

**Blue Cross And Blue Shield of Minnesota
visual system, marketing literature, website**



How the largest health plan provider in Minnesota strengthened its brand through the development of a comprehensive visual system and brand center website

situation

Blue Cross and Blue Shield of Minnesota is the largest health plan in Minnesota, providing health coverage to more than 2.7 million members. Blue Cross and Blue Shield needed a compelling visual system that would unify its brand and appeal to younger healthcare consumers, boomers, and seniors alike. The new Brand Center website needed to include logo, color, imagery, web standards, and representative brand examples.

challenges

Staying relevant. As a brand, Blue Cross and Blue Shield of Minnesota already had awareness and engagement. The challenge was staying relevant to younger healthcare consumers.

Consensus building. Multiple stakeholders across multiple divisions needed to approve the new visual system.

Multiple audiences. The visual standards needed to meet the needs of designers, writers, marketers, and vendors.

Complex brand relationships. The visual system needed to clarify the relationships between Blue Cross Blue and Shield of Minnesota and the various sub-brands, organizations, affiliates, and market segments.

results

Marketing materials produced by and for Blue Cross and Blue Shield of Minnesota now present a unified brand look — with a focus on healthy living, wellness, and peace of mind.

The brand center website helps all Blue Cross and Blue Shield of Minnesota employees become better brand advocates. Employees can find immediate answers and visual references for the work they do every day, eliminating a “culture of reaction.” Brand managers can access templates, download resources, and review an impressive gallery of brand-right samples.