

Customization guide

Please note: You will need Adobe Acrobat Professional to customize any of our PDFs.

Step 1: Create a stamp of your organization's logo

- Find the PDF you want to customize and save it to your computer.
- Choose View > Toolbars > Comment & Markup. (See fig. 1.)
- On the Commenting toolbar, click the arrow next to the Stamp button. (See fig. 2.)
- Choose Create Custom Stamp. (See fig. 3.)
- Select a logo image file saved on your computer.
- Create a category for the stamp (or use an existing one), and give it a name, such as the name of your organization.
- Click the OK button.

Note: Images need to be of matching print-ready resolution (300dpi at actual reproduction size) and in the CMYK colorspace to print on 4-color process printers or to be used in a PDF workflow.

Step 2: Place your logo on the PDF

- Click the arrow next to the Stamp button.
- Select your logo stamp from the appropriate category. (See fig. 4.)
- Click once anywhere on the PDF document.
- Scale the item/object to the desired size by clicking and dragging the image by its corner handle. (See fig. 5.)
- Move your stamp to the desired final position. (See page 2 for logo placement guidelines.)

Step 3: Save your customized PDF

- You may now choose File > Save As.
- Save the revised PDF with a new name so that it does not overwrite the original PDF file.

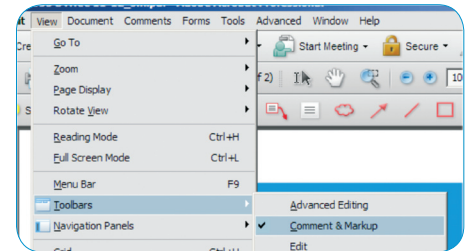


fig. 1

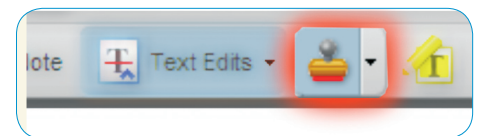


fig. 2

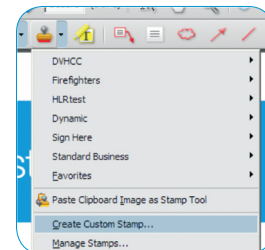


fig. 3

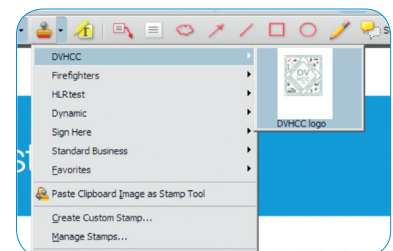


fig. 4



fig. 5

Customization guide (cont.)

Logo placement guidelines

When customizing any of the Independence Blue Cross (IBC) or Blue Cross and Blue Shield Association (BCBSA) materials, you should consider the size and location of your logo. For a consistent look, the logo should be similar in size to the IBC or BCBSA logo. Below you will see a sampling of materials that demonstrate proper placement for your logo.

Insert logo here

Parents-To-Be

Take advantage of our incentives and discounts

- Baby BluePrints®**
 - Educational materials and health assessments
 - Reimbursement of up to \$50 for any approved prenatal class
 - Reimbursement of up to \$50 toward the purchase of a breast pump
 - Lactation consultant reimbursement up to \$100
- CorCell™ Saving Baby's Cord Blood**
 - Exclusive cord blood storage discounts
- Adoption Information and Resources**
 - Information and resources for adoptive parents
 - Recommended preventive care
 - Reimbursement offers, books and specialty items

Independence Blue Cross
www.ibxpress.com
1-800-ASK-BLUE
(1-800-275-2583)

Nutrition counseling benefit

Taking control of your diet just got easier! With Independence Blue Cross, you can schedule up to **SIX VISITS** per calendar year with your physician or a registered dietitian to discuss healthy eating habits at **NO ADDITIONAL COST** to you.*

Take control of your diet

Eating better can lead to a healthier lifestyle. Many chronic conditions, such as diabetes, heart disease, and high blood pressure, are associated with weight and can lead to other health issues. By taking responsibility for your diet, you may reduce your risk for developing other conditions.

Set realistic goals

With the help of your doctor or a registered dietitian, you can assess your diet and set personal goals for better eating habits and weight management.

It's about more than food

Eating better is just one way to lead a healthier life. Our Healthy Lifestyles™ programs, which include reimbursements for fitness center fees and approved weight loss programs and discounts on vitamins and nutritional supplements, are designed to encourage healthy behavior through incentives and physical activity.

Detailed information about our Healthy Lifestyles programs is available at www.ibxpress.com.

Don't be a statistic

Currently in the United States, more than 60 percent of adults and 30 percent of children are considered overweight. Where do you stand?

*Nutrition counseling appointment today, quantity asked questions.)



Lose weight and feel great

Losing 10 percent of your current weight can make a difference in the way you feel on a daily basis, including:

- increased energy level;
- lower cholesterol levels;
- reduced blood pressure;
- prevention of type 2 diabetes;
- decreased risk of sudden death from heart disease or stroke.

Healthy snack alternatives

An apple a day keeps the doctor away, but these foods are low in fat and have less than 100 calories:

- one hard boiled egg;
- three cups of popcorn;
- one stick of string cheese;
- four ounces of fat-free pudding;
- three Hershey's Kisses®.



Insert logo here

90 steps farther from the store

90 steps closer to better health

Your health. Your choice.

Making sure you fit in 30 minutes of walking every day can decrease your risk for costly health problems down the road.

Independence Blue Cross
www.ibxpress.com
1-800-ASK-BLUE
(1-800-275-2583)

Insert logo here



Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.