



**BlueCross BlueShield
of Alabama**

Web Style Guide

Recommended design and styles for web
and digital media.

This Web Style Guide details the Blue Cross and Blue Shield of Alabama (BCBSAL) design recommendations for all digital touchpoints. Here, we cover what matters online: colors, typography, iconography, buttons, fields, forms and more.

Use these guidelines together with the Brand Guide for Blue Cross and Blue Shield of Alabama to develop communications with a consistent brand image, a friendly aesthetic and a simple user experience. That is, communications that are uniquely Blue Cross and Blue Shield of Alabama.

Brand Color Palette

Use blues as the dominant primary colors. Yellow is for call-to-action buttons (CTAs). Use secondary colors as accents to add interest to the page or as a highlight.

Primary colors



Congress Blue
#004E87
rgb(0, 78, 135)



Lochmara
#0078CC
rgb(0, 120, 204)

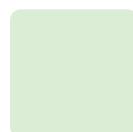


School Bus
#FCDF05
rgb(252, 223, 5)

Secondary colors



Everglade
#274D28
rgb(39, 77, 40)



Peppermint
#DFF0D8
rgb(223, 240, 216)



Water
#D9EDF7
rgb(217, 237, 247)

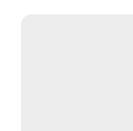


Nutmeg
#712D2B
rgb(113, 45, 43)



Winnie
#F2DEDE
rgb(242, 222, 222)

Neutral colors



Gallery
#EDEDED
rgb(237, 237, 237)



Alto
#D4D4D4
rgb(212, 212, 212)



Tundora
#4C4C4C
rgb(76, 76, 76)



Black
#000000
rgb(0, 0, 0)



Typography

Open Sans is the brand font for web. All weights and styles are available for use.

TEXT COLORS

Tundora/White

Neutral color for text

Congress Blue

Headlines

Lochmara

Links

Nutmeg

Error messages

WEIGHTS

Bold 700

Semibold 600

Regular 400

Light 300

ITALIC

Bold 700 Italic

Semibold 600 Italic

Regular 400 Italic

Light 300 Italic



Typography

Use headers in descending order.

Header 1 (H1)

Family Open Sans	Size 30 pixels	Weight Light (300)	Line Height 36 pixels
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The Quick Brown Fox

Header 2 (H2)

Family Open Sans (700)	Size 18 pixels	Weight Bold (700)	Line Height 22 pixels
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The Quick Brown Fox

Header 3 (H3)

Family Open Sans (500)	Size 18 pixels	Weight Regular (500)	Line Height 22 pixels
---------------------------	--------------------------	--------------------------------	---------------------------------

THE QUICK BROWN FOX

Header 4 (H4)

Family Open Sans (500)	Size 18 pixels	Weight Regular (500)	Line Height 22 pixels
---------------------------	--------------------------	--------------------------------	---------------------------------

The Quick Brown Fox

Paragraph (P)

Family Open Sans (500)	Size 14 pixels	Weight Regular (500)	Line Height 21 pixels
---------------------------	--------------------------	--------------------------------	---------------------------------

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



Iconography

Light icons are preferred. Pair with type of similar weight.

Streamline 3.0

<https://www.streamlineicons.com/>

Light

Preferred weight.



Regular

Used at smaller sizes.



Bold

Used for complex icons at smaller sizes.



Iconography

Complex Shapes

Select an appropriate weight as icons are scaled to down to smaller sizes. Icons with more detail are easier to recognize at small sizes when a bold weight is used.

 Light

 Regular

 Bold

Less Recognizable

More Recognizable

Bold vs. Light

Bold icons can be used to indicate that something is “on”, while a light icon can indicate that something is “off.”

Password

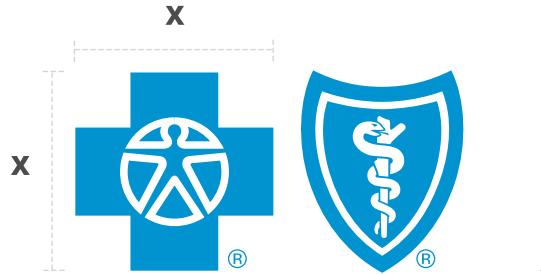




Logo Usage

Clear Space

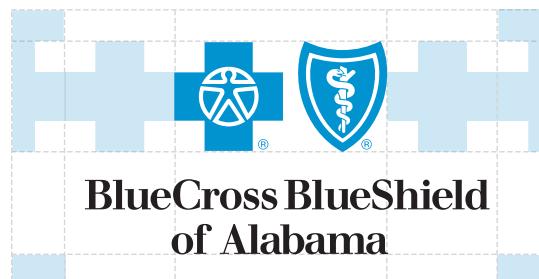
The same clear space requirements apply to both tagline signature lock-ups (left-justified and centered). The required amount of clear space to ensure maximum visibility and legibility is determined by the (X) height of the Blue Cross Symbol in the Signature. Using more than the minimum space is always acceptable.



Desktop



Mobile



Logo Usage

Minimum Size

The minimum size is determined by the (X) height of the Blue Cross Symbol in the Signature. 30px should be the absolute minimum height of the cross.



We cover what matters.



BlueCross BlueShield
of Alabama



B2B Digital Marketing Style Guide

B2B has its own logo, fonts and imagery. In addition to “Open Sans” please use “Libre Baskerville” for headlines in all B2B communications.



Libre Baskerville

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - = [] \ ; , . / ^ ~ ! @ # \$ % ^ & * () _ + { } | : " < > ?

Weights

Regular 400

Headline (H1)

Family **Libre Baskerville** Size **24px** Weight **Semibold 400** Line Height **29px**

The quick brown fox



Buttons

Buttons are used to indicate actions which affect the front-end or back-end of the website.

Anatomy



1. Text button

- A. Text label
- C. Icon (optional)



2. Outline button

- A. Text label
- B. Container
- C. Icon (optional)



3. Contained button

- A. Text label
- B. Container
- C. Icon (optional)

Buttons



STANDARD



HOVER



DISABLED

PRIMARY

Yellow buttons are for primary CTAs and the text should be all caps. Use these buttons when linking to a function and for the last step of a process. For a multistep process, all buttons should be yellow. When possible, use only one primary button per website page.

Button Label

STANDARD

Button Label

HOVER

Button Label

DISABLED

TEXT ONLY

Text buttons are used for tertiary CTAs. When there are multiple buttons in a row, text buttons are typically placed to the left of a primary button.



Buttons



STANDARD



HOVER



DISABLED

STANDARD

Blue buttons are used for secondary CTAs or in lieu of a singular primary function.



STANDARD



HOVER



DISABLED

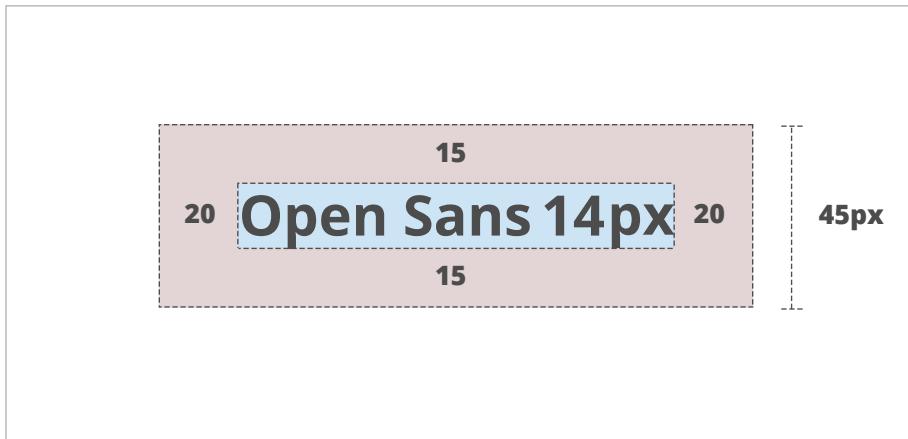
OUTLINE

Outline/White buttons are used for tertiary CTAs. When there are multiple buttons in a row, outline buttons are typically placed to the left of a standard button.



Buttons

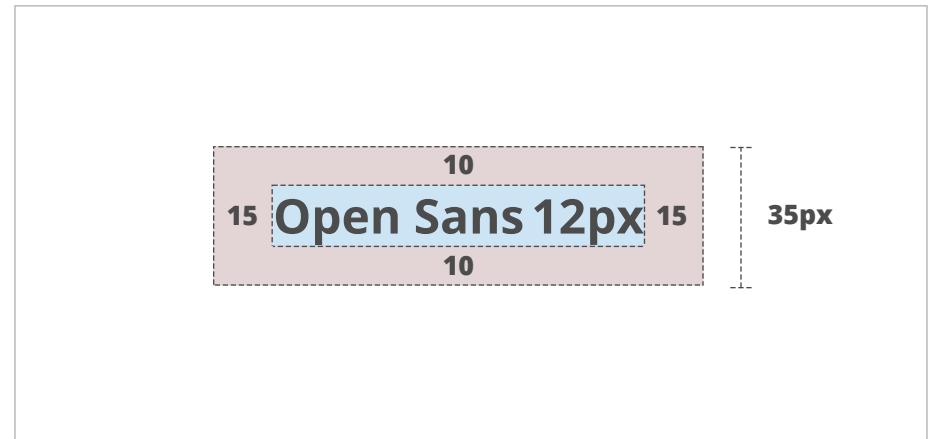
Button Sizing



STANDARD

Standard buttons are used in most instances, wherever space allows.

Minimum Width: 60px



SMALL

Small buttons are used when standard buttons do not fit the space. Small buttons are mainly used for mobile, but can be used for desktop as well.

Minimum Width: 50px



Buttons

Password

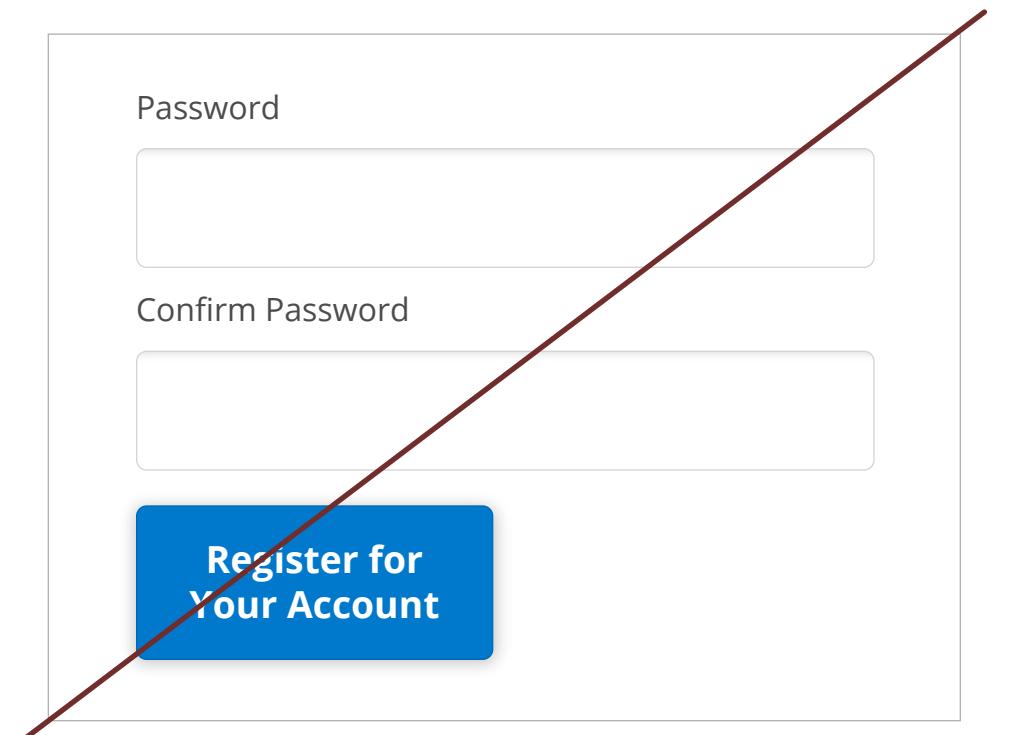
Confirm Password

Register

Password

Confirm Password

Register for Your Account



DO: Stretch buttons as necessary

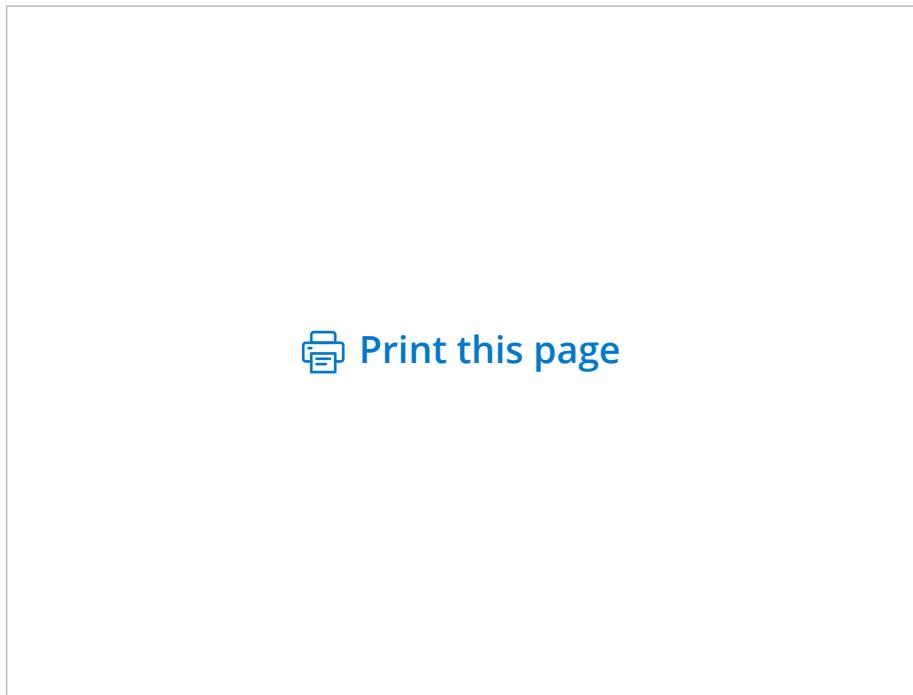
For instance, when a narrow button doesn't draw enough attention or fit the space. Keep this in mind for mobile, though it applies to desktop as well.

DON'T: Wrap button labels to multiple lines

Keep labels concise (to two or three words). It'll help maintain readability.

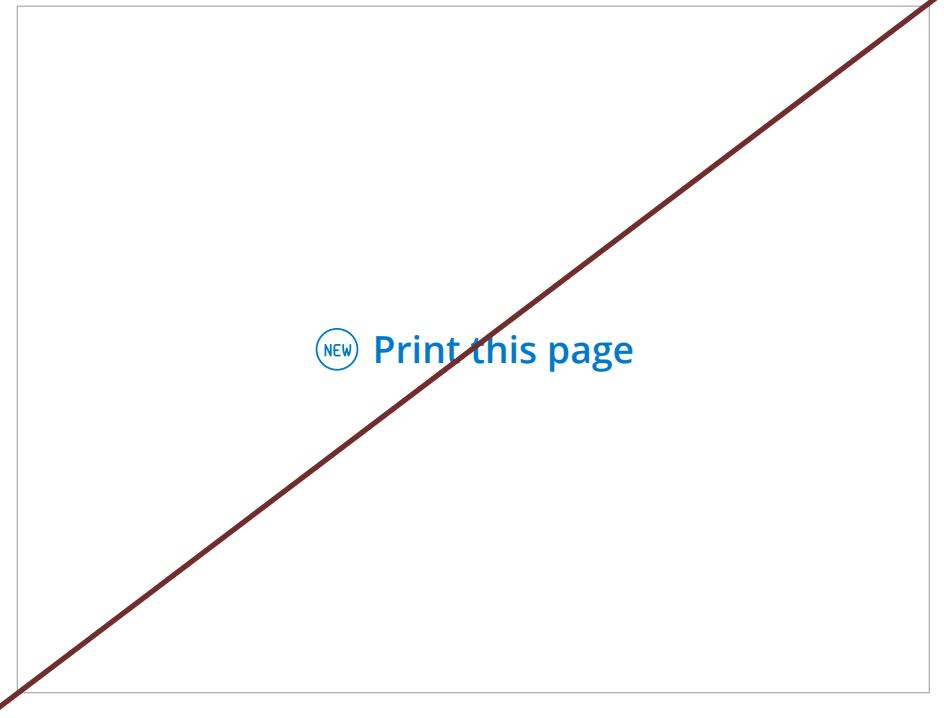


Buttons



DO: Use icons to add cues

An icon should appear on a button when a function such as "Search" or "Print Report" is indicated or when clicking redirects users to a different website. Icons should be used with text to help explain functionality.

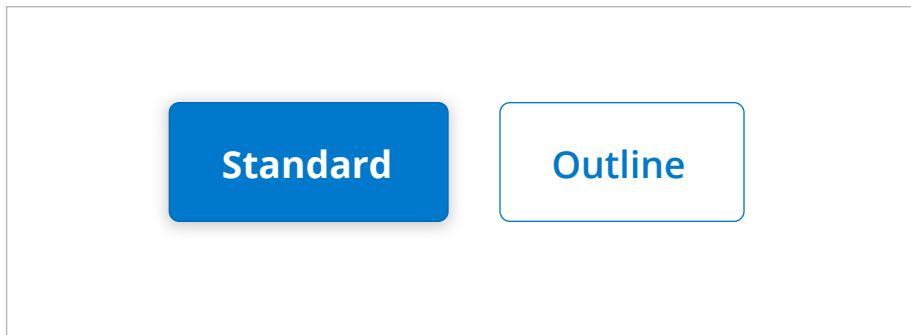
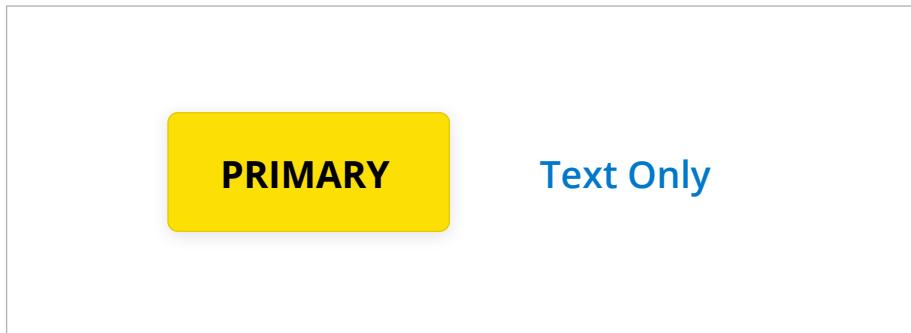


DON'T: Use icons which don't accurately represent content or functionality

Use an outline or text button to the left of the primary or standard button to visually differentiate them.

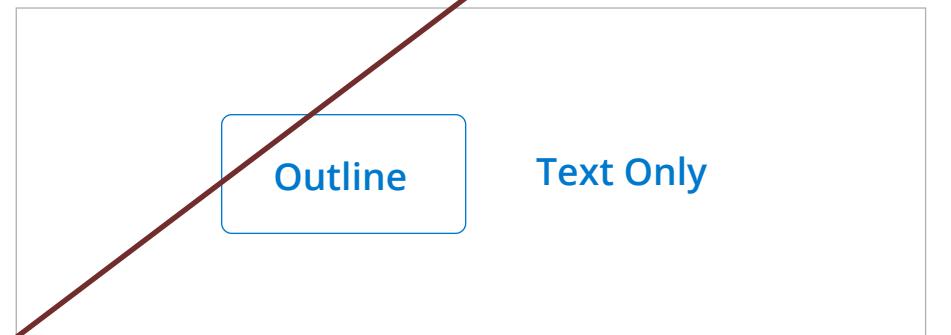
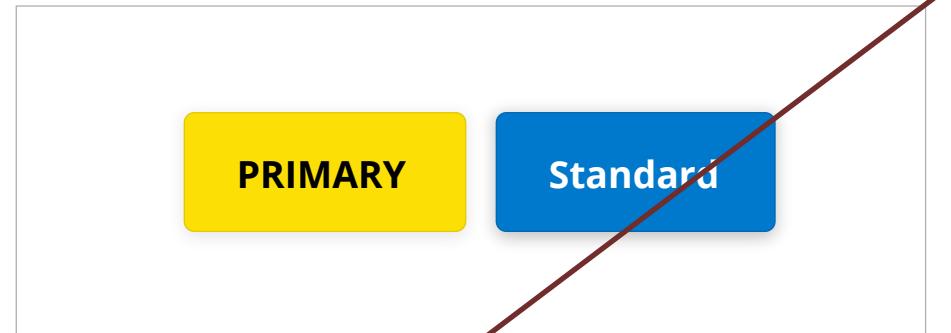


Buttons



DO: Pair primary buttons with text buttons or standard buttons with outline buttons

An icon should appear on a button when a function such as “Search” or “Print Report” is indicated or when clicking redirects users to a different website. Icons should be used with text to help explain functionality.



DON'T: Pair primary with standard buttons or outline with text buttons

Use an outline or text button to the left of the primary or standard button to visually differentiate them.



Text Fields

Text fields appear on entry forms, allowing users to enter custom responses.
(E.g., Name, street address)

A yellow circle labeled 'A' points to the text 'Social Security Number'. Below it is a text input field containing a placeholder '— - - - -'. A yellow circle labeled 'B' points to the first dash in the placeholder. To the right of the input field is a small square icon containing an eye symbol, with a yellow circle labeled 'C' pointing to it.

Anatomy

- A. Label:** A label tells users what information to provide.
All text fields must have a label.
- B. Placeholder:** Placeholders give users response and
formatting hints. (E.g., mm/dd/yyyy)
- C. Action Icon:** Icons appear in text fields when action
may be needed to form user responses. (E.g.,
Calendar appears to help pick dates)



Text Fields

Text fields appear in a variety of states. In an active/hover state, a user can type directly into the field. In a disabled state, the field is grayed out and inactive. An error state appears when a user enters unintelligible text.

DEFAULT

Input Label

Placeholder

ACTIVE/HOVER

Input Label

User inputted text

DISABLED

Input Label

Placeholder

ERROR

Input Label

Malformed text

Error Message



Text Areas

Fields that allow for lengthy user responses/multi-line text input. These fields should have a clearly stated character limit.

Text Field Label

(0 of 250)



Select Menu

Select menus appear on entry forms, allowing users to choose from a list of pre-populated responses.
(E.g., State of residence)

The diagram shows a select menu interface. At the top left is a yellow circle labeled 'A' pointing to the text 'Select Label'. Below it is a blue-bordered box containing a list of items. The first item, 'Item Number 2', is highlighted in blue and has a yellow circle labeled 'B' next to it. An upward-pointing arrow is located to the right of this item. The second item, 'Item Number 1', is in a white box. The third item, 'Item Number 2', is highlighted in blue and has a yellow circle labeled 'C' next to its right edge. The fourth item, 'Item Number 3', is in a white box. The fifth item, 'Item Number 4', is in a white box. At the bottom center is a yellow circle labeled 'D' pointing downwards.

Select Label

B Item Number 2

Item Number 1

Item Number 2

Item Number 3

Item Number 4

Anatomy

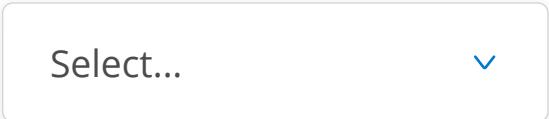
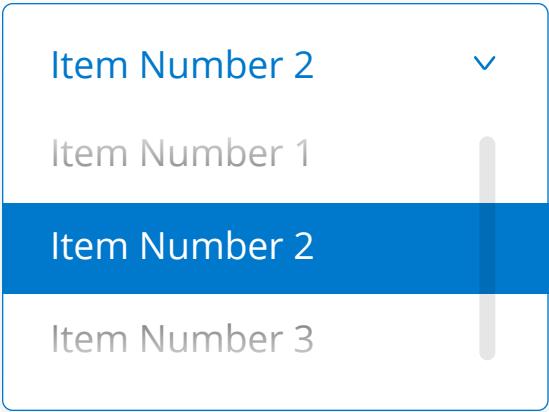
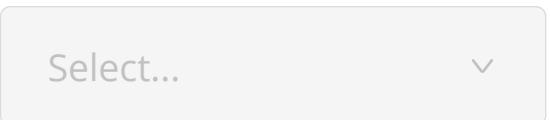
- A. **Label:** A label tells users what information to provide.
All text fields must have a label.
- B. **Placeholder:** Placeholders such as “Select...” indicate that a selection needs to be made.
- C. **Selected Item:** Items selected are highlighted in blue.
- D. **Menu:** The full list of pre-populated responses.

Select menus should be used when users face four or more choices. Radio buttons should be used when users face two or three choices. (E.g., Gender: male, female)



Select Menu

Select menus appear in a variety of states. An active state allows a user to scroll through options and select a response. In a hover state, the select menu is activated when a user places their cursor over the select menu. In a disabled state, the select menu is grayed out and inactive. An error state appears when a user doesn't select a response.

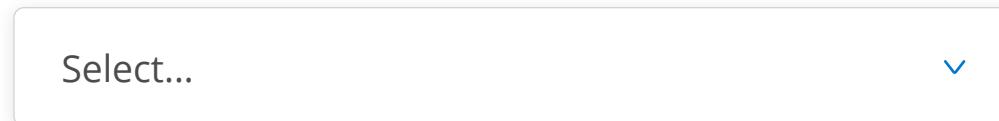
<p>DEFAULT</p> <p>Select Label</p>  <p>Select...</p> <p>▼</p>	<p>HOVER</p> <p>Select Label</p>  <p>Select...</p> <p>▼</p>
<p>ACTIVE</p> <p>Select Label</p>  <p>Item Number 2</p> <p>▼</p> <p>Item Number 1</p> <p>Item Number 2</p> <p>Item Number 3</p>	<p>DISABLED</p> <p>Select Label</p>  <p>Select...</p> <p>▼</p>
	<p>ERROR</p> <p>Select Label</p>  <p>Select...</p> <p>▼</p> <p>Error Message</p>



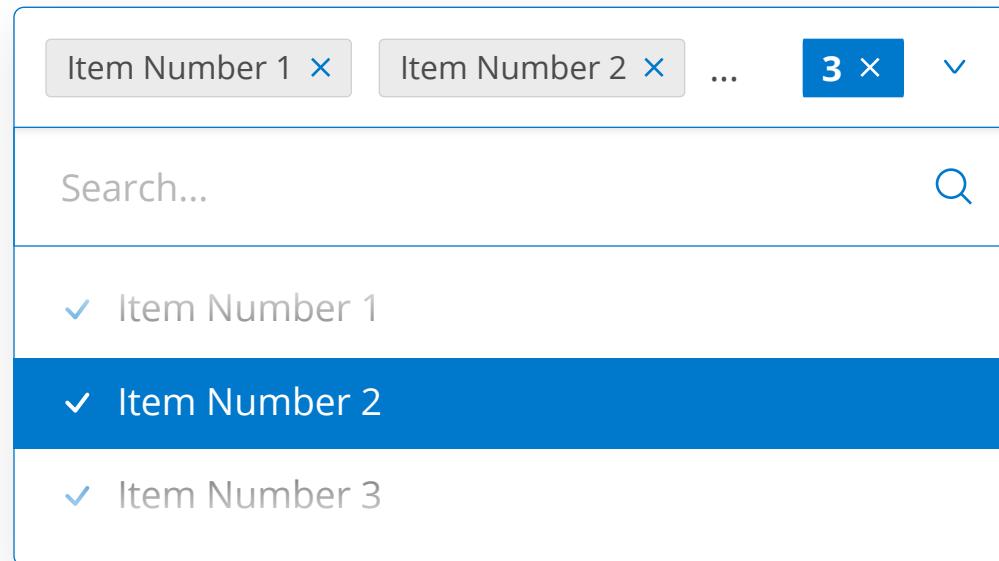
MultiSelect Menu

Select menus appear in a variety of states. An active state allows a user to scroll through options and select a single or multiple response. Scroll through the dropdown to see all responses.

MultiSelect Label



MultiSelect Label



Checkboxes

Checkboxes appear on entry forms, allowing users to select multiple items.

Checkboxes appear in a variety of states. A deselected state appears when a user unchecks a checkbox. In a hover state, the checkbox is activated when a user places their cursor over the box. In an active state, a user can simply check the box to select it. A selected state shows a check in the checkbox. In a disabled state, the checkbox is grayed out and inactive.

DESELECTED



HOVER/ACTIVE



SELECTED



DISABLED



ERROR



Radio Buttons

Radio buttons appear on forms, allowing users to select one item. Radio buttons should be used when users face two or three choices. (E.g., Gender: male, female) Select menus should be used when users face four or more choices.

Radio buttons appear in a variety of states. A deselected state appears when a user deselects a radio button. In a hover state, a radio button is activated when a user places their cursor over the button. In an active state, a user can simply click the button to select it. A selected state shows a circle in the button. In a disabled state, the button is grayed out and inactive.

DESELECTED



HOVER/ACTIVE



SELECTED



DISABLED



ERROR



Links & Link Lists

Links in lists can appear as all text or text and icons. (E.g., A link to a PDF should include text and a PDF icon. A link to another website should include text and an icon.)

Use links for actions that won't affect a website's back-end or front-end. (E.g., Clicking to a new page to learn more) Links make website pages cleaner and easier to scan than buttons.

INLINE LINKS

Lore ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volut.

TEXT ONLY LIST

List Item #1 >

List Item #2 >

List Item #3 >

List Item #4 >

TEXT + ICON LIST

 1 List Item #1 >

 2 List Item #2 >

 3 List Item #3 >

 4 List Item #4 >



Tables

Tables allow users to scan, analyze, compare and filter information so they can act. (E.g., A table of billing information)

Claim Number	Subscriber	Provider
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
<< < 1 of 3 > >> Show: 5		

DESKTOP - SORTABLE

Claim Number	Subscriber	Provider
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
238634872	Brad Crawford	Dr. James
<< < 1 of 3 > >> Show: 5		

DESKTOP - NOT SORTABLE

Claim Number 238634872	Status Processed
Subscriber Brad Crawford	Submitted Charges 650
Provider Dr. James	Date of Service 01/07/2018
Claim Number 238634872	Status Processed
Claim Number 238634872	Status Processed
Claim Number 238634872	Status Processed
<< < 1 of 3 > >>	

MOBILE

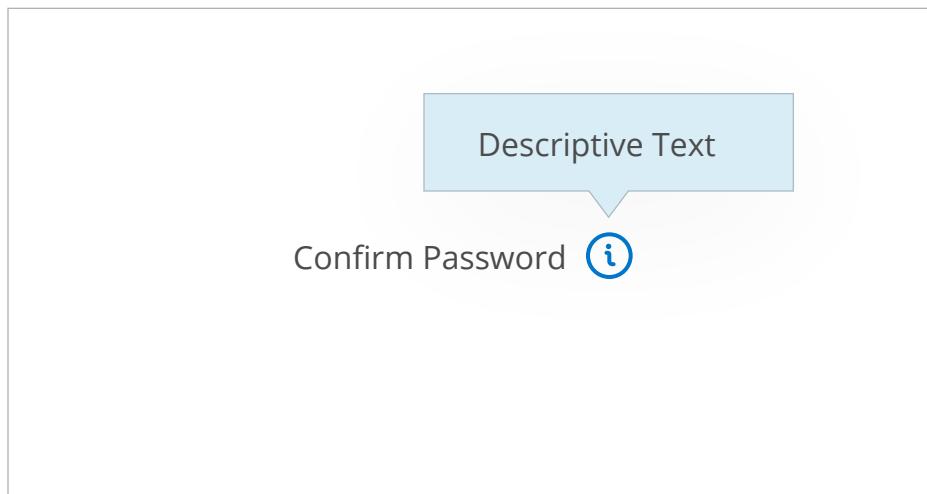
PAGINATION & ORGANIZATION

Users can find the information they're looking for by entering a page number, clicking on the inner left/right arrows to scan all the pages or clicking on the outer left/right arrows to jump to the first/last page respectively. Clicking a hyperlinked header title sorts information in ascending or descending order. On mobile, table rows become cards which can expand or collapse by clicking +/-.

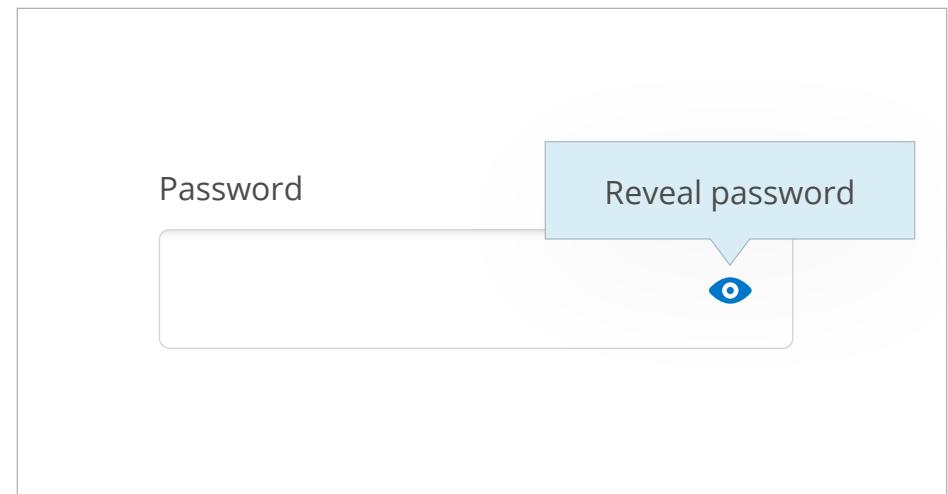


Toolips

Toolips are messages which appear on a website page when a cursor is positioned over an icon. Toolips offer additional, important website content. (E.g., Tips on how to set a strong password after setting a weak one) Icons will appear as an "i" inside a circle or an eye.



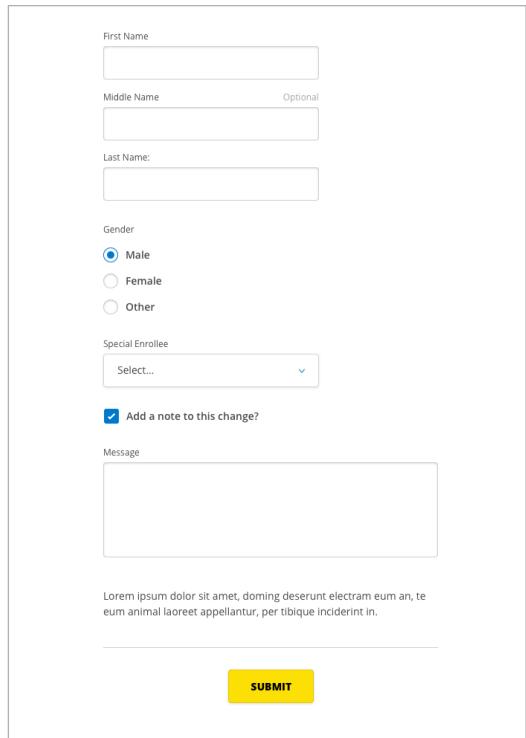
INFORMATION ICON



TOOLTIP IN A FORM FIELD

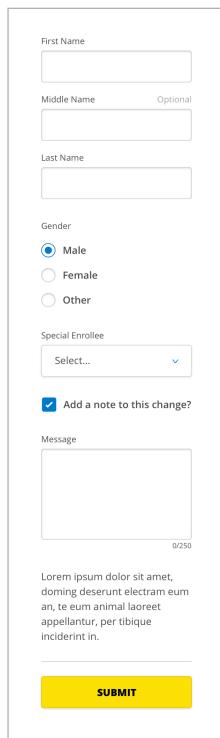
Forms

Make forms as clean and scannable as possible. Only collect the most relevant info from users to reduce the number of input fields. Label optional fields only by placing “Optional” in small type just above those fields. Avoid multi-column forms as they’re more difficult to scan.



A desktop form layout featuring a grid of input fields. It includes text inputs for First Name, Middle Name (labeled 'Optional'), and Last Name; a radio button group for Gender (Male, Female, Other); a dropdown menu for Special Enrollee; a checkbox for 'Add a note to this change?'; and a large text area for a Message. A note at the bottom states: "Lorem ipsum dolor sit amet, doming deserunt electram eum an, te eum animal laoreet appellantur, per tibique inciderint in." A yellow "SUBMIT" button is located at the bottom right.

DESKTOP



A mobile form layout where all fields from the desktop version are stacked vertically. The fields include First Name, Middle Name (labeled 'Optional'), Last Name, Gender (radio buttons), Special Enrollee, 'Add a note to this change?' checkbox, a note about the message length (0/250), and a large Message text area. A note at the bottom states: "Lorem ipsum dolor sit amet, doming deserunt electram eum an, te eum animal laoreet appellantur, per tibique inciderint in." A yellow "SUBMIT" button is located at the bottom right.

MOBILE

Single step: Center the “SUBMIT” button below the form.



Forms

Make forms as clean and scannable as possible. Only collect the most relevant info from users to reduce the number of input fields. Label optional fields only by placing “Optional” in small type just above those fields. Avoid multi-column forms as they’re more difficult to scan.

First Name
Middle Name Optional
Last Name
Gender
Male
Female
Other
Special Enrollee
Select...
Add a note to this change?
Message
Lorem ipsum dolor sit amet, doming deserunt electram eum an, te eum animal laoreet appellantur, per tibique inciderint in.
0/250

< Previous Step X of Y **NEXT**

DESKTOP

First Name
Middle Name Optional
Last Name
Gender
Male
Female
Other
Special Enrollee
Select...
Add a note to this change?
Message
Lorem ipsum dolor sit amet, doming deserunt electram eum an, te eum animal laoreet appellantur, per tibique inciderint in.
0/250

< Previous **NEXT**
Step X of Y

MOBILE

Multistep: Place “NEXT” button on the far right of form with page indicator centered and “Previous” button on the far left.



Forms - Vertical Spacing

	Input Label		10px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Placeholder
	Select Label		20px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			10px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Select...
			30px
	Input Label		20px
			10px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Radio Button Label
			10px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Radio Button Label
			10px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Radio Button Label
			30px
<div style="border: 1px solid #ccc; padding: 5px; width: 100%; height: 30px; margin-bottom: 10px;"></div>			Checkbox Label

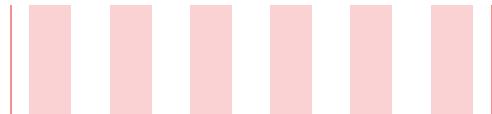


Grid and Breakpoints

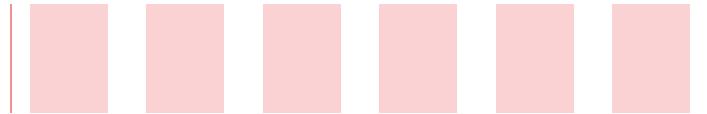
Content layouts for desktop and mobile websites. Gutters are 30px (15px on each side of a column).

6 Column

<576px
Max Width: None



≥576px
Max Width: 540px

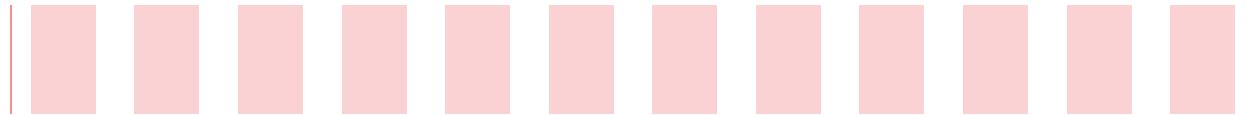


≥768px
Max Width: 720px



12 Column

≥992px
Max Width: 960px



≥1200px
Max Width: 1140px



Grid and Breakpoints

The screenshot shows the myBlueCross homepage at a screen width of 992px. The layout is organized into several columns:

- Top Bar:** A navigation bar with links for Individual, Medicare, Group, Providers, and a search icon.
- Header Area:** The BlueCross BlueShield of Alabama logo and the tagline "We cover what matters." followed by a sign-in form for myBlueCross.
- Main Content Area:** A large hero section featuring two men at a restaurant looking at a smartphone. The text "Easily access your benefits with myBlueCross." is displayed. Below this is a "Register" button.
- Mid-Content Area:** Three buttons: "Find Insurance", "Pay Your Bill", and "View Articles".
- Bottom Content Area:** A section titled "Looking for Insurance?" with two options: "Individual & Family" and "Short Term". Each option has a description and a "GET A QUOTE" link.

$\geq 992\text{px}$

Max Width: 960px

The screenshot shows the myBlueCross homepage at a screen width of 576px. The layout is simplified due to the reduced width:

- Top Bar:** A navigation bar with links for myBlueCross, Find a Doctor, Pharmacy, myHealth, Shop Plans, About Us, Feedback, Contact Us, and a search icon. It also includes a "SIGN IN" button.
- Header Area:** The BlueCross BlueShield of Alabama logo and a "SIGN IN" button.
- Main Content Area:** A large hero section featuring two men at a restaurant looking at a smartphone. The text "Easily access your benefits with myBlueCross." is displayed. Below this is a "Register" button.
- Mid-Content Area:** Three buttons: "Insurance" (highlighted in blue), "Pay Bill", and "View Articles".
- Bottom Content Area:** A section titled "Looking for Insurance?" with two options: "Individual & Family" and "Short Term". Each option has a description and a "GET A QUOTE" link.

$< 576\text{px}$

Max Width: None



Header - AlabamaBlue

The screenshot shows the top navigation bar of the AlabamaBlue website. At the top left, there is a yellow circle labeled 'A' containing a house icon. To its right are five navigation links: Individual, Medicare, Group, and Providers. On the far right of the bar is a yellow circle labeled 'B' containing a user profile icon.

Below the navigation bar, the logo for BlueCross BlueShield of Alabama is displayed, featuring two shields and the text "BlueCross BlueShield of Alabama". Below the logo is the tagline "We cover what matters.".

To the right of the logo, a user profile box is shown with the greeting "Hi Robert (sign out)" and a message count of "1 New Message".

At the bottom of the header is a dark blue navigation bar with several dropdown menus: myBlueCross, Find a Doctor, Pharmacy, myHealth, Shop Plans, and a search icon. To the right of these are links for About Us, Feedback, Contact Us, and another search icon.

DESKTOP - LOGGED IN

This screenshot shows the same header structure as the previous one, but for a logged-out user. The yellow circle 'A' at the top left now contains a question mark icon. The user profile box 'B' is replaced by a sign-in form. The form includes fields for "Username" and "Password", a "GO" button, a "Remember Username" checkbox, and links for "Forgot username or password?" and "Register".

The rest of the header and navigation bar are identical to the logged-in state.

DESKTOP - LOGGED OUT



Anatomy

A. Quick Access Links

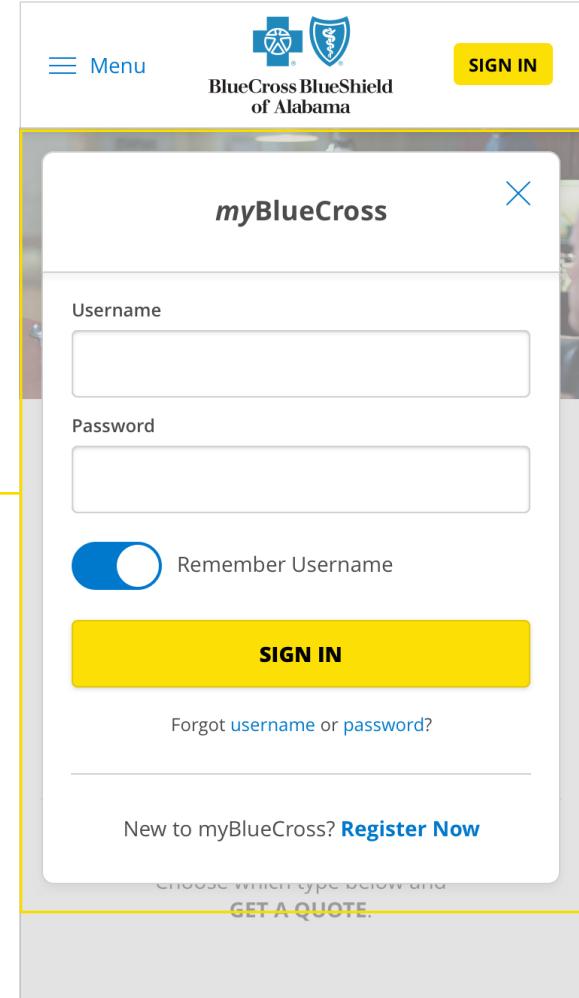
C. Navigation

B. Logged In State

D. Logged Out State



Header - AlabamaBlue

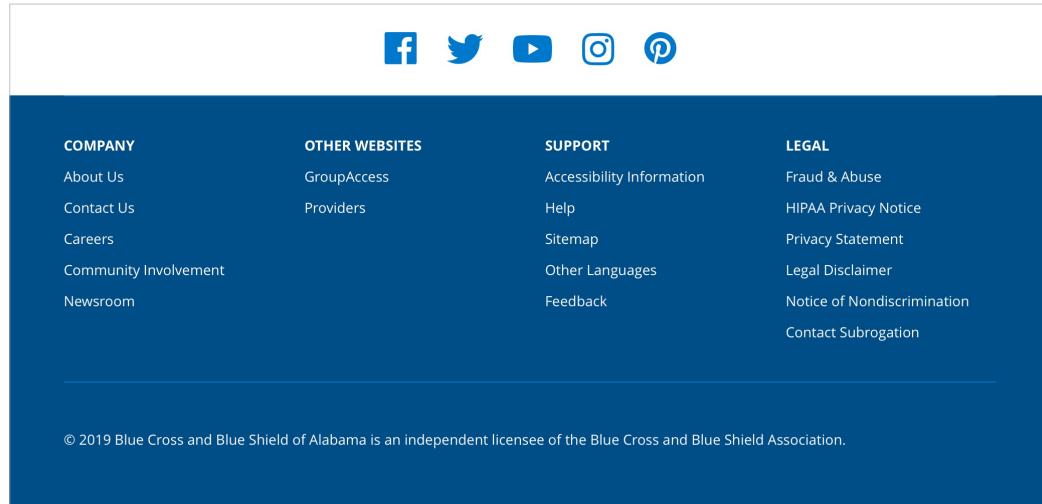


Header - GroupAccess

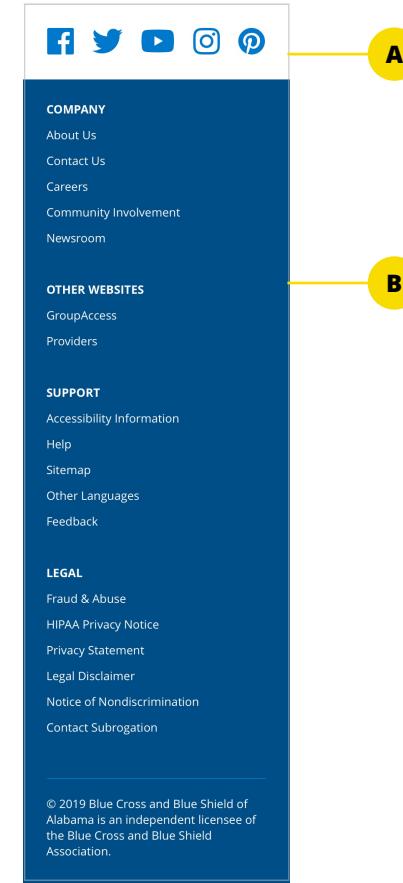


Footer

Include the social links and footer at the bottom of every website page.



DESKTOP



MOBILE



Navigation

The screenshot shows a desktop website layout for BlueCross BlueShield of Alabama. At the top, there is a horizontal navigation bar with links for Home, Individual, Medicare, Group, and Providers. Below this is the company logo and tagline "We cover what matters." On the right side of the header is a sign-in form for "myBlueCross" with fields for Username and Password, a "GO" button, and links for Remember Username and Forgot username or password?

The main content area features a dropdown menu under the "myHealth" link. The menu is titled "Free Health Programs" and includes the following items:

- Baby Yourself: Free gifts and a personal nurse offer support for a healthy pregnancy.
- Talk to a Nurse or Advisor: Ask questions about your health or coverage.
- Silver Sneakers: Seniors have free access to nearly 200 fitness centers.
- Blue365: Discounts and deals on gym memberships, fitness gear, healthy eating options and more.
- Care Reminders

On the right side of the content area, there is a sidebar titled "myBlueWellness" which lists:

- Personal Health Dashboard
- Health Quiz (*Health Quotient*)
- Walk@Lunch Day
- National Walk@Lunch Day 2019
- Alabama Walk@School

DESKTOP

Desktop websites utilize a dropdown navigation menu. Submenu items are organized by category. Dropdowns should contain a maximum of 3 categories. Categories should contain a maximum of 7 items.

Descriptions should not exceed 3 lines. Items with a lock icon require user sign in.



Navigation

MOBILE

Mobile websites utilize a sequential navigational structure. When tapped, menu items with an arrow lead to associated next level items. Items with a lock icon require user sign in.

This screenshot shows the top-level navigation of the BlueCross BlueShield of Alabama mobile website. At the top, there is a header with the BlueCross BlueShield logo, the text "BlueCross BlueShield of Alabama", and a yellow "SIGN IN" button. Below the header is a search bar with a magnifying glass icon. The main content area contains the following menu items:

- Home
- myBlueCross >
- Find a Doctor >
- Pharmacy >
- myHealth >
- Shop Plans >
- About Us >
- Contact Us
- Feedback

TOP LEVEL

This screenshot shows the second level of the mobile navigation, accessible from the "myBlueCross" item in the top-level menu. It includes a back navigation link ("Back to Home") and a search bar. The main content area contains the following menu items:

- myBlueCross
 - Benefit Summary >
 - Resources >
- About Us >
- Contact Us
- Feedback

SECOND LEVEL

This screenshot shows the third level of the mobile navigation, accessible from the "Benefit Summary" item in the second-level menu. It includes a back navigation link ("Back to myBlueCross") and a search bar. The main content area contains the following menu items:

- Benefit Summary
 - myBlueCross
 - Claims
 - Reimbursements
 - Deductible & Out of Pocket Costs
 - Contract & Dependent Info
 - Benefits & Coverage
- About Us >
- Contact Us
- Feedback

THIRD LEVEL

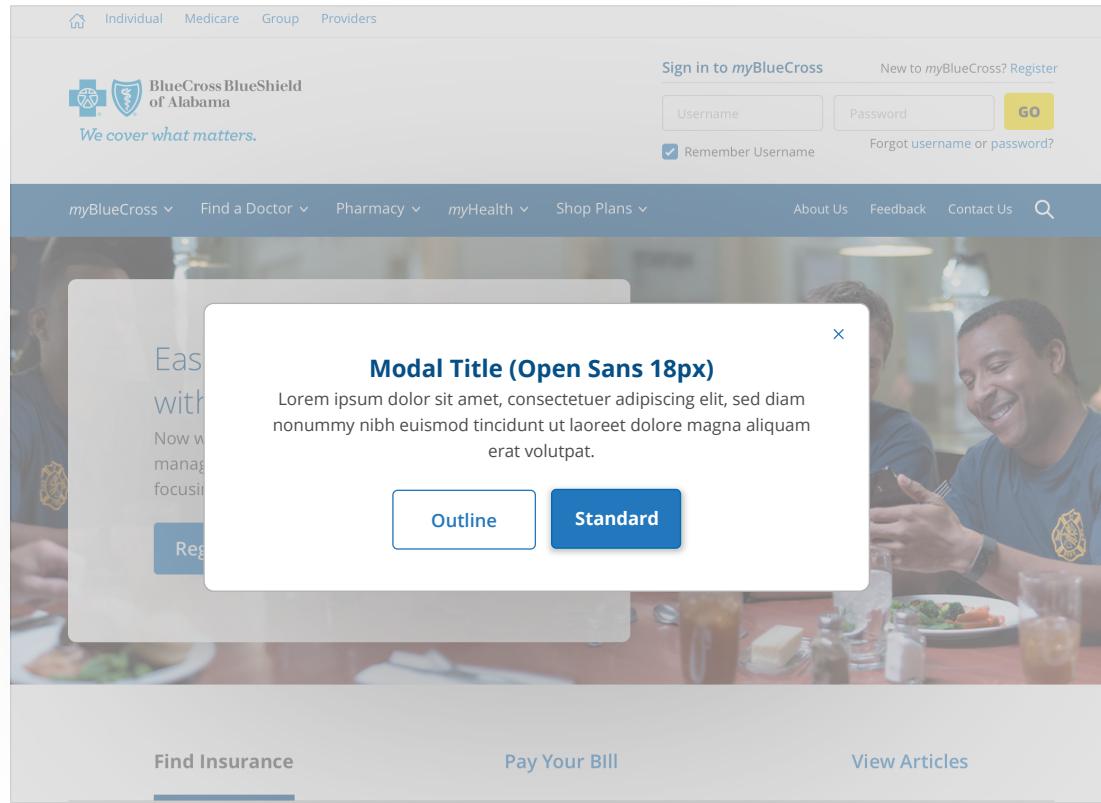
This screenshot shows the search feature of the mobile navigation. It includes a search bar with placeholder text "Search..." and a clear "x" button. The main content area contains the following menu items:

- Quick Links
 - Quick Link 1
 - Quick Link 2
 - Quick Link 3
- About Us >
- Contact Us
- Feedback

SEARCH



Overlays



MODALS

A modal window sits on top of a website's main window, keeping the main window visible. Users must interact with the modal window before they can return to the main window. Modals are used to gain attention for an important message, get information from the user or show additional information in context.

Modal windows can be used for:

- Confirmation pages
- Alerts (E.g., A redirect to another website)
- Expanding an image or video
- Login or other required user action

Modal windows should not be used for error messages.



Overlays

Please correct the highlighted fields. ×

First Name

Middle Name Optional

Last Name:
 ⚠

Numbers and special characters are not allowed.

Gender
 Male
 Female
 Other

Special Enrollee
 ▼

Add a note to this change?

Message

ALERTS

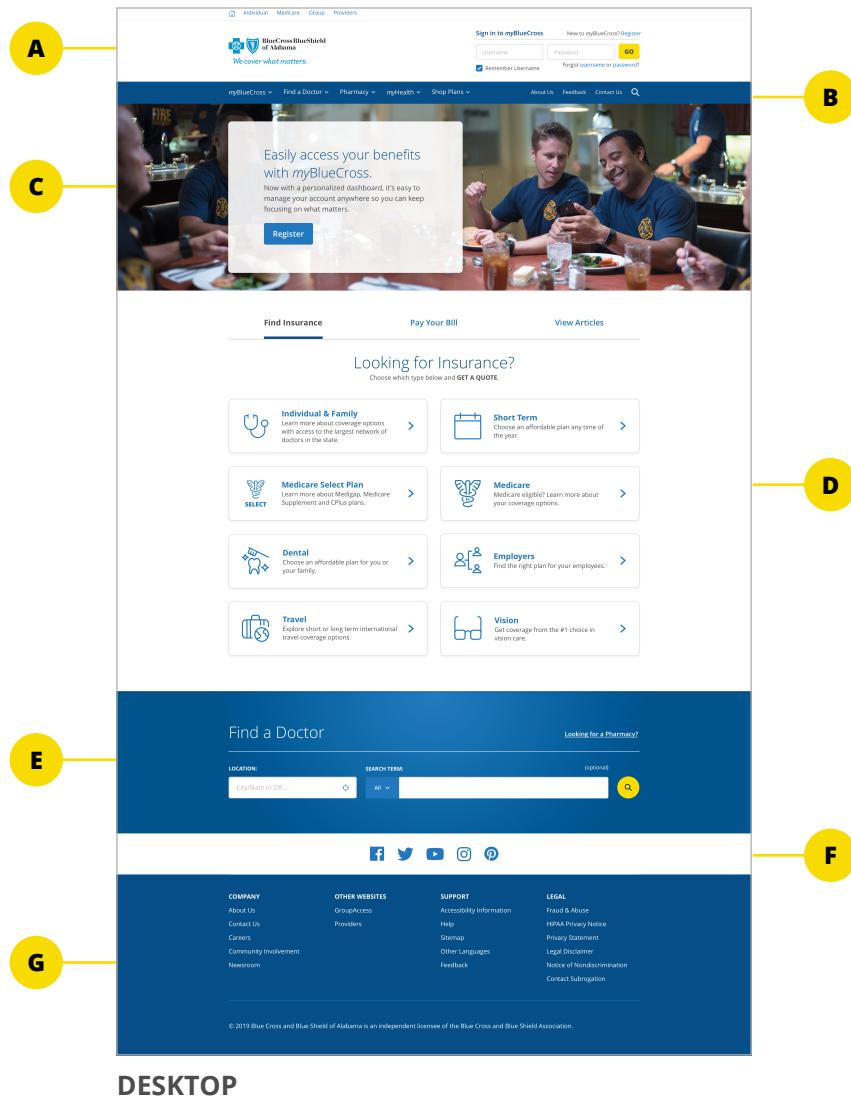
Alert banners are used to bring important messages to a user's attention and will push down the header if the user is scrolled to the very top of the page. Alerts appear on the website page, not in a window, so no user interaction is required. Alert banners are sticky (they stay in place as a user scrolls) so they're always visible.

Alerts can be used for:

- Confirmation pages
- Critical messages (E.g., A redirect to another website)
- Login or other required user action



Homepage Template

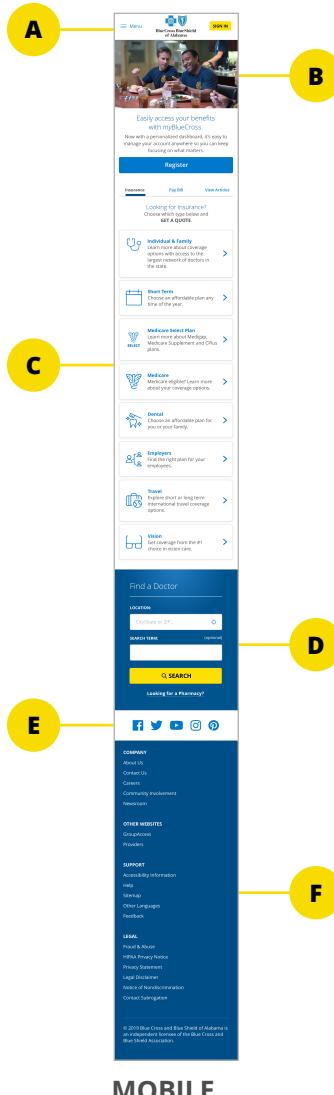


Anatomy

- A. Header:** Contains our logo, quick access links and member login area.
- B. Primary Navigation:** Desktop websites utilize a dropdown navigation menu. Mobile websites utilize a sequential navigational structure.
- C. Hero Area:** The large web banner at the top of the page containing an image and key messaging. The area can be updated with seasonal and new program information.
- D. Main Content Area:** Where most content appears. Content can be organized into columns and updated as needed.
- E. Secondary Content Area:** Typically, the Find a Doctor module, which allows users to search for doctors, hospitals, pharmacies and other healthcare providers. This module can be replaced.
- F. Social Links:** Lead users to our social media pages.
- G. Footer:** Important links and copyright information found at the bottom of every website page.



Homepage Template



Anatomy

- A. Header:** Contains our logo, hamburger menu and member login area.
- B. Hero Area:** The large web banner at the top of the page containing an image and key messaging. The area can be updated with seasonal and new program information.
- C. Main Content Area:** Where most content appears. Content can be organized into columns and updated as needed.
- D. Secondary Content Area:** Typically, the Find a Doctor module, which allows users to search for doctors, hospitals, pharmacies and other healthcare providers. This module can be replaced.
- E. Social Links:** Lead users to our social media pages.
- F. Footer:** Important links and copyright information found at the bottom of every website page.



Content Page Template

The desktop content page template features a top navigation bar with links for myBlueCross, Find a Doctor, Pharmacy, myHealth, Shop Plans, About Us, Feedback, Contact Us, and a search icon. The header includes the BlueCross BlueShield of Alabama logo and a welcome message for 'Hi Robert (sign out)'. A yellow circle labeled 'A' points to the breadcrumb trail 'Home > Breadcrumb' which lists 'Lorem Ipsum' repeated six times. A yellow circle labeled 'B' points to the main content area, which contains a large image of a blue house labeled 'PRIMARY CARE' with 'DR. SMITH' in front, a yellow car, and a sun. Below the image is a section titled 'LOREM IPSUM DOLOR SIT' with a small photo of a man and a baby. The main content area also contains a 'Lorem Ipsum Dolor' section with a photo of a man and a woman.

DESKTOP

The mobile content page template shows a mobile menu icon (three horizontal lines) in the top left corner. A yellow circle labeled 'A' points to this icon. The main content area displays a single column of text and images. A yellow circle labeled 'B' points to the main content area, which includes a small illustration of a house and a car, followed by another 'Lorem ipsum' section.

MOBILE

The mobile menu template shows a vertical list of menu items under a 'Menu' icon. The items include 'Back to Home', 'Page Title', and several 'Lorem ipsum' entries. At the bottom of the menu, there are 'Contact Us' and 'Feedback' links.

MOBILE MENU

Anatomy

A. Left Navigation: On mobile websites, the left navigation lives inside the hamburger menu in the top left corner of the page. The main content area appears below the main menu.

B. Main Content Area



Legacy Application

On desktop websites, legacy applications appear on the right side of pages. On mobile websites, legacy applications appear at the top of pages.

DESKTOP

The screenshot shows the desktop version of the BlueCross BlueShield of Alabama website. At the top, there's a navigation bar with links for myBlueCross, Find a Doctor, Pharmacy, myHealth, Shop Plans, About Us, Feedback, Contact Us, and a search icon. A user profile for 'Hi Robert (sign out)' is visible, along with a message center icon showing '1 New Message'. Below the navigation, a breadcrumb trail indicates the user is on the 'Home > Breadcrumb' page. The main content area features a 'Account Summary' section on the left and an 'ID Cards' section on the right. The 'ID Cards' section is highlighted with a yellow box and contains a form for requesting a new ID card. It includes fields for 'Contract Number: BLU007882388 (Medical)', 'Number of cards: 1', and 'SUBMIT ORDER' button. Below the form are links for 'Enlarge ID Card', 'Flip ID card over', and 'Important Phone Numbers'. A note says 'Need your ID Card Information now? Email your ID card Print your ID card'. The 'Account Summary' section shows spending and deductible information for 'ROBERT' and 'FAMILY'.

MOBILE

The screenshot shows the mobile version of the BlueCross BlueShield of Alabama website. At the top, there's a navigation bar with a 'Menu' icon, the 'BlueCross BlueShield of Alabama' logo, and a user profile for 'Robert (1)'. Below the navigation, a breadcrumb trail indicates the user is on the 'Home > Breadcrumb' page. The main content area features an 'ID Cards' section. This section is highlighted with a yellow box and contains a form for requesting a new ID card. It includes fields for 'Contract Number: BLU007882388 (Medical)', 'Number of cards: 1', and a 'SUBMIT ORDER' button. Below the form are links for 'Enlarge ID Card', 'Flip ID card over', and 'Important Phone Numbers'. A note says 'Need your ID Card Information now? Email your ID card Print your ID card'. The 'ID Cards' section is labeled 'A' with a yellow circle. Below it, a 'Currently Viewing Medical Contract:' section is labeled 'B' with a yellow circle. This section shows the same contract information as the desktop version.

Anatomy

A. Legacy Application

B. Contract Picker/Account Summary

