backgrounds and the navy logo on medium backgrounds. The cross and shield icons must always be filled in with blue, black, or white. The background color should not be seen through the icons.



With imagery, always make sure to place the logo over the simplest part of the image. The cross and shield icons must always be filled in with blue, black, or white. The image should not be seen through the icons.



Be sure to include the trademark
whenever using the logo, no matter
how small the logo may be.



4.2. Typography

Recoleta Regular (29 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline (55 pt)

What else can health insurance do?

Recoleta Medium (29 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline (55 pt)

What else can health insurance do?

Pragmatica Light (29 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pragmatica Light Oblique (29 pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Body Copy (15 pt)

We provide affordable health insurance to individuals, families, and businesses across Florida. But that’s just the start. Through our Florida Blue Centers, we offer our members free fitness classes, access to nurses, and specialists who can help members get more out of their plans.

Pragmatica Book (29 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pragmatica Book Oblique (29 pt)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Body Copy (15 pt)

We provide affordable health insurance to individuals, families, and businesses across Florida. But that’s just the start. Through our Florida Blue Centers, we offer our members free fitness classes, access to nurses, and specialists who can help members get more out of their plans.

Pragmatica Bold (29 pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Pragmatica Bold Oblique (29 pt)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Body Copy (15 pt)

We provide affordable health insurance to individuals, families, and businesses across Florida. But that’s just the start. Through our Florida Blue Centers, we offer our members free fitness classes, access to nurses, and specialists who can help members get more out of their plans.

Pragmatica Condensed Light (29 pt)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
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1234567890

Pragmatica Condensed Light Oblique (29 pt)

*ABCDEFGHIJKLMN
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pqrstuvwxyz
1234567890*

Legal Copy (15 pt)

We provide affordable health insurance to individuals, families, and businesses across Florida. But that's just the start. Through our Florida Blue Centers, we offer our members free fitness classes, access to nurses, and specialists who can help members get more out of their plans.

Pragmatica Condensed Book (29 pt)

**ABCDEFGHIJKLMN
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1234567890**

Pragmatica Condensed Book Oblique (29 pt)

***ABCDEFGHIJKLMN
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1234567890***

Legal Copy (15 pt)

We provide affordable health insurance to individuals, families, and businesses across Florida. But that’s just the start. Through our Florida Blue Centers, we offer our members free fitness classes, access to nurses, and specialists who can help members get more out of their plans.

4.3. Color palette

HEX: fdfaf8

RGB: 253 / 250 / 248

CMYK: 0 / 1 / 1 / 0

HEX: 0091cc

RGB: 0 / 145 / 204

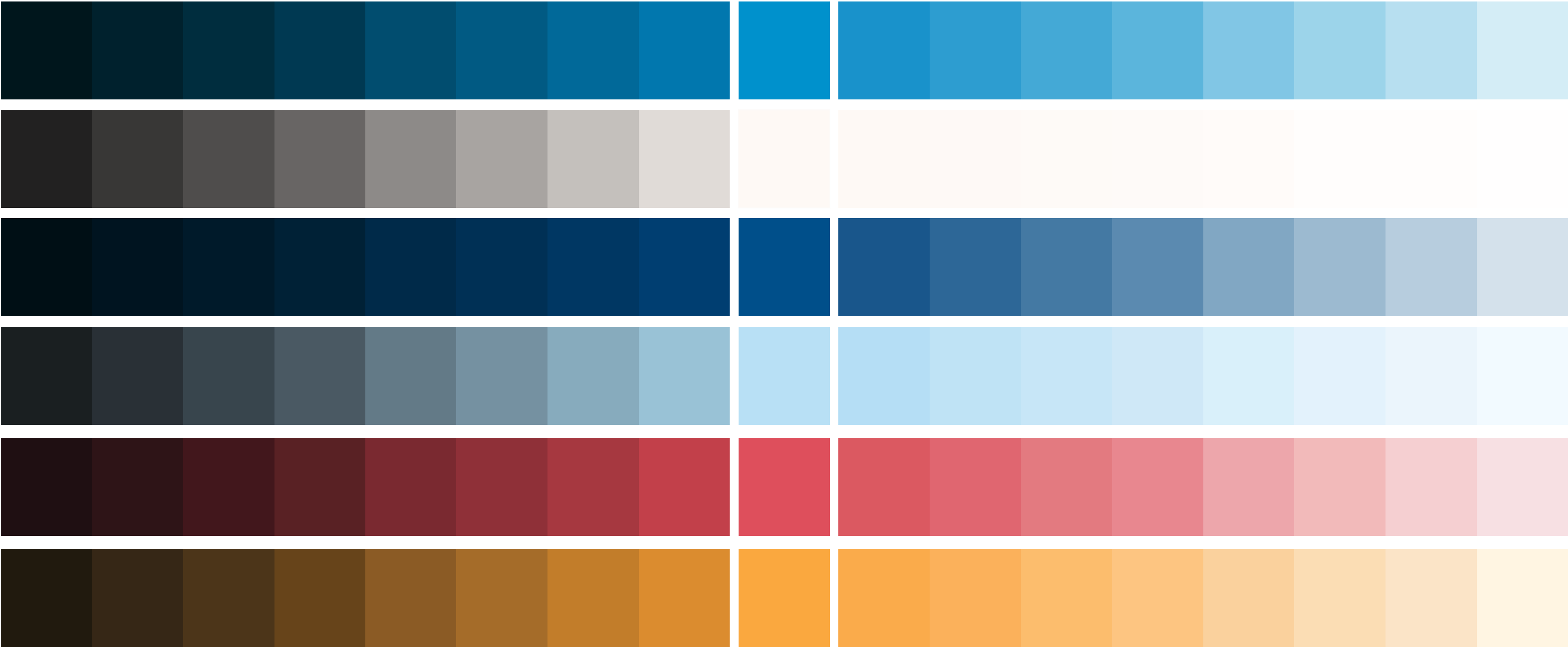
CMYK: 100 / 13 / 1 / 3

PMS: Pro. Blue C

Color palette

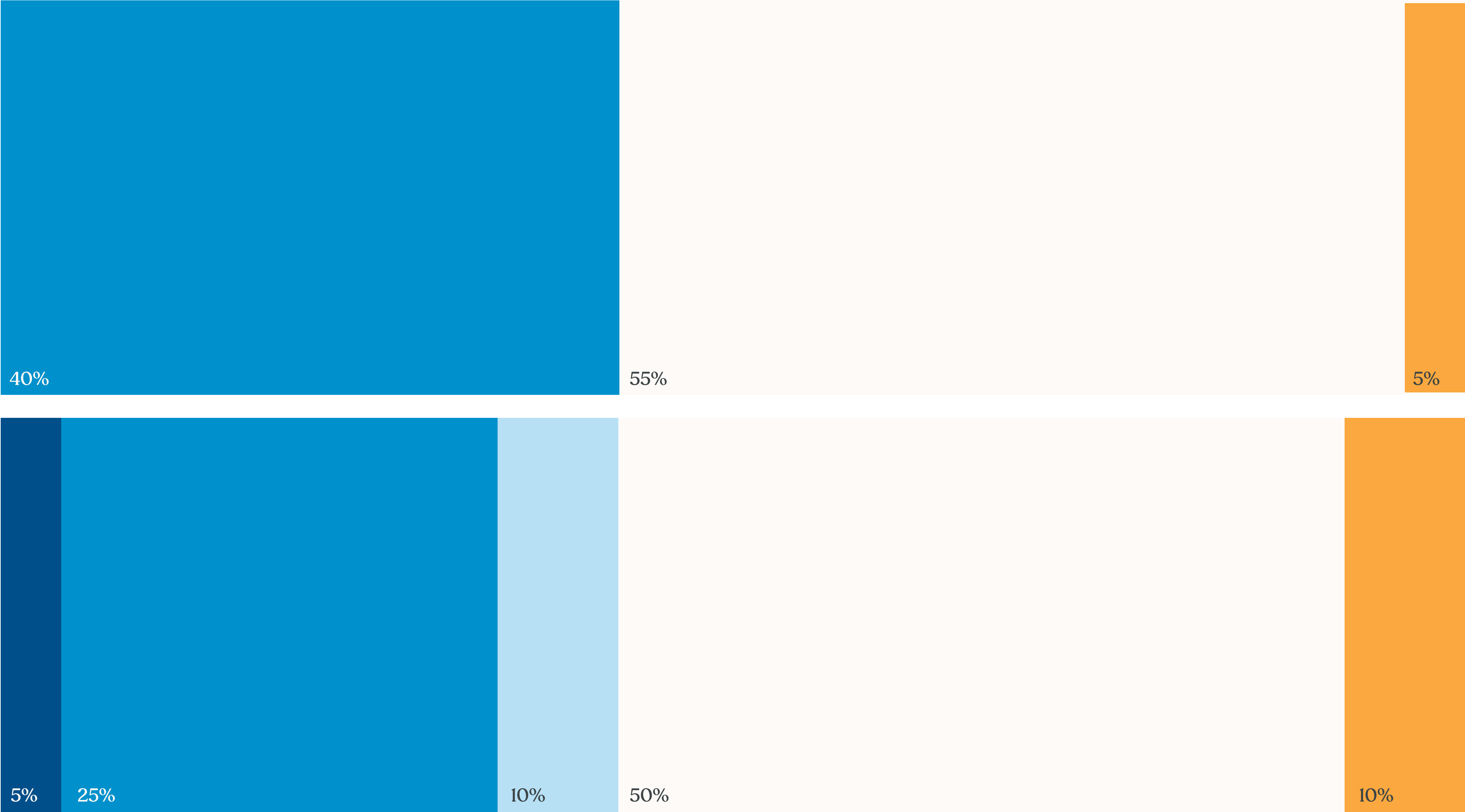
The red and orange are accent colors to be used minimally and only against off-white. They should never be used together.

HEX: fdfaf8 RGB: 253 / 250 / 248 CMYK: 0 / 1 / 1 / 0	HEX: 0091cc RGB: 0 / 145 / 204 CMYK: 100 / 13 / 1 / 3 PMS: Pro. Blue C	HEX: faa83f RGB: 250 / 168 / 63 CMYK: 0 / 39 / 85 / 0 PMS: 715 C
HEX: b7e0f5 RGB: 183 / 224 / 245 CMYK: 26 / 2 / 1 / 0 PMS: 283 C	HEX: 004f8a RGB: 0 / 79 / 138 CMYK: 96 / 76 / 21 / 6 PMS: 294 C	HEX: de4f5c RGB: 222 / 79 / 92 CMYK: 8 / 84 / 58 / 0 PMS: 4073 C



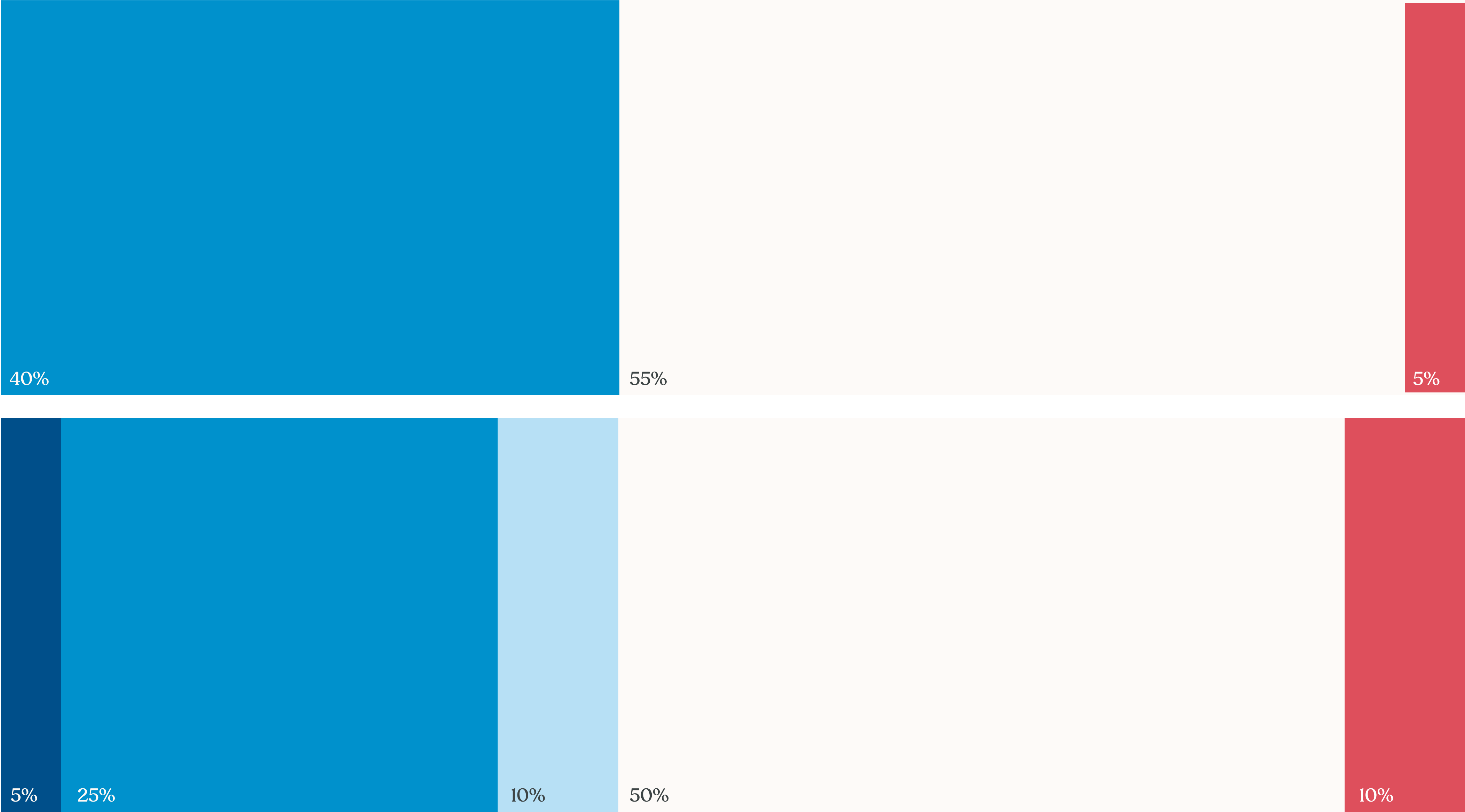
Color scenarios:
ratios and combinations

4.3. Color Palette



Color scenarios:
ratios and combinations

4.3. Color Palette



A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
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A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
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A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

4.4. Illustration

Illustration moodboard

Illustration should be used mostly in digital executions, both static and animated (display, social, video, and website).

For access to the illustration library, please contact the brand team at brand@bcbsfl.com





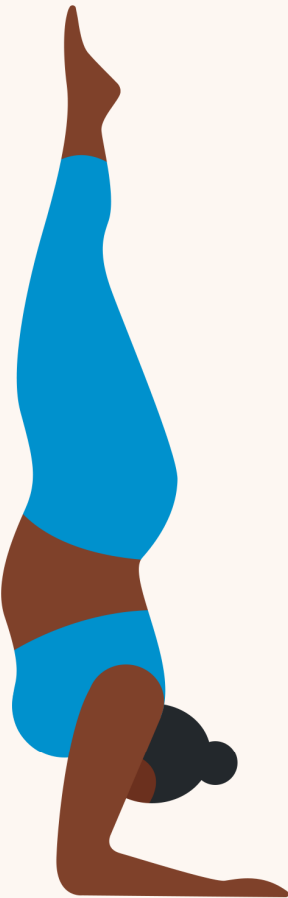
Can health insurance hold your hand for 9 months?

For more than 75 years, Florida has been our one and only home. Helping you and our communities be as healthy as they can be is our mission and we will never stop finding new ways to achieve it.



Essential Insights for Building Healthier Communities

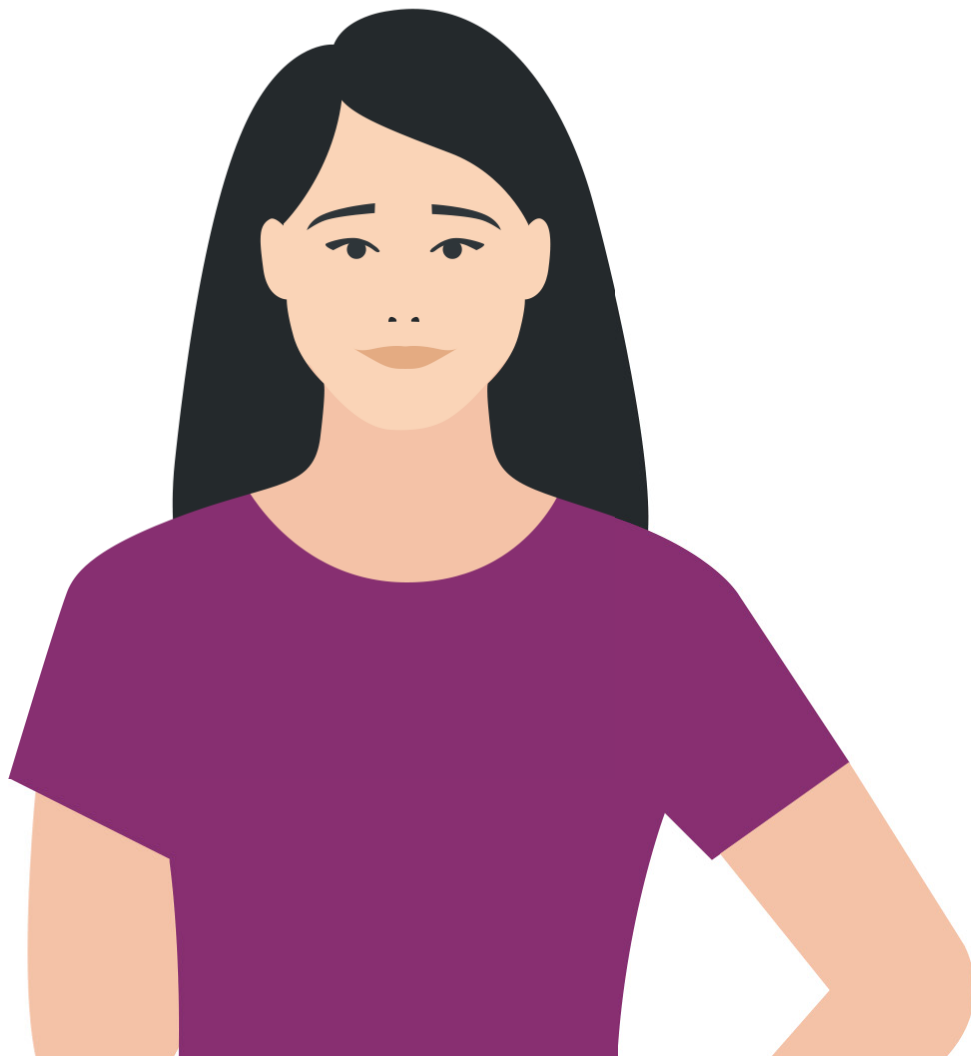
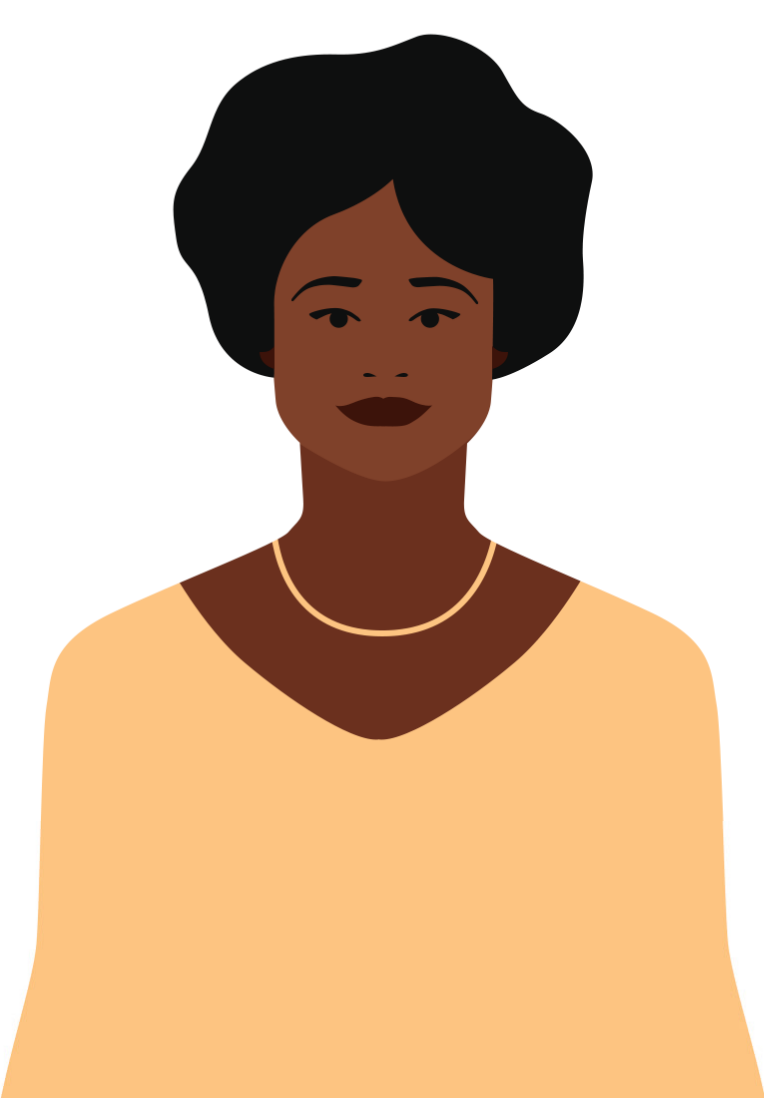
For more than 75 years, Florida has been our one and only home. Helping you and our communities be as healthy as they can be is our mission and we will never stop finding new ways to achieve it.



Healthy & Well

One of the best ways to get started is by taking charge of your health, like scheduling an appointment for your annual wellness checkup with a primary care doctor in your plan’s network. Finding the right doctor suited for your needs makes all the difference to maintaining your good





4.5. Icons

Our icons are inspired by the minimalist style of our illustrations, with just enough detail to make it clear what each one represents.

For access to the icon library, please contact the brand team at brand@bcbsfl.com



Prescription



Transportation



Dental



Savings



Hospital



Calendar



Care



Savings



Health



Ambulance

When using icons, please make sure there's enough color contrast. These are the approved color combinations.



You can also place the icons on squares with rounded corners over a different color background or imagery.



Round edge ratio:
200px X 200px square
12px rounded edge



4.6. Photography

Photography

Our photography helps convey the humanity, passion, and warmth of the brand. We lean on lifestyle images that feel candid and observed.

For access to the photography library, please contact the brand team at brand@bcbsfl.com



Photography

Casting

Our casting reflects the population of Florida, capturing a mix of ages, races, ethnicities, and abilities. Bear in mind that about a quarter of Florida’s residents identify as Latino or Hispanic.



4.6. Photography



Photography

Perspective

Our photography is usually shot from the POV of a nearby observer.



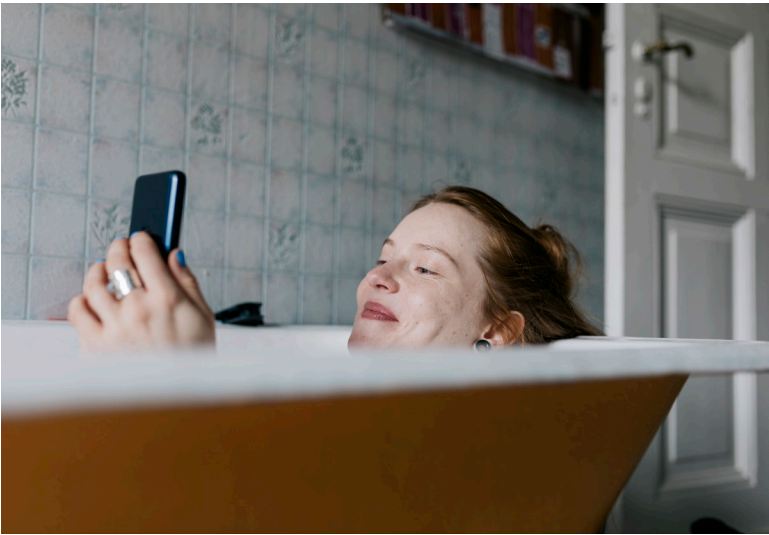
Photography

Lighting and color

We use natural, available light to help create a sense of authenticity, emphasizing the contrast between highlights and shadows to bring depth to the shot. Colors should feel vibrant, while shadows will have a subtle blue tint. None of our images should feel overstylized when it comes to color.



4.6. Photography



Environments

We favor natural, unstaged environments, with a range of localities and geographies. In terms of landscapes, it's fine to feature the occasional beach shot, but remember, there's more to Florida than just beaches!



Photography

Humanity

Our photography captures all kinds of emotions and expressions.



4.7. Video

Instructional videos should use illustration and the new design elements. Keep transitions simple and copy minimal.

Hi Edgardo

Get to know your
membership.



Plan
Benefits



Your deductible

In-network

\$500 per person
\$2,000 per family

Out-of-network

\$1,750 per person
\$3,000 per family

Your
Primary
Care
Doctor
is



4.8. Templates

Templates

Layouts on the following pages are general Brand templates.
For guidelines on current segment campaigns see section 4.9.



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Short copy + icons



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Long copy + icons



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Florida Blue 

Copy + image + icons

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Florida Blue Brand Guidelines 082.

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An illustration of a person with dark hair, wearing a black wetsuit with grey sleeves, in profile facing right. They are riding a yellow surfboard on a blue wave. The background is a light blue sky and a dark green horizon line.

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FloridaBlue.com

Florida Blue 

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FloridaBlue.com

Florida Blue 

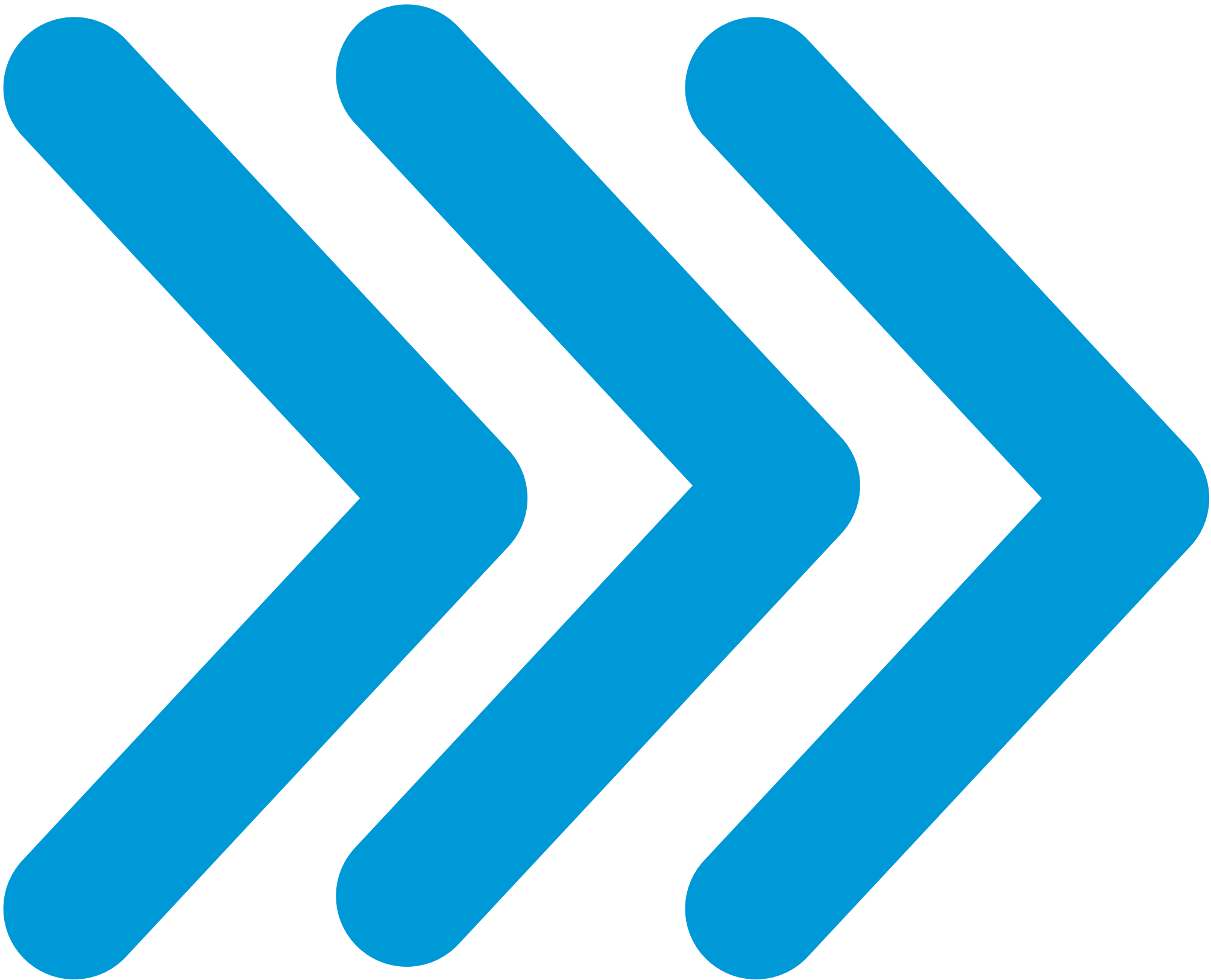
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4.9. Current campaign guidelines

Graphic device

Our arrow approach crisply encapsulates the spirit of **“Let’s Keep Solving”** by projecting a sense of constant, forward motion.

Graphically, it’s compelling and flexible, it suggests multiple solutions, and it represents the triad of “whole body” health: physical, mental, and emotional well-being.



How to use
with campaign line lockup

Our campaign line is always used in Recoleta Semi Bold.

When used by itself, we have both a single line and a stacked version of our campaign line.



When used with the arrow, make sure our campaign line is on a single baseline and is horizontally centered with the arrow.

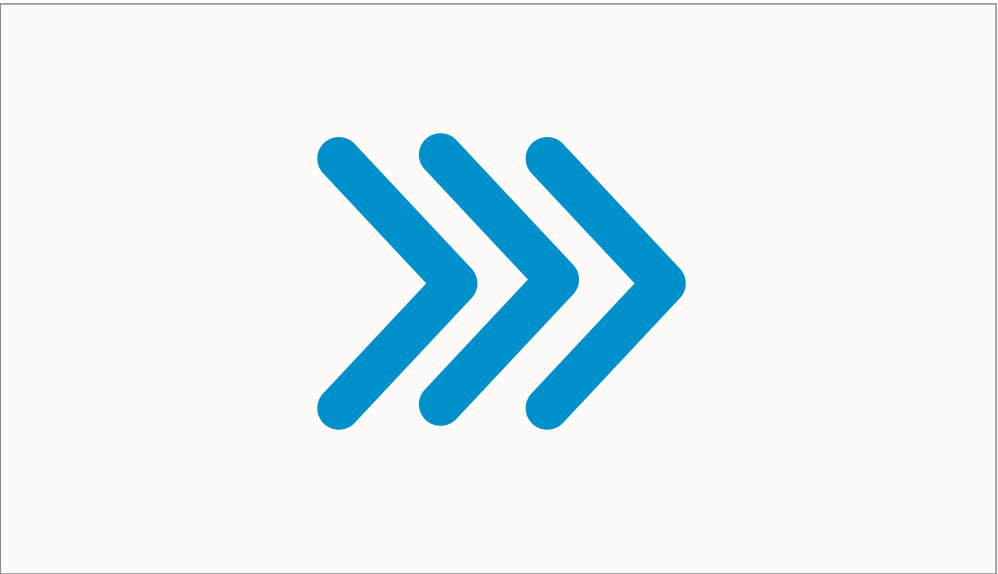


The stacked version can be used whenever the campaign line is animated and not in the same frame as the FLB logo.



How to use
color combinations

When using the arrow on a solid-color background, use one of these color combinations.



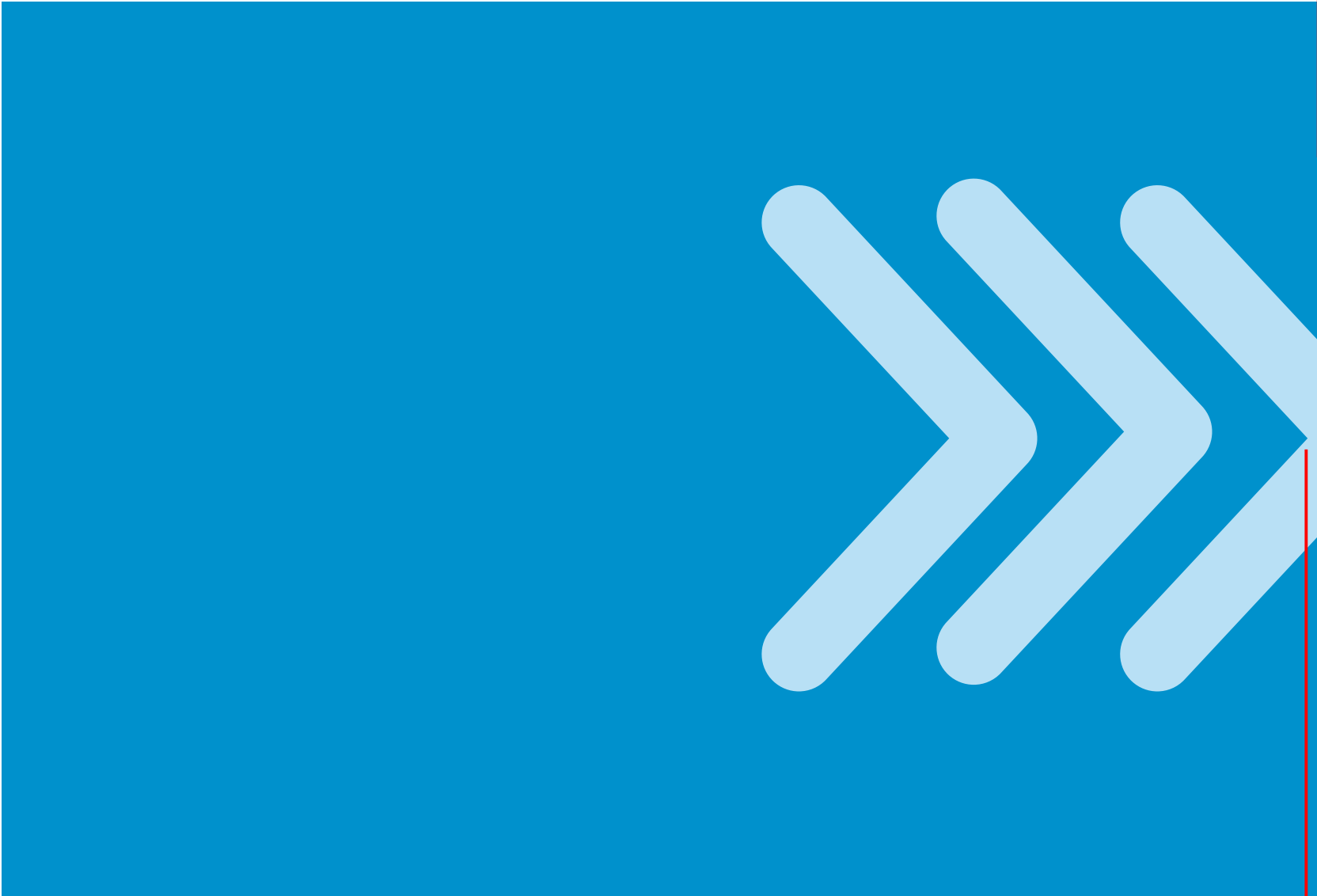
How to use
color palette

This is the color palette we use in our
Let’s Keep Solving campaign.

HEX: fdfaf8 RGB: 253 / 250 / 248 CMYK: 0 / 1 / 1 / 0	HEX: 0091cc RGB: 0 / 145 / 204 CMYK: 100 / 13 / 1 / 3 PMS: Pro. Blue C	HEX: faa83f RGB: 250 / 168 / 63 CMYK: 0 / 39 / 85 / 0 PMS: 715 C
HEX: b7e0f5 RGB: 183 / 224 / 245 CMYK: 26 / 2 / 1 / 0 PMS: 283 C	HEX: 004f8a RGB: 0 / 79 / 138 CMYK: 96 / 76 / 21 / 6 PMS: 294 C	

How to use
cropping

The only way we crop our arrow is
to the right of the canvas.



And never past the interior corner
of the third arrow.



How to use
with photography

When using the arrow over photography, make sure there's enough contrast for the arrow to pop. Please consult with the brand team before using this device.

If the image has a lot of **dark tones**, we use these arrow colors.



If the image has a lot of **light tones**, we use these arrow colors.



How to use
as an image mask

In large formats like OOH, print, and signage, we can use the arrows as a mask for imagery. When doing that, make sure the image inside the mask is simple, with the most important elements showing through the mask for clear comprehension. Ideally, use imagery with a left-to-right visual flow.

Please consult with the Brand Team before using this device.



Campaign language
with copy

Place copy horizontally centered with the arrow, as if it's the stem of the arrow, and make sure the copy never goes above or below the height of the arrow.



When used with a headline alone, make sure the campaign line is below the headline and right-aligned with the headline.

Copy should never be smaller than 10pt.

FONTS:
 Headline **Recoleta Semi Bold**
 Campaign line **Recoleta Semi Bold**



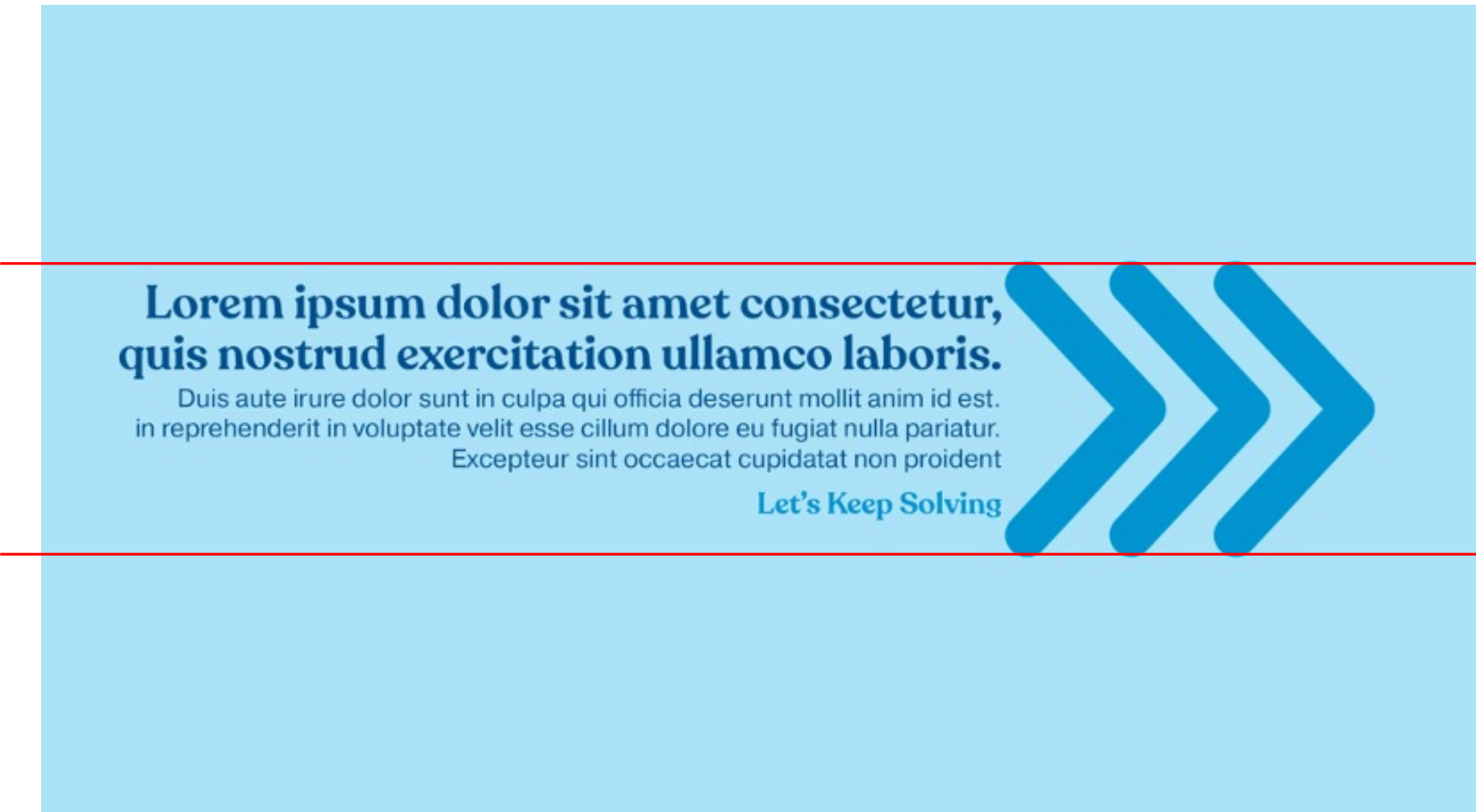
When used with a headline and body copy, make sure the campaign line is on its own line and right-aligned with all the copy above it.

Copy should never be smaller than 10pt.

FONTS:
 Headline **Recoleta Semi Bold**
 Body copy **Pragmatica Book**
 Campaign line **Recoleta Semi Bold**

Campaign language
with copy

Place copy horizontally centered
with the arrow, as if it's the stem
of the arrow, and make sure the
copy never goes above or below
the height of the arrow.



When used with a headline and long body copy, make sure the copy
block doesn't go above or below the arrow.

Copy should never be smaller than 10pt.

FONTS:
 Headline **Recoleta Semi Bold**
 Body copy **Pragmatica Book**
 Campaign line **Recoleta Semi Bold**



When used with long copy alone, make sure the copy block doesn't go
above or below the arrow.

Copy should never be smaller than 10pt.

FONT:
 Body copy **Pragmatica Book**

The purpose of the “Let’s Keep Solving” campaign is to highlight our dedication to bringing people an incredible range of “health solutions.”

It’s important that the notion of “health solutions” remains prominent. In general, a mention of “health solutions” — either in headline, subhead, or body copy — should come before “Let’s Keep Solving.”

“Let’s Keep Solving” is a campaign line, not a replacement for our tagline “Your Health Solutions Partner.”

Let’s talk mental health. By talking.

Health solutions like therapy is covered with Florida Blue.

Let’s Keep Solving 

Florida Blue 

Campaign language

Here are the specifics around how we treat copy.

Let’s Keep Solving

For our campaign line, we always use title case. Do not use a period.

FONT:
Campaign line **Recoleta Semi Bold**

Lorem ipsum dolor sit amet consectetur

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

For headlines (that are not “Let’s Keep Solving”), we always use sentence case and no period if the headline is one sentence without a comma in the sentence.

If a single-line headline has a single line of body copy, it also uses sentence case and no period.

FONTS:
Headline **Recoleta Semi Bold**
Body copy **Pragmatica Book**

Campaign language

Here are the specifics around how we treat copy.

Lorem ipsum dolor sit amet consectetur.
Meng duer so dis.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

For headlines, we always use sentence case.
If the headline has **more than one sentence**, we use periods.

For body copy, we always use sentence case. If the headline has a period, then the body copy should have a period as well.

FONTS:
 Headline **Recoleta Semi Bold**
 Body copy **Pragmatica Book**

Lorem ipsum dolor sit amet consectetur,
meng duer so dis.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

For headlines, we always use sentence case. If the headline needs **a comma**, then we use a period at the end of the sentence.

FONTS:
 Headline **Recoleta Semi Bold**
 Body copy **Pragmatica Book**

How it comes to life

How it comes to life
OOH layout

Headline + body copy + campaign line lockup + logo + full-bleed image



Let's keep sleeping

Health solutions like sleep studies

Let's Keep Solving >>>

Florida Blue  

How it comes to life
OOH layout

Headline + body copy + campaign line lockup + logo + arrow mask for image

Let's build the healthiest you

Health solutions like yoga classes at Florida Blue Centers

Let's Keep Solving

Florida Blue 



How it comes to life
vertical layout

Headline + body copy + campaign line lockup
+ logo + full-bleed image

Let's talk mental health. By talking.

Health solutions like therapy is covered
with Florida Blue.

Let's Keep Solving >>>

Florida Blue 



How it comes to life
vertical layout

Headline + body copy + campaign line lockup
+ logo + solid-color background

Let’s talk
mental health.
By talking.

Health solutions like therapy is covered
with Florida Blue.

Let’s Keep Solving >>>

Florida Blue 

How it comes to life
vertical layout

Headline + body copy + campaign line lockup
+ logo + arrow mask for image

Let's talk
mental health.
By talking.

Health solutions like therapy is covered with Florida Blue.

Let's Keep Solving



Florida Blue



How it comes to life
vertical layout

Additional vertical
layout examples

Let's talk mental health. By talking.

Health solutions like therapy is covered
with Florida Blue.

Let's Keep Solving

Florida Blue

Let's talk mental health. By talking.

Health solutions like therapy is covered with Florida Blue.

Let's Keep Solving

Let's talk mental health. By talking.

Health solutions
like therapy is covered
with Florida Blue.

Let's Keep Solving

Florida Blue

How it comes to life
ALT posters

Headline + body copy + campaign line lockup
+ logo + arrow mask for image

In special circumstances and use cases, we
can take license with how we use our arrows.

Please consult brand team for guidance
on a case-by-case basis.



How it comes to life
display (static)

Let's talk
mental health.
By talking.

Health solutions like
mental health support.

Let's Keep Solving



Learn More

Florida Blue



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300 x 600

Let's talk
mental health.
By talking.

Health solutions like
mental health support.

Let's Keep Solving



Learn More

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300 x 250

Let's talk mental health. By talking.

Health solutions like mental health support.

Let's Keep Solving



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728 x 90

How it comes to life
display (static)

Additional color
combinations

Let's talk
mental health.
By talking.

Health solutions like
mental health support.

Let's Keep Solving

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Let's talk
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Let's talk mental health. By talking.

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