



Guide to Letter Templates and Specifications

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Mass Communication Policy

Use of this template is built into and mandated by our updated Mass Communication Policy, to ensure that we are focused on providing a best-in-class customer experience.

While we send many different kinds of letters, they all have one thing in common – they represent our brand. Clear, consistent communication is a key part of creating a better experience for our members.

Enterprisewide logo

Letters must use the corporate letter template. The combined Blue Cross Blue Shield of Michigan and Blue Care Network logo must be used on all business letters. The exceptions are the BCN Service Company and the Blue Cross Blue Shield Federal Employee Program. There is a separate version of the template with the correct logo and disclosure.



Federal Employee Program.

Sender information

Letters must have sender information. Sender information may or may not include a name, depending on the situation or type of letter. Use one of the signature blocks as defined in the ***Guidelines for sender information on letters, email and faxes.*** Further details can be found on Page 19.

Dated

Letters must be dated with a full date or, at a minimum, the month and year.

Why this guide?

This guide, along with the accompanying Microsoft Word® templates, checklist, training workshops and the overview deck, will help you create letters that convey easily understood messages and enhance our relationship with members.

Our letters should:



Properly support our brand with a consistent look and feel



Allow the reader to quickly scan and understand contents



Provide a great experience for our members



Clearly indicate when action is required and how to complete it



Make important messages more engaging and understandable

In this guide, you'll find details on how to access and use the customized Microsoft Word template, with a standard layout and embedded heading, body copy and other styles you'll need as you write. You'll also find tips and recommendations for better letter writing.

In addition, we've included a set of sample letters to show how the templates and guidelines work in actual correspondence.

Finally, you'll find an appendix with reference materials, including a page grid that shows how all our letters should appear using the letter template, and a complete list of content and type styles.

How to use the letter template

To make it easy for you to properly format your letters, we've created customized Microsoft Word® letter templates. Once you download the templates and import them into Word, you'll have access to a set of embedded styles that correspond to the content types we use in every letter.

CONTENT TIP**Content types**

What's a content type? See page 7.

Finding the template on BluesLink

Go to http://blueslink.bcbsm.com/corpcomm/Templates_S_A_L.shtml

You'll see a landing page with links for downloading this guide, the checklist, the training overview deck, and the Word templates. Select the appropriate Word template link —the Blue Cross-BCN letter template, the BCN Service Company template, or the BCBS FEP template. The file will be downloaded to your PC.

Template types

We have provided a few different versions of templates. The only difference is these versions is either:

- Logo and return address.
- Larger font size for Medicare Advantage (MA) requirements
- Disclosure copy in the footer of the letters

Be sure to choose the appropriate letter template for each letter you write.

The templates are fully functional and compatible with Word 97 through 2016.

Installing the letter template

1. Click on the letter template you want to use.
2. Select **Open**.
3. In Word, Click on **File** and choose **Save As**.
4. Click on **This PC**.
5. In the file type drop-down menu choose **Word Template**.
6. Click on **Save**.

The template will automatically be saved into your templates folder on your hard drive. The letter template will now be available every time you create a new Word file.

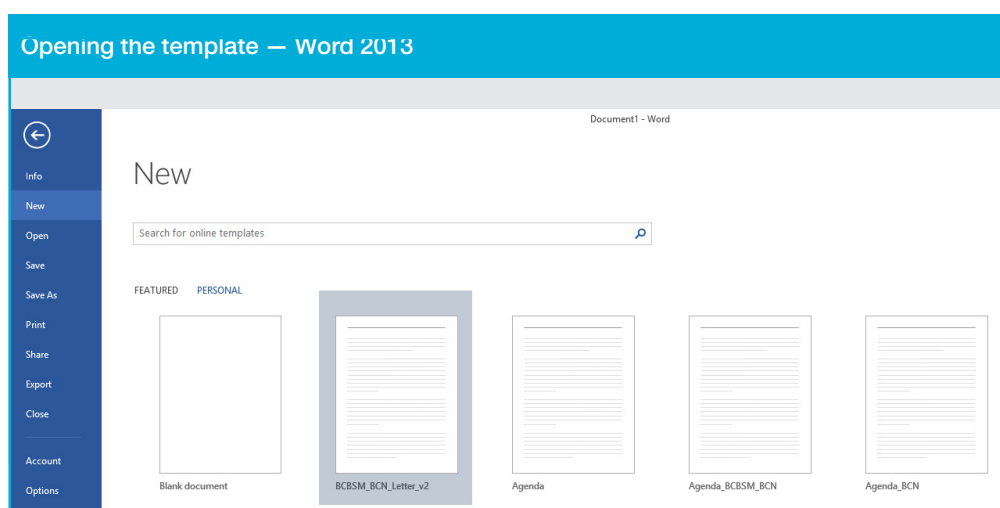
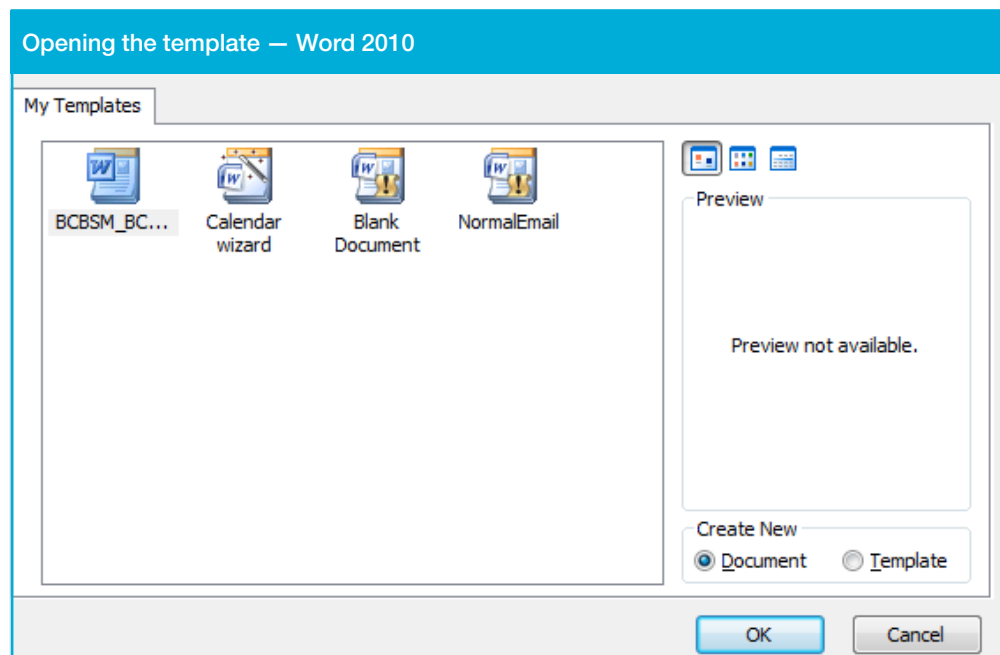
Using a BCBSM Letter Template

1. In the **File** menu, click **New**, then select **My Templates**.
1. Select the appropriate template and then click **OK** (different versions of the template may be preloaded such as the MA template, the Dual BCBSM/BCN logo, BCN Service Company, FEP Program).

STYLE TIP

Choose the right template

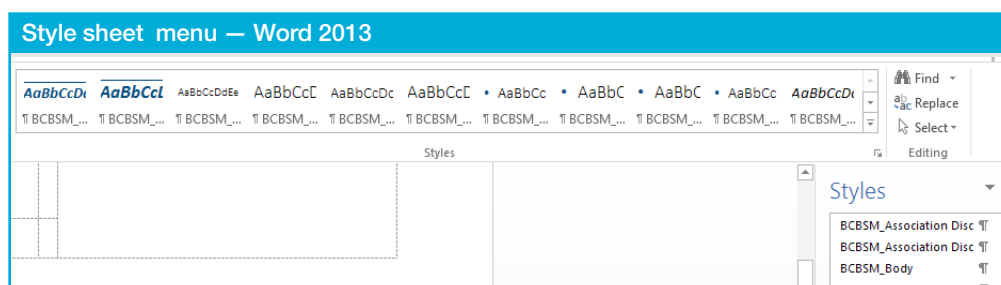
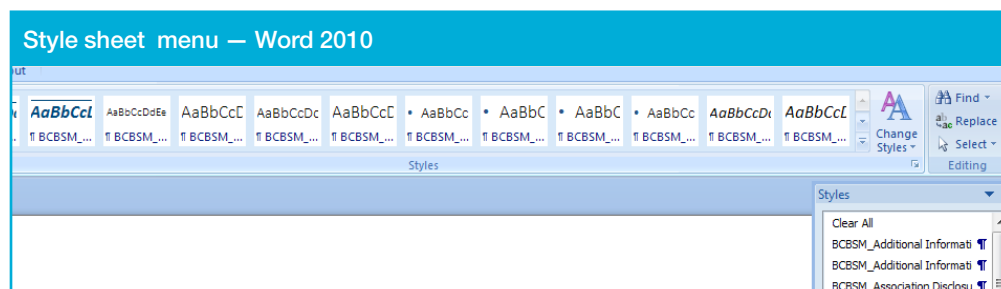
Before you start writing a letter, be sure to load the right template, or the embedded logo and Association Disclosure text may not be correct.



Using style sheets

Once you've opened a letter template, all the type styles shown on pages 32-34 of this guide will be available in the Styles menu. (If you don't see the Styles menu, click the Home tab.) As you write your letter, simply select the appropriate style for each content area or element.

You can also apply styles to text you've already written. To do this, highlight the text you want to style, and then select the appropriate choice from the style menu. The highlighted text will change to the style you selected.



Style Sheet Do's and Don'ts



DO be sure to select the correct style for each content area as shown on Pages 32-34.

(See the sample letters starting on page 20 for guidance.)



DON'T use any styles other than the ones provided in the letter template.



DON'T use any font other than Calibri in your letters, or they may not look right.

TECH TIP

[See all Styles](#)

To see a list of all available styles, click the Dialog Box Launcher (small arrow in the bottom right corner) in the Styles section of the Home tab on the ribbon, this opens the Task Pane.

STYLE TIPS

Applying styles

To apply a style, select the appropriate choice for your content from the Styles menu. When you start typing, the style you selected will be applied.

Bullets and numbered lists

Styles for formatting bulleted and numbered lists can also be found in the Styles menu. Don't use the Bulleted List and Numbered List menus located in the Paragraph section of the Word menu or you may not get the correct style.

Font and template help

If the Calibri font is not available on your PC, or if you have trouble installing and using the letter template, contact Blue Cross IT Support.



Accidentally overwrite an embedded style in your template?

This can happen if you paste content from another document, select “Keep Source Formatting,” and then save the new document.

To modify a style from Word 2007 to 2016:

1. Right-click on the style in the ribbon or in the Styles pane
2. Select **Modify**
3. In the Modify Style window, change the formatting to match the Appendix C entry for that style.
4. Check the **Add to the Styles** gallery box.
5. Select **Only in this document**
6. Click on **Ok**.

The changes you made will be updated in your template.

Need help? Please contact IT Support for assistance.

TECH TIP

Copying and pasting in content from another document? Be sure to select and apply the appropriate style(s).

Placing content

In the Content Types and Areas pages of this guide, you’ll learn about the different content types used in a typical letter and their location.



Mandatory content types must appear in every letter.



Content-driven content types only appear in certain types of letters when appropriate.


The Content types apply to all templates. The Medicare Advantage template content types correspond with MA regulations.

What are the parts of the template?





Content types at a glance

This structural view shows how and where each content type is used in a letter.



- Mandatory content types, labeled in dark blue, appear in every letter.
- Content-driven types, labeled in light blue, appear only when needed.
- Black & white printing and copying are ok. The blue colors are designed into the styles, but are not required.

For consistency, content types identified with the  icon must appear in the location shown.

Mandatory

- 1 Corporate address 
- 2 Combined logo 
- 4 Customer address 
- 7 Date
- 8 Title
- 9 Salutation
- 10 Core content
- 13 Contact information
- 15 Sender information
- 19 Page number 
- 20 Association disclosure 

Content driven

- 3 Cobrand logo 
- 5 Call to action (with due date) 
- 6 Member reference information
- 11 Instruction/important information
- 12 Table
- 14 Signature
- 16 Enclosure
- 17 Additional information
- 18 Footnote

Note: The full association disclosure is required on the first page only. If the letter exceeds one page, use “Blue Cross Blue Shield of Michigan” in place of the disclosure.

CONTENT TIPS

Content areas

- Be sure that mandatory content types are always filled as shown in the sample letters.
- Content-driven areas may be left blank if they aren’t needed in the letter you’re writing.

Logos and cobranding

Don’t forget to use the template with the correct company logo at the top of your letter. Place any cobrand logo under our logo as shown.

Who’s this letter from?

Every letter must include sender information. If a signature image is available, you can insert it above the sender information, but it’s not required. Refer to Page 9 for specific details and signature requirements.



1 600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbm.com

2  Blue Cross
Blue Shield
Blue Care Network
of Michigan

3 Blue Cross®
HEALTH & WELLNESS

4 Customer
Street Address #1
Street Address #2
City, State Zip Code

5 Call to action <by Month XX, XXXX>

6 Information type: <Member/issue variable data>
Information type: <Member/issue variable data>

7 <Month XX, XXXX>

8 Title.

9 Dear John Doe,

10 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

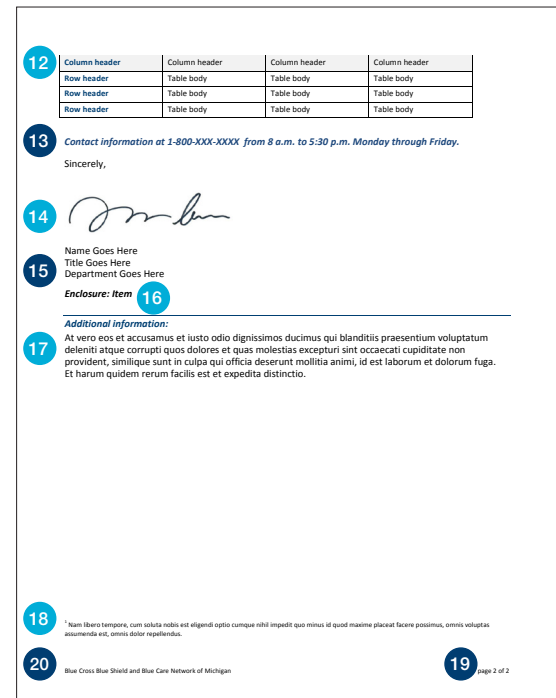
Heading
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading
• Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
• Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

11 Instruction/important information:
1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

20 Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.


19 page 1 of 2



12

Column header	Column header	Column header	Column header
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body

13 Contact information at 1-800-XXX-XXXX, from 8 a.m. to 5:30 p.m. Monday through Friday.
Sincerely,

14 

15 Name Goes Here
Title Goes Here
Department Goes Here
Enclosure: Item 16

17 Additional information:
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

18 ¹ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

20 Blue Cross Blue Shield and Blue Care Network of Michigan.

19 page 2 of 2

Let's take a closer look at content types, and how to use them.

Address content types

This content must be consistent across all letters.

Note: The positioning of the customer address and call to action are determined in the template by a table. See Page 31.

CONTENT TIP

- Mandatory content types must appear in every letter. No exceptions!
- Most letters will use some, but probably not all, of the content-driven types.

● Mandatory ● Content driven 📍 Specific placement

1 CORPORATE ADDRESS 📍

All letters must use the BCBSM corporate address, but may vary (e.g. BCN Service Company and Federal Employee Program).

TYPE STYLE:
Corporate address

2 COMPANY LOGO 📍

Depending on the template you're using, the combined BCBSM/BCN or BCN Services Company logo appears here.

3 COBRAND LOGO 📍

The logo of a partner organization, placed in a secondary position to the Blue Cross-BCN or BCN Services Company logo when required.

4 CUSTOMER ADDRESS 📍

The recipient's mailing address of record. To appear properly in a window envelope, the customer address must be placed in the specified location.

TYPE STYLE:
Customer address

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com

Blue Cross
Blue Shield
Blue Care Network
of Michigan

Blue Cross®
HEALTH & WELLNESS

Customer
Street Address #1
Street Address #2
City, State Zip Code

► Call to action <by Month XX, XXXX>

Information type: <Member/Issue variable data>
Information type: <Member/Issue variable data>

<Month XX, XXXX>

Title.

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Heading

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Instruction/important information:

1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

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page 1 of 2

Action needed content types

These content types appear at the top of your letter to set the stage for the letter's purpose and provide the critical information the member needs to complete an action.

- **Call to action & due date** content appears only when the letter requires or requests an action.
- **Member reference information** provides context for the member. This optional content can vary depending on the letter's purpose and whether action is needed.

● Mandatory ● Content driven 📍 Specific placement

5 CALL TO ACTION & DUE DATE

A call to action; a request or requirement that the recipient do something in response to this letter. It may include a date by which the recipient needs to take action.

TYPE STYLE:

Call to action <by due date>

Due date, Phone number & URL style: Bold Italic, Blue

6 MEMBER REFERENCE INFORMATION

This is basic information about the customer, such as name, plan name, group name, group number, contract number, etc. It should also include information that supports a request for action or response when needed.


TYPE STYLES:

Information type: <Member/
issue variable data>

Bold: <Body Style>

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbasm.com

Customer
Street Address #1
Street Address #2
City, State Zip Code



Blue Cross
HEALTH & WELLNESS

► Call to action <by Month XX, XXXX>

Information type: <Member/Issue variable data>
Information type: <Member/Issue variable data>

<Month XX, XXXX>

Title.

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Heading

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Instruction/important information:

1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

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page 1 of 2

Introductory content types

Every letter must have a **date**, **title** and **salutation**.

- The **date** indicates that the letter is timely and deserves attention.
- At a glance, the **title** tells members what this letter is about.
- The **salutation** makes the letter feel more personal, and therefore more meaningful. That's why we avoid generic salutations.

CONTENT TIP

Not sure how to write a good title? See page 17.

● Mandatory

● Content driven

📍 Specific placement

7

DATE

Today's date; the date this letter was written or prepared, in month day, year format (example: April 20, 2017).

TYPE STYLE:
Date

8

TITLE

A brief, friendly headline that states the primary reason for the letter.

TYPE STYLE:
Title


9

SALUTATION

A personal opening, normally in the form of "Dear <Customer Name>:" Whenever possible, use the customer's name; avoid generic salutations such as "Dear Valued Member."

TYPE STYLE:
Body

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com


**Blue Cross®
HEALTH & WELLNESS**

Customer
Street Address #1
Street Address #2
City, State Zip Code

► Call to action <by Month XX, XXXX>

Information type: <Member/Issue variable data>
Information type: <Member/Issue variable data>

<Month XX, XXXX>

Title.

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Heading
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading
• Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
• Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Instruction/important information:
1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

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page 1 of 2

Body content types

The body of your letter will consist of core content types, which will almost always be used, and additional body content types for specialized situations.

Core content is the information you want the member to know, and possibly to act upon. Section and subsection headings help bring key points forward and make the content more scannable.

Concise single-idea paragraphs and bulleted or numbered lists also help to make information easier to scan and absorb.

● Mandatory ● Content driven 📍 Specific placement

10 CORE CONTENT

The main content of the letter, divided into paragraphs as appropriate.

May also use headings and list styles as needed.

TYPE STYLES:

Body

Heading

- Bulleted list
- 1. Numbered list

11 INSTRUCTION/IMPORTANT INFO

A direction to perform a specific action or call-out for a key fact or detail.

TYPE STYLES:

Instruction/important information header

Body

- Bulleted list
- 1. Numbered list

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com

Blue Cross
Blue Shield
Blue Care Network
of Michigan

Blue Cross®
HEALTH & WELLNESS

▶ Call to action <by Month XX, XXXX>

Customer
Street Address #1
Street Address #2
City, State Zip Code

Information type: <Member/Issue variable data>
Information type: <Member/Issue variable data>

<Month XX, XXXX>

Title.

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Heading

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Instruction/important information:

1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

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page 1 of 2

Body content types (continued)

Additional body content types, described below, may be used for specialized situations.

Closing content types

These content types appear at the end of every letter.

- **Contact information** makes it easy for the member to ask questions or get additional information.

● Mandatory ● Content driven 📍 Specific placement

12 TABLE

A set of related information organized in rows and columns. Each column has a label that identifies the nature of the information shown beneath it.

TYPE STYLES:

Table body/column head

Table

Column header	Column header	Column header	Column header
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body

● **Contact information at 1-800-XXX-XXXX from 8 a.m. to 5:30 p.m. Monday through Friday.**

Sincerely,



Name Goes Here
Title Goes Here
Department Goes Here

Enclosure: Item

Additional information:

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

¹ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Closing content types (continued)

- **Sender information** personalizes the letter by communicating that it was sent by a real person at Blue Cross or BCN. Every letter you write must include sender information whether that's you or someone else. Together with the signature, a name and title or department shows that real people, not machines, stand behind our communications. For more information on sender information corporate policy see Page 19.

14 SIGNATURE

The signature of the person sending the letter, when appropriate. May be signed manually for one-off letters, or a signature may be applied as an image, especially within a document production system.

15 SENDER INFORMATION

The name, title and department of the person sending the letter, as appropriate. Employee information may be used with or without a signature. Further details can be found on **Page 19**.

TYPE STYLE:

Sender information

Column header	Column header	Column header	Column header
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body

Contact information at 1-800-XXX-XXXX from 8 a.m. to 5:30 p.m. Monday through Friday.

Sincerely,



Name Goes Here
Title Goes Here
Department Goes Here

Enclosure: Item

Additional information:

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

¹ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Additional closing content types

These content types should appear in your letter only when they are needed.

● Mandatory ● Content driven 📍 Specific placement

16 ENCLOSURE

Used when one or more items are sent in the same envelope with the letter.

Format: With the word Enclosure followed by a colon and the enclosed item(s).

TYPE STYLE:

Enclosure: item

17 ADDITIONAL INFORMATION

Any information not covered in the body of the letter. Additional information that includes the regulations or requirements about why we are sending the letter and may not be in the primary interest of the member.

TYPE STYLES:

Additional information header

Body

- Bulleted list

18 FOOTNOTE

Used to provide a reference or further information about something stated in the text.

TYPE STYLE:

Footnote

Column header	Column header	Column header	Column header
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body
Row header	Table body	Table body	Table body

Contact information at 1-800-XXX-XXXX from 8 a.m. to 5:30 p.m. Monday through Friday.

Sincerely,



Name Goes Here
Title Goes Here
Department Goes Here

● *Enclosure: Item*

Additional information:

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

¹ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Footer content types

The appropriate association disclosure should appear at the bottom of the page. Additional pages show the corporate name, to identify the source of the page if it gets separated from the rest of the letter.

● Mandatory ● Content driven 📍 Specific placement

19 PAGE NUMBER 📍

The current page number, along with the total number of pages, placed flush right in the footer. Appears only when the letter includes two or more pages.

TYPE STYLE:

Page number

i.e. page x of y

20 ASSOCIATION DISCLOSURE 📍

The full association disclosure is required on the first page only. If the letter exceeds one page, use “Blue Cross Blue Shield of Michigan” in place of the disclosure. *See page 7.*

TYPE STYLE:

Association disclosure

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com

 Blue Cross
Blue Shield
Blue Care Network
of Michigan

Blue Cross®
HEALTH & WELLNESS

Customer
Street Address #1
Street Address #2
City, State Zip Code

► Call to action <by Month XX, XXXX>

Information type: <Member/Issue variable data>
Information type: <Member/Issue variable data>

<Month XX, XXXX>

Title.

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Heading

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Heading

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
- Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Instruction/important information:

1. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
2. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

page 1 of 2

How to write (really good) letter content

Up to this point this guide has discussed creating letters that look right. This section will help you use our content types and styles to write a really good letter—one that will engage and motivate the member who receives it. The template was designed to support the Clear & Simple® principles—clear language and simple interactions.



Be member-centric.

- Before you begin to write a letter, ask yourself “why?” What is the reason for this letter? What’s the experience you want your reader to have? What do you want the member to feel, know or do?
- Adopt a friendly yet professional tone. Even though you’re writing on behalf of our organization, you’re also a person who’s writing to another person about something they need to know.
- Watch the jargon. Use everyday language whenever possible. If you must use uncommon terms or acronyms, be sure to define them. Members shouldn’t have to look up obscure health care or insurance terms.



Write concisely.

- Use a simple title and opening statement. If the member reads nothing else, this line should make the letter’s purpose clear. A good opening statement can also engage the reader to read on.
- Keep sentences and paragraphs short. Brief, one-idea paragraphs and short sentences make text easier to scan, read and understand.



Use the tools.

- You can find additional writing guidelines and resources on the Corporate Communications site.
- Contact Corporate Editor for exceptions.

Using the content types

Action needed content types

5 Call to action & due date

When your letter requests or requires the recipient to take action, this is where you will call out exactly what you want them to do, and if appropriate, by what date.

A good “call to action” statement should be brief, clear and to the point. It may summarize a longer sentence or directions in the body of your letter. To draw attention, the Call to action & due date is always preceded by the ► icon that is embedded in the table that defines the position of the call to action content.

Examples:

- *Update your primary care physician selection **by March 29, 2016***
- *Make sure your employer has a Social Security number for each covered family member **by August 8, 2016***
- *Choose or confirm your 2016 plan selection **by December 15, 2016***

CONTENT TIP

Provide supporting information

When you include a Call to action & due date in your letter, be sure to provide supporting information in **6 Member reference information** (see page 9), if the information is necessary for the member to complete the action.

Introductory content types

8 Title

Every letter must include a title. This should be a short, friendly headline that states the purpose of your letter. Using the Heading style, this text will be large and eye-catching, so keep it brief. Avoid wrapping title text to more than two lines.

Examples:

It's time to choose your health plan for 2016.

Your primary care physician is no longer in our network.

Here is the information you requested about bariatric surgery coverage.

STYLE TIP

Title style

The title should be written as a complete sentence, with appropriate punctuation at the end.

CONTENT TIP

Call to action & due date vs. title

The **Call to action & due date** is a clear call to action—something the member needs to do or consider doing.

The **title** is a brief statement of purpose. If the member reads only the title, he or she should understand why you sent this letter.

Body content types

10 Core content types

This is the heart of your letter. The “meat” of your message goes here. As you write core content, consider how writing style and formatting can make your letter easier to read and understand.

- **Subheads** help the reader navigate through the text. Within core content, use the Heading style for primary section headlines, and secondary or sub-section headlines.
- **Bulleted lists** are useful for organizing key points, instructions or steps. When steps need to be followed in order, use a numbered list instead.
- **Writing to a Medicare Advantage plan member?** Use the **MA body** style, which meets the minimum type size requirement for this audience.

STYLE TIP

Parallel language in lists

Parallel language connects a list of items so they read smoothly and feel related. Start each list item with the same part of speech – a verb, noun or adjective – and don’t mix different constructions in the same list.

11 Instruction/important information

Use this style for text that introduces a set of instructions or step-by-step guidance about what the member needs to do.

Examples:

To provide the information we need, please follow these steps:

Your coverage will end on December 31, 2016, unless we hear from you by December 15.

12 Table

A table can be used when you are presenting structured information, such as a set of household members and their assigned primary care physicians, or options and prices. The table column header, table row header and table body styles should be used to correctly format these elements within a table. The sample letter on Page 21 will show you how a properly formatted table should look.

STYLE TIP

Right, left or center?

In a table, most content should be left-aligned. But dollar amounts should always be right-aligned. If even one figure includes cents, show cents for all listed amounts.

Avoid centering text or numbers in a column. It’s harder to read.

Closing content types

13 Contact information

Whom should the member contact with questions about this letter? Use this style to identify contact information, which goes at the end of the letter just above the signature.

15 Sender information

Every letter you write must include sender information, whether that's you or someone else. Together with the optional **14 Signature**, this element shows that real people, not machines, stand behind our communications.

Sender information corporate policy

Sender information may or may not include an individual's name or signature, depending on the type of letter. Options for sender information are defined in the *Mass Communications Policy: Guidelines for sender information on letters, email and faxes*, found on the Corporate Communications site.

Examples:

Preferred

Sincerely,



Joseph Lieblang
Corporate Editor
Corporate Communications

No signature

Sincerely,
Joseph Lieblang
Corporate Editor
Corporate Communications

No individual's name

Sincerely,
Your Corporate Editor team
Corporate Communications

No title

Sincerely,
Joseph Lieblang
Corporate Communications


Additional content types

17 Additional information

Located beneath **15 Sender information** and **16 Enclosure** (if needed), this is where you can provide relevant information that isn't a part of the letter's main message.

Appendix A: sample letters

These sample letters show how BCBSM and BCN letters should look, and how the styles and content elements should be used.

<p>600 E. Lafayette Blvd. Detroit, MI 48226-2998 bcbsm.com</p>	
<p>Customer Street Address #1 Street Address #2 City, State Zip Code</p>	<p>► <i>Please check with your employer and make sure that he or she has the correct Social Security number(s) for everyone that is covered on your health insurance policy by Month XX, XXXX</i></p>
<p>Name of Responsible Individual: John Doe</p>	
<p>April 26, 2017</p>	
<h3>Your employer needs your Social Security number.</h3>	
<p>Dear John Doe,</p>	
<p>The Internal Revenue Service now requires that employers and insurance carriers collect taxpayer identification numbers (usually Social Security numbers) for all members covered on a health insurance policy.</p>	
<p>Why does the IRS need Social Security numbers?</p>	
<p>Under the Affordable Care Act, all Americans must have insurance, have an exemption, or pay a tax penalty. Starting with the 2015 tax year, insurance carriers must report individual health insurance coverage to the Internal Revenue Service. To report coverage, we use the taxpayer identification number (usually a Social Security number) for each member who is covered under an employer health insurance plan, including dependents under the policy.</p>	
<p>The IRS will match the coverage that was reported on an individual's annual tax form with the information provided by the insurance carrier.</p>	
<p>Please do the following:</p>	
<ol style="list-style-type: none">1. Check the members on your policy who are listed on the next page.2. Give your employer the taxpayer identification number(s) for each of the listed members.3. Your employer will then give us that information.4. We can only accept the Social Security numbers from your employer.	
<p>We know that your Social Security number is personal information and an important part of your identity. It is confidential information that we protect as required by law and according to our policies for management of records and information.</p>	
<p><small>Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.</small></p>	

page 1 of 2

Affordable Care Act (ACA) request for Social Security Number (SSN) and Individual Taxpayer Identification Number (ITIN)

Here are the members on your policy for whom there are missing or incorrect taxpayer identification numbers:

Name	Date of Birth
Member Name	DOB
Member Name	DOB
Member Name	DOB
Member Name	DOB
Member Name	DOB

We will use the information your employer gives us to complete the new Form 1095-B that we will send to you late January. This form will be your proof of minimum essential coverage for the tax year, and it will also show you the information that we will report to the IRS.

Thank you for your time and attention to this matter.

If you have any questions, please call the number on the back of your ID card.

Sincerely,



Name Goes Here

Title Goes Here

Department Goes Here

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com



Customer
Street Address #1
Street Address #2
City, State Zip Code

► Please select your primary care physician.

February 10, 2017

It's time to select a primary care physician.

Dear John Doe,

One or more members on your contract hasn't selected a primary care physician or PCP. Personal Choice PPO plan, you can lower your cost share for choosing a level 1 PCP. Please log in to our website at bcbsm.com to choose a PCP that is affiliated with a Level 1, the lowest cost level.

Member	Primary Care Physician	Eligible cost share	Recommended actions
John	Dr. Smith	Level 1	None
Amy	Dr. Jones	Level 2	Select a new PCP that is affiliated with a Level 1 OSC to be eligible for the level 1 cost
Brian	Dr. Kyles	Level 1	None
Jamie	No PCP selected	Level 2	Select a new PCP that is affiliated with a Level 1 OSC to be eligible for the level 1 cost
Bill	No PCP selected	Level 2	Select a new PCP that is affiliated with a Level 1 OSC to be eligible for the level 1 cost

If you have questions, please call Customer Service at X-XXX-XXX-XXXX or X-XXX-XXX-XXXX (TTY) from 8 a.m. to 5:30 p.m. Monday through Friday.

Sincerely,

Name Goes Here
Department Goes Here

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com



Customer
Street Address #1
Street Address #2
City, State Zip Code

March 02, 2017

You're getting money back.

Dear John Doe,

Good news — you're getting some money back from BCN Advantage. We reviewed our records and noticed you made an overpayment of <amount> because

<you canceled the optional supplemental coverage and continued to pay the higher amount.>

<you paid a premium, but your plan is a \$0 premium plan.>

<your premium was overpaid through your ACH withdrawal.>

<there was a retroactive change to your plan coverage>

So we're returning your overpayment in the enclosed check.

If you have questions, please call Customer Service at X-XXX-XXX-XXXX from 8 a.m. to 5:30 p.m. Monday through Friday. TTY users should call XXX.

Sincerely,

A handwritten signature in blue ink, appearing to be "John Doe".

Analyst Name
Individual Account Analyst
BCN Advantage
Accounts Receivable Department

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com



Customer
Street Address #1
Street Address #2
City, State Zip Code

November 18, 2016

The At Home Support™ program is ending.

Dear John Doe,

Effective Jan. 1, 2016, we will no longer offer At Home SUPPORT, a home-based service for Medicare Plus BlueSM members offered as part of our Advanced Illness Program. Although the program is ending, helping you manage your illness is still very important to us.

If you have questions or need information about your illness, please call the Blue Cross Engagement Center at 1-XXX-XXXX-XXXX Monday through Saturday from 8 a.m. to 8 p.m.

Thank you for placing your trust in us.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Doe".

Name Goes Here
Title Goes Here
Department Goes Here

Additional information:

Medicare Plus BlueSM is a PPO plan with a Medicare contract. Enrollment in Medicare Plus Blue depends on contract renewal.

Hospice of Michigan is an independent company that contracts with Blue Cross Blue Shield of Michigan to offer At Home SUPPORT services to Medicare Plus Blue members.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com



Blue Cross®
HEALTH & WELLNESS

Customer
Street Address #1
Street Address #2
City, State Zip Code

► Please complete the online assessment by
Month XX, XXXX. Otherwise your contract
will be shifted to the standard benefit level.

May 15, 2017

Healthy Blue IncentivesSM activity completion reminder.

Dear John Doe,

As part of your Healthy Blue Incentives plan, you and your eligible spouse or domestic partner are required to complete an online health assessment within 60 days of your benefit start date. The health assessment provides a snapshot of your current health status, helps identify personal health concerns and arms you with tools to help you reach your health and wellness goals. If you have not yet completed the assessment, instructions can be found with this letter.

If you choose not to complete the assessment, your contract will be moved to the standard benefit level. You'll still have comprehensive health care coverage, but you'll have higher out-of-pocket costs for the remainder of the plan year. Please note, if your due date falls on a weekend or holiday, you'll still need to complete all of the requirements on or before that date.

If you have questions about your program requirements or due date, call the Blue Cross Blue Shield of Michigan Engagement Center at X-XXX-XXXX-XXXX from 8 a.m. to 8 p.m. Monday through Saturday.

If you have questions about your benefits, please call the Customer Service phone number on the back of your Blue Cross ID card or log in at bcbsm.com and visit the My Coverage page.

Sincerely,

A handwritten signature in black ink, appearing to be "John Doe".

Name Goes Here
Title Goes Here
Department Goes Here

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

P.O.Box 5043
Southfield, MI 48086-5043
bcbsm.com



Customer
Street Address #1
Street Address #2
City, State Zip Code

May 10, 2017

You are invited to join the Diabetes Prevention Program.

Dear John Doe,

You recently received a letter about a program that's now available at no cost to you as a U-M Premier Care Member. Because records show you may benefit from participating, we're sending you this friendly reminder about the Diabetes Prevention Program.

The Diabetes Prevention Program is a year-long lifestyle change program that's been proven to prevent or delay the onset of diabetes through healthier eating and increased physical activity, according to the Centers for Disease Control and Prevention. You're being invited to participate because our records show you had a medical test or diagnosis that is consistent with prediabetes, or higher than normal blood sugar. The Diabetes Prevention Program can effectively manage prediabetes.

The program is offered at various locations or online through these organizations

- National Kidney Foundation of Michigan (in person)
nkfm.org/UM* or XXX-XXXX-XXXX
- Ann Arbor YMCA (in person)
annarborymca.org/ydpp* or XXX-XXX-XXXX
- University of Michigan Division of Metabolism (in person)
uofmhealth.org/conditions-treatments/diabetes-prevention-program* or XXX-XXX-XXXX
- Omada Health's Prevent Program (online)
preventnow.com* or XXX-XXX-XXXX

BCN Service Company is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.

page 1 of 2

Get started today

To get started, contact any of the organizations above directly and let them know you're a Uu M Premier Care Member. Visit hr.umich.edu/diabetes---prevention* for more information about choosing a program, prediabetes, and the Diabetes Prevention Program. You may also call one of our nurses at XXX-XXX-XXXX with any questions.

As always, we encourage you to discuss any health concerns with your primary care physician. We wish you the best on your journey to good health

Sincerely,



Name Goes Here
Title Goes Here
Department Goes Here

*BCN Service Company does not control this website or endorse its general content..

600 E. Lafayette Blvd.
Detroit, MI 48226-2998
bcbsm.com



Customer
Street Address #1
Street Address #2
City, State Zip Code

► *If you aren't enrolled in a qualified dental plan that covers children, please call your Blue Cross Contracted Agent at XXX-XXX-XXXX.*

Subscriber/Member Number: XXXXXXXXX
Name of Responsible Individual: Jane Doe

March 26, 2017

Please confirm your pediatric dental coverage.

Dear Jane Doe,

You're required by law to have pediatric dental coverage to comply with the Affordable Care Act's 10 essential health benefits.

You previously confirmed your enrollment in a dental plan that covers children. If we don't hear from you, we can assume you have the same dental coverage you had last year, or you enrolled in a dental plan that covers children with another health care company. If you didn't enroll for 2015, you need to contact us immediately or your health care coverage may be canceled.

If you haven't enrolled in a qualified dental plan that covers children, contact your Blue Cross agent at X-XXX-XXX-XXXX.

Your agent can help you choose a plan that includes pediatric dental coverage and complies with the Affordable Care Act.

Sincerely,

A handwritten signature in blue ink, appearing to be "J. Doe".


Employee Name
The Blue Cross Blue Shield of Michigan and Blue Care Network Individual Business Team

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Appendix B: page grids

The measurements on this page grid identify content area dimensions as well as positioning on the page. These content areas and margins are already built into the letter template, and are included here as a reference.

PAGE 1

0.75" →	4.94" →	7.75" →
↓ 0.5"		
↓ 1.0"	600 E. Lafayette Blvd. Detroit, MI 48226-2998 bcbsm.com	
	2.75"	↓ 1.25"
↓ 2.31"		Blue Cross® HEALTH & WELLNESS
	4.06" →	
↓ 3.9714"	Customer Street Address #1 Street Address #2 City, State Zip Code	Call to action <by Month XX, XXXX>
	Information type: <Member/Issue variable data> Information type: <Member/Issue variable data> <Month XX, XXXX> Title. Dear John Doe, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Heading Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Heading <ul style="list-style-type: none"> Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit. Sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Instruction/important information: <ol style="list-style-type: none"> Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium. Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore. 	
↓ 9.815"		
↓ 10.25"	5.58" →	7.2289" →
↓ 10.50"	Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.	page 1 of 2

ADDITIONAL PAGES

0.75" →					7.75" →
↓ 0.75"					
	Column header	Column header	Column header	Column header	
	Row header	Table body	Table body	Table body	
	Row header	Table body	Table body	Table body	
	Row header	Table body	Table body	Table body	
<p>Contact information at 1-XXX-XXX-XXXX from 8 a.m. to 5:30 p.m. Monday through Friday.</p> <p>Sincerely,</p>  <p>Name Goes Here Title Goes Here Department Goes Here</p> <p>Enclosure: Item</p> <p>Additional information:</p> <p>At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.</p> <p><small>¹ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.</small></p>					
↓ 9.815"					
↓ 10.25"	5.58" →		7.2289" →		
↓ 10.50"	Blue Cross Blue Shield and Blue Care Network of Michigan			page 2 of 2	

The measurements on this page identify the position of the customer address when using a #10 envelope. Please contact print production services for additional details.

ENVELOPE WINDOW MEASUREMENTS

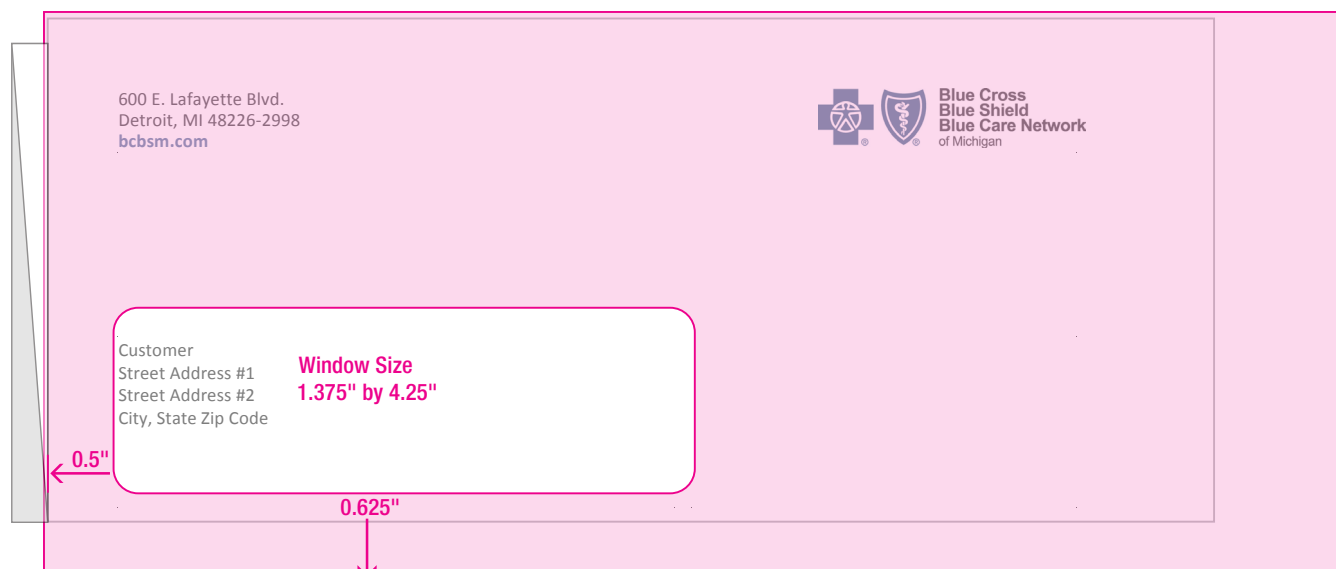
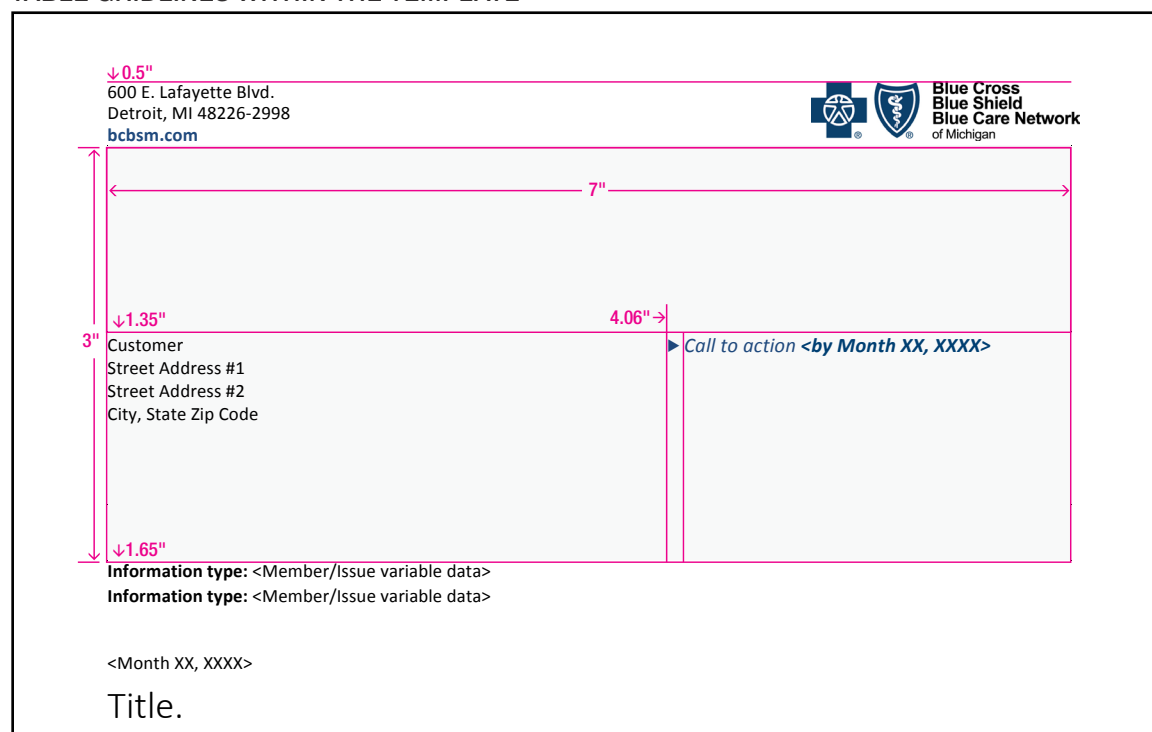



TABLE GRIDLINES WITHIN THE TEMPLATE








Appendix C: content types

Every letter is made up of content types—specific kinds of content. Mandatory content types appear in every kind of letter, while content-driven types are used only when they are appropriate to the letter’s purpose. Some content types (identified with the  icon) must always appear in a specific place within the letter.



Note: If you accidentally overwrite a style, or if one of your letter templates becomes corrupted, see the instructions on Page 5.

 Mandatory
  Content driven
  Specific placement

The base font for all styles is Calibri. All style names begin with “BCBSM_” within the template.

Content type		Type style(s)	Type characteristics					
			Point Size	Lead-ing	Font style	Space above	Space below	Special characteristics
Letterhead Content								
1 Corporate address		Corporate address	10pt	11pt	—	—	—	
		MA Corporate address	12.5pt	14.5pt	—	—	—	
2 Combined logo		—	—	—	—	—		
3 Cobrand logo		—	—	—	—	—		
4 Customer address		Customer address	10pt	12pt	—	—	—	
Action Needed Content								
5 Call to action & due date		Call to action <by due date>	11pt	13pt	Italic	—	4pt	Due Date, Phone Number & URL Style: Bold Italic, Blue
		MA Call to action <by due date>	12.5pt	13.5pt	Italic	—	4pt	Due date, phone number & URL Style: bold italic, blue
6 Member reference information		Information type: <Member/issue variable data>	10pt	11.5pt	—	—	2pt	Label style: bold: <regular>
		MA Information type: <Member/issue variable data>	12.5pt	14.5pt	—	—	2pt	Label style: bold: <regular>
Introductory Content								
7 Date		<Month XX, XXXX>	10pt	11pt	—	24pt	4pt	
8 Title		Title	20pt	24pt	Light	—	10pt	
9 Salutation		Body	12pt	14pt	—	—	9pt	Use MA body style for MA letters.

Content type	Type style(s)	Type characteristics					
		Point Size	Lead- ing	Font style	Space above	Space below	Special characteristics
Body Content							
10 Core Content	Body	12pt	—	—	—	9pt	Phone number, instruction, & URL Style: bold italic, blue emphasis style: bold
	MA body	12.5pt	—	—	—	9pt	Phone number, instruction, & URL style: bold italic, blue emphasis style: bold
	Heading	14pt	14.5pt	Bold	—	2pt	color: blue
	• Bulleted list	12pt	—	—	—	2pt	
	• Bulleted list last line	12pt	—	—	—	9pt	
	• MA bulleted list	12.5pt	—	—	—	2pt	
	• MA bulleted list last line	12.5pt	—	—	—	9pt	
	1. Numbered list	12pt	—	—	—	2pt	
	2. Numbered list last line	12pt	—	—	—	9pt	
	3. MA numbered list	12.5pt	—	—		2pt	
	4. MA numbered list last line	12.5pt	—	—	—	9pt	
11 Instruction/ Important Information	Instruction/important information header	12pt	—	Bold italic	—	2pt	Color: blue
	MA Instruction/important information header	12.5pt	—	Bold italic	—	3pt	Color: blue
	Use the core content styles for the body of the instruction/important information.						
12 Table	Table body/column header	10pt	—	—	—	3pt	
	MA table body/column header	12.5pt	—	—	—	3pt	
	Table row label	10t	—	Bold	—	3pt	Emphasis style: bold
	MA table row label	12.5pt	—	Bold	—	3pt	Emphasis style: bold

Content type	Type style(s)	Type characteristics					
		Point size	Lead- ing	Font style	Space above	Space below	Special characteristics
Closing content							
13 Contact information	Contact information at 1-800-662-6667	12pt	—	Italic; Bold	—	12pt	Phone number & URL style: Bold Italic, Blue
	MA contact information at 1-800-662-6667	12.5pt	—	Italic; Bold	—	12pt	Phone number & URL style: Bold italic, blue
14 Signature	—	—	—	—	—	—	
15 Sender information	Sender information	12pt	—	—	—	9pt	
	MA sender information	12.5pt	—	—	—	9pt	
Additional content							
16 Enclosure	Enclosure: item	12pt	—	Italic	—	9pt	
	MA enclosure: item	12.5pt	—	Italic	—	9pt	
17 Additional information	Additional information header	12pt	—	Bold italic	18pt	2pt	Rule above: offset 16pt, 0.5pt weight, blue color: blue
	MA additional information header	12.5pt	—	Bold italic	18pt	2pt	Rule above: offset 16pt, 0.5pt weight, blue color: blue
	Use the core content styles for the body of the instruction/important information.						
18 Footnote	¹ Footnote	8pt	—	—	—	2pt	Footnote number style: superscript
	¹ MA Footnote	12.5pt	14.5pt	—	—	2pt	Footnote number style: superscript
Footer content							
19 Page number	 page number	8pt	9pt	—	—	—	
	MA page number	12.5pt	14.5pt	—	—	—	
20 Association disclosure	 Association disclosure	8pt	9pt	—	—	—	
	MA association disclosure	12.5pt	13.5pt	—	—	—	