

## Allied National Gets a New Look After 50 Years

Overland Park, KS. – Sept. 17, 2020 – Allied National, the small group benefit experts, announced today the launch of its new corporate brand identity and redesigned logo. These changes come after the [recent partnership with 90 Degree Benefits](#), a subsidiary of Blue Cross Blue Shield of Alabama.



“This is a big change for us,” said Gary Ashley, Executive Vice President at Allied National. “We’ve used ‘Allied red’ for 50 years and the slanted font for more than 30.”

To reflect this exciting partnership, the new Allied logo uses the dominant blue color in the 90 Degree Benefits logo. While the font hints at Allied’s past branding, the tagline looks to the future and explains the relationship between Allied and [90 Degree Benefits](#).

In June 2020, Allied launched a redesigned website featuring easy-to-navigate pages and updated technology for faster page loads and better mobile viewing. The site also includes two new pages – The Allied Blog and Allied Newsroom – to keep its members and agents update to date on company news and industry trends.

“While our name remains the same, this change in our branded look signals a whole new chapter for us,” Ashley said.

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### **About Allied National:**

Founded in 1970, Allied National is one of the nation's oldest and most experienced third-party administrators. Allied National is a 90 Degree Benefits Company, a subsidiary of Blue Cross Blue Shield of Alabama. As the small group benefit experts, Allied works with small business employers to provide unique and affordable group health benefits plans.

Visit [alliednational.com](http://alliednational.com) to learn more or follow us on Twitter at [@alliednational](https://twitter.com/alliednational).

Media Contact:

Kathleen Isaacson

Communications Supervisor

[kisaacson@alliednational.com](mailto:kisaacson@alliednational.com)

913-945-4271