

BetterLife[®]

A different kind of life insurance company

Brand Toolkit



Better*Life*[®]
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Welcome to your new brand!

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BetterLife[®]

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We are a different kind of life insurance company.

We love what we do, and we are passionate about making a difference in our communities. Our new brand reflects who we are today and who we will be in the future.

The core values of BetterLife are:

- **Our members come first.**
- **We know you and your community.**
- **Supporting your community is what we do.**
- **We are here for you today and tomorrow.**

BetterLife expresses who we truly are: knowledgeable, secure, caring, friendly and fun. We're not big, cold and faceless. At BetterLife, a real person always picks up the phone, and we are here when our members need us most.

We are thrilled to introduce BetterLife and have you be a part in helping us bring our new brand to life.

Lockup and Structure

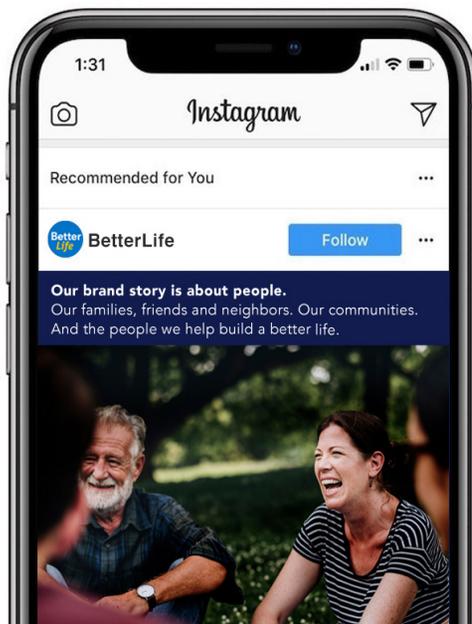
PRIMARY LOCKUP*



BLACK & WHITE**



SECONDARY USAGE/
SOCIAL MEDIA



REVERSE USAGE



*Registered trademark version of logo shown. **Logo shown without registered trademark. Both versions are available. Consult next page for usage guidelines.

Area of Isolation for the Lockup

A minimum amount of space needs to be maintained around our new lockup. This is called the area of isolation and separates the elements from any other object, such as typography, illustrations, photography, borders, geometric shapes, or the edge of a printed piece.



The area of isolation is equal to half the height of the lockup.

Use of Registered Trademark

On materials such as stationery, marketing materials, websites, and other BetterLife official communications, the logo or BetterLife name must appear with the registered trademark (®) symbol. The registered trademark logo or name must appear one time in the first instance that it is used on that material or in the most prominent instance. For two-sided materials, it should be used once on each side of the material. When the logo is present, the logo should be where the ® symbol appears.

Lockup Minimum Size Requirements

To maintain legibility on smaller pieces of communication, here are a few parameters for print and web usage of our new lockup. Please note: The registered trademark logo should not be used when the ® symbol is not readable. In those cases, use the version of the logo that does not contain the ® symbol.

PRINT (WITH TAGLINE)



PRINT (WITHOUT TAGLINE)



WEB



Unacceptable Lockup Treatment

Our new lockup should never be broken apart, stretched, reformatted, skewed or manipulated in any way.

DO NOT OUTLINE THE LOCKUP IN ANY COLOR



DO NOT USE THE LOCKUP AS A GRAPHIC DESIGN ELEMENT OR WALLPAPER



DO NOT COMBINE THE LOCKUP WITH WORDS TO CREATE A "READ THROUGH"



DO NOT CHANGE OR SCREEN THE LOCKUP COLORS



DO NOT PLACE THE LOCKUP OVER COMPLICATED PATTERNS OR IMAGES (EVEN IF REVERSED)



DO NOT CROP THE LOCKUP



DO NOT ROTATE THE LOCKUP IN ANY WAY



DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE LOCKUP



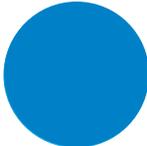
Color Palette and Visual Language

Like our personality, our color family is bright, bold, energetic and evokes a sense of optimism and dependability. Beyond the color palette, we've established a look for photography that also reflects the new brand direction.

Color

Our three primary colors (blue, yellow and indigo) were chosen based off of the emotions people feel when they see each color. Blue is connected to dependability, strength and trust. Yellow is connected to clarity, optimism, and warmth. BetterLife's color palette was chosen to evoke security, opportunity, and togetherness.

PRIMARY PALETTE

BLUE	YELLOW	INDIGO
		
PANTONE 3005C	PANTONE 7549C	PANTONE 2766C
CMYK 100/35/0/2	CMYK 0/31/100/0	CMYK 100/87/0/58
HEX 0077C8	HEX FFB600	HEX 141B4D
RGB 0/119/200	RGB 255/182/0	RGB 20/27/77

A few notes to ensure color consistency:

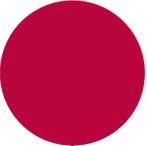
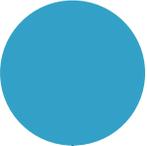
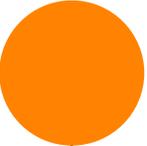
- When designing for print, use the Pantone number and CMYK values
- When designing for digital, use the HEX and RGB values
- If creating a piece to be printed and then posted online as a PDF, default to the Pantone number and CMYK values to ensure the color integrity of the printed piece.

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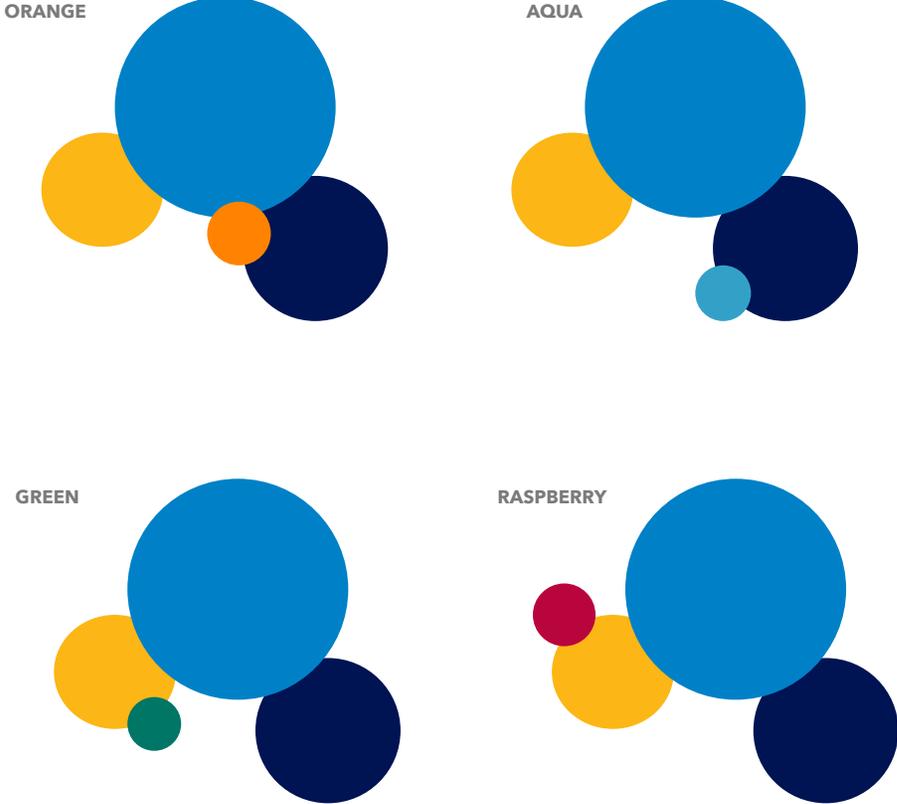
Color, continued

Beyond the primary palette, we've selected secondary colors to use when highlighting specific information, calling out action items or other ancillary uses. These were chosen to add a bit of warmth and fun to our brand personality, but please – only use these as accents – we want to establish our primary palette and illustrate brand consistency.

SECONDARY PALETTE

RASPBERRY	AQUA	ORANGE	GREEN
			
PANTONE 207C	PANTONE 7459C	PANTONE 716C	PANTONE 562C
CMYK 0/100/59/26	CMYK 70/17/10/4	CMYK 0/59/100/0	CMYK 92/7/55/35
HEX A50034	HEX 4298B5	HEX EA7600	HEX 006F62
RGB 165/0/52	RGB 66/152/181	RGB 234/118/0	RGB 0/111/98

SECONDARY COLORS WITH PRIMARY PALETTE AND SUGGESTED PROPORTION OF USE



Imagery

Our story is about people and the protection we provide against life's unexpected events. We help our families, friends, neighbors and coworkers build a better life. We are a life insurance company for everyone.

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Imagery

The images we choose play a big role in how effectively we tell our story. After all, the work we do affects real people – our members, yes, but also the people we help in our communities. Our imagery should feel authentic, and reflect our brand’s core values.



Note: To help convey our feeling of community, please utilize images of people in groups as opposed to alone.

And though images of small towns and rural communities are certainly appropriate, please refrain from showing farming, etc. in photography. Our member base is quite varied and we want everyone to feel represented and able to connect to our communications.

Typography, Language and Tone

Both the content and the design of our copy play key roles in establishing the brand message we wish to deliver. Like our photography, our words need to be authentic, approachable and provide a feeling of caring and dependability.

Fonts

The typefaces we use are as important to our new brand as the logo, color and imagery. Together they create a personality that reflects the energy and intelligence of our brand and helps infuse emotion into the stories we tell.

Clean, modern, and with a variety of weights for flexibility, "Avenir" is the Better in our new lockup and will serve as our brand font.

AVENIR NEXT MEDIUM • HEADLINES

Hello there! I'm "Avenir Next".

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT REGULAR • BODY COPY

Hi – I'm your body copy font, nice to meet you.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Language and Tone

While color and imagery provide the visual "first impression" of a piece, language rounds out the message and defines who we are as a brand. It provides the detail and often the call to action.

BetterLife is:
Approachable Optimistic
Friendly
Knowledgeable
Secure

Note: Using "BetterLife" in body copy

Our new name is "BetterLife", and should be typed as such in body copy. Please do *not* italicize "Life" or stylize the characters in any way. When referencing the desire to live a "better life", the words should be set in lower case, with a space between.

If you have any questions, please contact the BetterLife Marketing Team. Thank you!

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