



## Health Plans

We now have a company approved IU Health Plans agent/agency logo you can use for your marketing! It's a fantastic way for you to improve your branding in the community!

Remember, we have a perfect 5 Star Member Experience rating along with a 4.5-star overall rating from Medicare, \$100 OTC quarterly benefits, \$35 insulin benefits and much, MUCH more!

To request use of this logo, please complete the following form and return to [csmith123@iuhealth.org](mailto:csmith123@iuhealth.org). Be sure to include a copy of any materials (flyers, letters, etc.) on which you'd like to include the logo, stating approximately where the logo will go. If the logo will appear on your website, please include a link and a screenshot and state where the logo will be placed.



## Health Plans

### Authorized Agent/Agency of Indiana University Health Plans Logo Use Release Form for Medicare Advantage Agents

Please complete the application information below.

Agent Name:	IU Health Plans Agent ID #:
Email Address:	Phone Number:
Agency Name:	Website:
Logo(s) Requested: Authorized Agent of ____ Authorized Agency of ____	Please list intended use (website, print, etc.):

Upon approval, Indiana University Health Plans NFP, Inc. ("IU Health Plans") grants the above-named Agent/Agency the right to use the Authorized Agent/Agency of IU Health Plans Logo ("IUHP Logo(s)") for marketing purposes. This authorized use of the IUHP Logo(s) shall remain in effect based on compliance with the following conditions:

- The IUHP Logo(s) shall only be used in the form and colors in which the IUHP Logo(s) are provided, without modifications or alterations of any kind whatsoever, other than for resizing without distorting any proportions.
- The IUHP Logo(s) shall only be used for the purpose of identifying that the independent Agent/Agency is credentialed with IU Health Plans to sell Medicare Advantage plans for the current plan year.
- Agents/Agencies are required to submit all marketing materials that include the IUHP Logo(s) to IU Health Plans for Brand and Compliance review/approval prior to use.
- If the Agent/Agency does not credential with IU Health Plans for the upcoming plan year, the agent will be notified to immediately remove any materials that include the IUHP Logo(s).
- The Authorized Agent/Agency shall at all times comply with the terms and conditions in the current Medicare Marketing and Communications Guidelines established by CMS.

IU Health Plans retains, in its sole discretion, the right to revoke the Authorized Agent/Agency use of the IUHP Logo(s). Any revocation of the use of the IUHP Logo(s) will be sent by IU Health Plans in writing.

By signing below, you are agreeing to the above conditions.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit the completed form, along with draft materials and details for requested IUHP Logo(s) placement, to [csmith123@iuhealth.org](mailto:csmith123@iuhealth.org). Requested IUHP Logo(s) and additional information will be sent by email once application is approved.