

# BRAND GUIDELINES

**THE WELLMARK FOUNDATION** is extremely proud to provide funding for your project. We have created this guideline to assist you in properly referring to your support from The Wellmark Foundation.

The mission of The Wellmark Foundation is to fund initiatives that positively impact the well-being of Iowans and South Dakotans. Our funding supports community-based wellness and prevention initiatives focusing on safe and healthy environments in which to be active, and access to and consumption of healthy foods where we live, work, learn and play. The Wellmark Foundation is a private, nonprofit foundation created in 1991 by Wellmark Blue Cross and Blue Shield of Iowa. The Wellmark Foundation has provided millions of dollars in grant funding to projects that promote healthy lifestyles across Iowa and South Dakota for the past decade.



## USE ORIGINAL ARTWORK ONLY.

### BASIC LOGO RULES:

- Display in blue or black
- Symbols inside cross and shield must be white
- Tagline is required

## THE WELLMARK FOUNDATION

is active on social media. Please follow us so we can help promote the great work being done in your community.

 WellmarkBCBS

 WellmarkBCBS

 WellmarkBCBS

 Wellmark Blue Cross and Blue Shield

## CONTACT US

The Wellmark Foundation will need to approve the final use of the logo on any materials. To receive The Wellmark Foundation logo, please contact Gina Rooney, The Wellmark Foundation manager at [rooneyg@wellmark.com](mailto:rooneyg@wellmark.com) or 515-376-6420.

## VISIT

[Wellmark.com/Foundation](http://Wellmark.com/Foundation)

## USE ORIGINAL ARTWORK ONLY.



**DO NOT** stretch, “scrunch” or distort our logo



**DO NOT** rotate our logo or use any other color except blue, black or white



**DO NOT** alter the color of the images inside the cross and shield



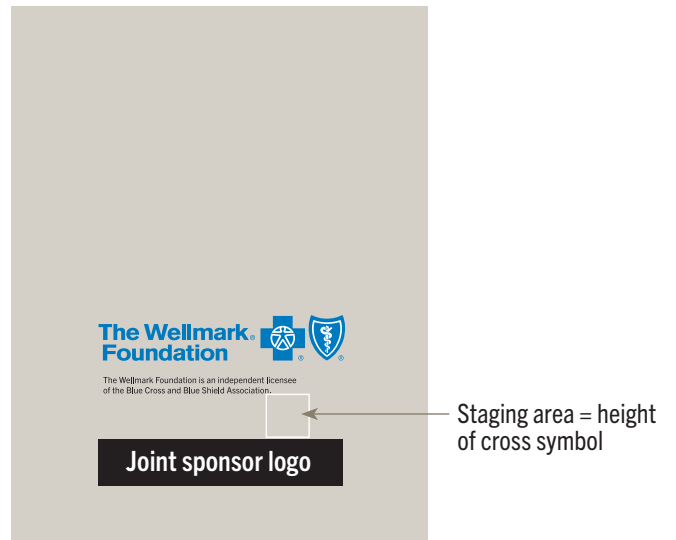
**DO NOT** enclose our logo with a shape of any kind

## WHEN USING THE WELLMARK FOUNDATION LOGO WITH ANOTHER LOGO

- Use the width of the cross symbol to ensure enough space is placed between logos (staging area).



Staging area = width of cross symbol



Staging area = height of cross symbol



The Wellmark Foundation is an independent licensee of the Blue Cross and Blue Shield Association.

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