

Brand Guidelines



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The Mutual of Omaha Brand

Our brand is what distinguishes us from other companies in the eyes of consumers. It encompasses how we act, how we speak and how we present ourselves to the world. These guidelines allow us to create cohesive and consistent messages that are always aligned with our brand identity.

For questions contact:

Kevin Mikolajewski

Director of Creative Services

kevin.mikolajewski@mutualofomaha.com | 402-351-5581



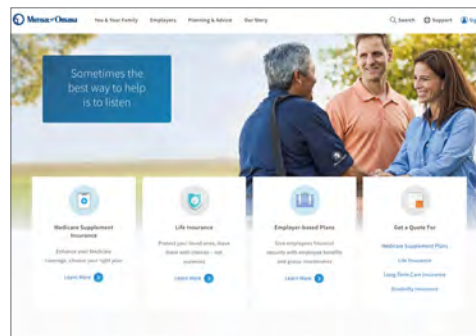
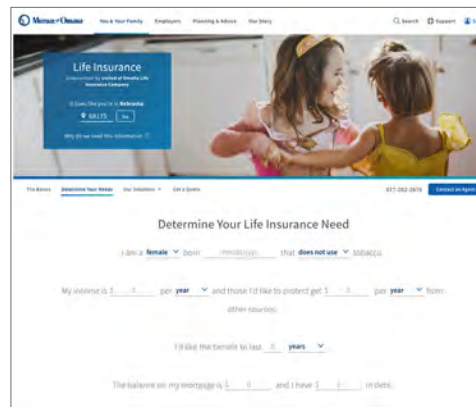
Building a Memorable Brand

When it comes to building a strong, memorable brand, it's all about consistency. You should be able to recognize it at a glance. Robust brands stick in our heads because our awareness of them is heightened by the repetition of colors, fonts, logos, writing style, photography and design elements.

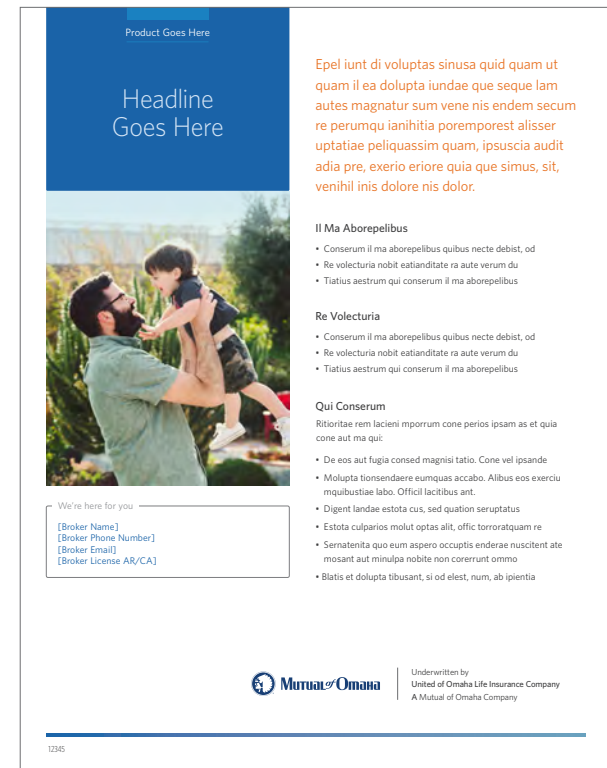
After a few encounters, they become instantly recognizable, imbuing them with a feeling of reliability and security.



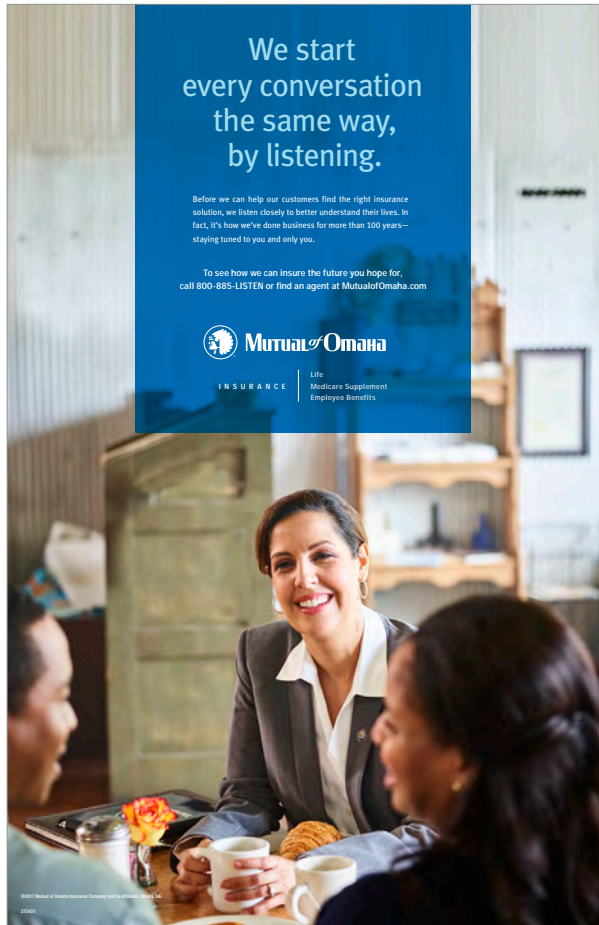
Brochure Cover



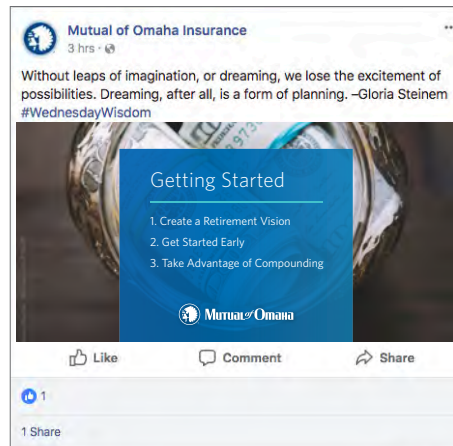
Website



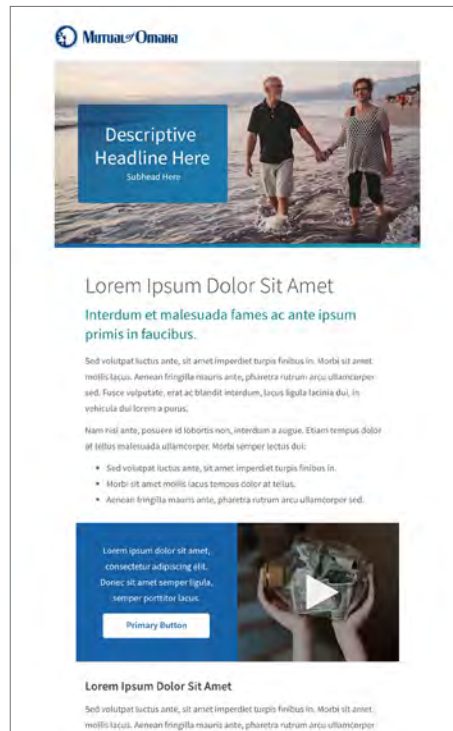
Flyer



Advertising



Social Media



Email

The following resources are available upon request:

- Mutual of Omaha logo in various formats
- InDesign working files
- ASE color palette
- Paragraph/Character styles
- Word templates
- PPT templates
- Illustrations

Visit design.mutualofomaha.com for digital/email standards and additional print guides/addendums.

Brand Pyramid

Our brand pyramid provides the framework for who we are and who we're not. It highlights the qualities that drive us as an organization and provides a roadmap for how we deliver on the promise we make to our customers.

WHY WE'RE HERE

At Mutual of Omaha, we exist for our customers. That's why we place them at the top of the brand pyramid, where we make this important promise: to be mutually invested in their future and to always act in their best interest.

HOW WE BEHAVE

The middle section of the pyramid details how we partner with our customers, to help them protect the things that matter most and to empower them as they progress through life. It also outlines the personality of our brand, which drives our behaviors.

WHAT WE DO

The base of the pyramid provides the solid foundation that allows us to fulfill our brand promise by highlighting the proof points of who we are and what we do.

WHY

Our Promise

MUTUALLY INVESTED IN YOUR FUTURE

Our Purpose

We Believe Always Acting in the Best Interest of Our Customers Ensures Their Financial Security and Our Mutual Success

HOW

01. PARTNERING

As a mutual, we exist for the benefit of our customers.

We build genuine connections that ensure they have all the tools they need to accomplish their financial goals. By developing enduring relationships, we walk together with our customers, helping them feel valued and cared for.

02. PROTECTING

We protect what matters most to our customers.

They know that no matter what, we will honor our commitment to do the right thing. Our legacy of strength gives us all the assurance and the confidence that those they care about will always be cared for.

03. PROGRESSING

We are committed to empowering our customers as they progress through life.

We leverage our expertise and continually innovate to move toward greatness together, delivering financial security our customers can rely on, helping them feel accomplished and secure.

PERSONALITY *The Loyal Partner*

COURAGEOUSLY HONEST

At all times we tell the truth to our customers and to one another, always fulfilling our promises, no matter what.

DEVOTED

We give our all in everything we do. Our hard work and creative spirit honor our heritage, and inspire our future.

APPROACHABLE

We thrive on relationships. We are committed to preserving our Midwestern heritage of welcome and warmth.

OPTIMISTIC

We are always looking forward, moving toward the diverse needs of our customers, extending support with great hope and expectation.

WHAT *Proof Points that Fullfill the Promise*

PARTNERING

- **A Mutual Company**
We exist because of and for our customers
- **Highly Engaged Team**
Activating expertise to serve our customers
- **Relationships Matter**
We prioritize people – both customers and associates

PROTECTING

- **Hometown Values**
Committed to being responsible and caring for each other
- **Trusted Heritage**
Providing strength since 1909
- **Active Corporate Citizens**
We invest time and resources to help our communities grow stronger

PROGRESSING

- **Continuous Innovation**
Diverse product portfolio to meet real needs
- **Moving Forward Together**
Legacy of mutual success
- **Empowering Learning**
Committed to ongoing development for our customers and ourselves



Who We Are

Brand Personality

If our brand was a person, it would be a loyal partner. Someone who acts with your best interests in mind. A person who is:

- **Courageously Honest** - Tells the truth at all times and always fulfills promises, no matter what
- **Devoted** - Gives their all in everything they do
- **Approachable** - Thrives on relationships and is committed to preserving our Midwestern heritage of welcome and warmth
- **Optimistic** - Always looks forward and moves toward the diverse needs of customers

Voice

Our voice is how we express our brand personality:

- It's conversational and warm, *but not* overly chatty
- Informal and down to earth, *but not* unprofessional
- Confident, *but not* cocky or overstated
- Concise *but not* curt
- Helpful *but not* overbearing

Our voice is exactly what you'd expect from a loyal partner and trusted friend.

Tone

Tone is how we use our voice in different situations. We adjust our tone according to who we're talking to and what we're talking about. For example, it can be upbeat and cheerful or serious and informational. It can be enthusiastic. Or it can be matter-of-fact. While our tone may change, our voice always remains the same.

Messaging

Messaging is what we say. It's the conversations we have with our customers. The stories we tell to explain who we are, what we do and how we help people protect what's important to them. Our messaging reflects how we want people to think and feel about us, so appropriate messaging for Mutual of Omaha is always clear, customer focused, positive, accurate and relatable.

	Say it like this...	Not like this...
We avoid insurance jargon in favor of simple, down-to-earth language. Our goal is to take the confusion out of insurance and financial services products and make them easy for the average person to understand.	Here's what it costs.	Your premium is...
	Your policy has a 90-day waiting period before benefits begin.	The elimination period is 90 days.
We avoid talking about ourselves (we) and instead focus on the needs of our audience (you).	You have the tools you need.	We provide tools to help you.
	You always have the option to choose your own dentist.	Our policies allow you to choose your own dentist.
We take care to avoid making a customer's situation seem dire in the absence of our products or services. We avoid phrases that may be interpreted as heavy-handed or scary.	You want to spend quality time with your family.	You don't want to become a burden to your family.
	Spend your retirement doing the things you always planned.	Your retirement plans could be in jeopardy.
We're careful not to overpromise what our products will do for our customers and we avoid making absolute statements.	This product <i>may help</i> you protect your retirement savings.	This product <i>will</i> protect your retirement savings.
We write the way we speak, painting word pictures the audience can relate to. We use short, simple sentences for readability and contractions for informality.	After dinner and homework, who has time to think about the future?	The demands on today's families can make it difficult to map out a financial plan.
	Give us a call.	Contact us at your convenience and we will provide the information you desire.
	You're right.	You are correct.

Audiences

We have two distinct audiences for the materials we create. While our voice (trusted friend) always remains the same, our tone may change based on the audience.

Consumers: The People Who Purchase Our Products

Materials created for use with a consumer audience allow us to generate interest, assess needs and provide information so people can make an informed buying decision. **When we refer to customers, we mean:**

- **Individuals** – People who purchase an individual product
- **Employers and Employees** – Employers who purchase a group product or service with the intent of offering it to their employees, as well as the employees who are the ultimate customers

Compliance and State Filing – All consumer-facing materials must be reviewed and approved by our Compliance Department. Many product lines also require materials to be filed with state insurance departments.

Disclosures – Consumer-facing materials must include the appropriate disclosures (underwriting company, policy form numbers, exclusions/limitations, etc.). These are dictated by state insurance departments and are specific to each product line.

Producers: The People Who Sell Our Products

Materials created for producer use provide the sales tips, tools and training needed to sell our products. **When we refer to producers, we mean:**

- **Agents** – These are the independent salespeople aligned with our Brokerage distribution. Internally, we often refer to them as “brokers” or “producers.” However, since they consider themselves to be insurance agents, we call them “agents” when speaking to them or about them
- **Advisors** – This is the term we use for the career salespeople that make up our Mutual of Omaha Advisors distribution channel
- **Benefit Brokers** – These are the people who work with employers to sell a group product or service that will be offered to employees of the business

Compliance and State Filing – Producer-facing materials do not require compliance review or state filing. However, our copy should always clearly and accurately explain our products using the same verbiage we expect producers to use with their customers.

Disclosures – Producer-facing materials do not need the full disclosures required on consumer pieces. However, they should include the appropriate logo/underwriting company. In addition, the statement, “For producer use only. Not for use with the general public.” should appear at the bottom of the piece.

Editorial Style

Our goal is to create consistency in the materials we produce – from sales and marketing materials, publications and incentive promotions to websites and digital communications. The following resources allow us to maintain that consistency.

Associated Press Stylebook

As a rule, we follow AP style to ensure consistency in our communication style.

Mutual of Omaha Style Manual

Our corporate style manual provides guidance and clarification on company-specific issues AP doesn't address.

Product Names and Usage

This resource contains guidelines for referencing Mutual of Omaha's products, including use of service or registered trademarks.

For questions about editorial style contact:

Kevin Mikolajewski

Director of Creative Services

kevin.mikolajewski@mutualofomaha.com | 402-351-5581





Corporate Identity

Our Corporate Symbol

In 1950, Mutual of Omaha adopted a Native American chief in full headdress as our corporate symbol. We took our inspiration from an American Plains tribe known for its strength, honesty and focus on caring for their sick and injured. At Mutual of Omaha, we share these attributes and are proud of our long heritage.

Logo Usage

We're aware of the power of our corporate symbol and diligently monitor its usage. We adhere to strict standards to ensure our logo is applied appropriately, consistently and respectfully. As a result, it has never been the subject of controversy.

Horizontal Logo (preferred presentation)

Minimum size: 1.25" wide | Preferred width: 1.8575"



Blue (PMS 654 - preferred color)



Positive (black)



Reverse (white)

Note: There is a difference between our "Positive" and "Reverse" logos. Each is unique and simply reversing one for the other will cause the face and outer rule to be presented incorrectly. Be sure to use the correct file.

Stacked Logo (use when space is limited)

Minimum size: 0.925" wide



Blue (PMS 654)



Positive (black)



Reverse (white)

Cobranding: It may be appropriate for Mutual of Omaha's logo to appear with others on cobranded materials. In this case, all logos should be proportionately equal in size. When placing logos on a piece, it's preferred that the Mutual of Omaha logo appear first or above another logo. For additional cobranding information contact Kevin Mikolajewski.

For logo requests please contact

Kevin Mikolajewski
kevin.mikolajewski@mutualofomaha.com
402-351-5581
or
Buddy Tillman
buddy.tillman@mutualofomaha.com
402-351-2265

Common Logo Mistakes

These guidelines apply when using either the horizontal or vertical formats.

Correct example of Reverse logo



Correct example of Positive logo



Incorrect Reverse logo



Don't invert the Positive symbol.



Don't invert the Reverse logo.

Incorrect Positive logo

The Native American symbol and type should not be modified in any way.



Don't distort the symbol.



Don't modify the type.



Don't change the color.



Use of the Native American symbol without type is limited and any suggested use needs to be approved.



Don't use logo on a background that doesn't have enough contrast.

Note: *Never place the logo on a red, pink or orange background.*

Mutual-space

“Mutual-space” is the minimum protected space around the Mutual of Omaha logo. No elements or graphics should violate this space. Use the following illustrations as a visual guide for achieving the proportionate minimum distance when placing the logo.



Sizing the Registration Mark

The space between the registration mark and the Mutual of Omaha logo is pre-established within the provided logos. Do not modify or delete it when placing the logo.



Affiliate Type Treatment

An affiliate type treatment is used to identify the underwriting company on product-specific pieces.

Usage Instructions:

- When there is one underwriting company, use “Underwritten by” followed by the company name and the tag line, “A Mutual of Omaha Company.” (Ex. A)
- When there is more than one underwriting company, use “Underwritten by” followed by the listing of companies and the tag line, “Mutual of Omaha Affiliates.” (Ex. B)
- When a product is underwritten by Mutual of Omaha Insurance Company:
 - There’s no need to use the Mutual of Omaha Insurance Company affiliate type treatment as long as the full underwriting company is referenced in the copy. (Ex. C)
 - The Mutual of Omaha Insurance Company affiliate type treatment **must be used** if the full underwriting company is **not** referenced in the copy. (Ex. D)

Examples:

The relationship between the size of the logo and the size and weight of the typeface used for the underwriting company has been strictly defined.

Horizontal Format (preferred)

Whitney 9 pts | leading: 13 pts | Black 90%

A



Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company

— Book
— Medium
— Book

Width 0.5"
Rule: Black 70% | .25 pt weight

B



Underwritten by
United of Omaha Life Insurance Company
Companion Life Insurance Company
Mutual of Omaha Affiliates

C



Underwritten by
Mutual of Omaha Insurance Company

D



Alternative Formats (if space is restricted)



Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company



Underwritten by
United of Omaha Life Insurance Company
Companion Life Insurance Company
Mutual of Omaha Affiliates



Product Lock-Up

A product lock-up is used to create awareness of the business we're in and the products we offer. It can be eliminated if it doesn't reinforce the message. There are two types of lock-ups:

Corporate - The corporate lock-up consists of the product listing "Life, Medicare Supplement and Employee Benefits" and may not be altered. This lock-up is intended to be used only on consumer-facing materials, such as:

- General awareness pieces (product-specific materials require an underwriting company; see Affiliate Type Treatment on page 16)
- Ads in consumer publications
- Signage

Customizable - You have the option to create a customized version of the product lock-up for use on producer-facing* materials. However, if a lock-up isn't needed, it can be eliminated (use the corporate logo instead). When customizing a lock-up, make sure the combination of products listed is relevant for the audience. A customized lock-up can be used on things like:

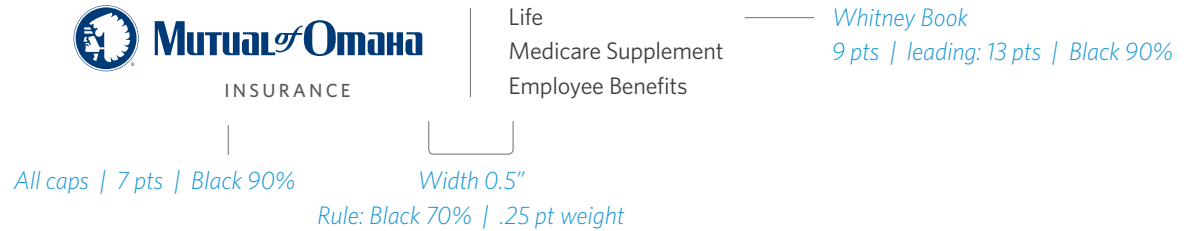
- Recruiting materials
- Ads in trade publications or trade show programs
- Promotional flyers

*It's permissible to use a customized lock-up on materials an employee benefits broker presents to an employer. However, it must not be used on employee-facing materials.

Product Lock-Up (continued)

Corporate Lock-up:

The corporate lock-up must appear as shown and may not be altered.



Life
Medicare Supplement
Employee Benefits

Whitney Book
9 pts | leading: 13 pts | Black 90%

All caps | 7 pts | Black 90%

Width 0.5"
Rule: Black 70% | .25 pt weight

Customizable Lock-up Examples:

If you have questions about creating a customized lock-up, contact Kevin Mikolajewski, 402-351-5581.



Mutual of Omaha
INSURANCE

Medicare Supplement
Long-Term Care
Disability



Mutual of Omaha
EMPLOYEE BENEFITS

Voluntary | Accident
Critical Illness | Dental
Disability | Life



Mutual of Omaha
INSURANCE

Medicare Supplement
Dental and Vision
Cancer and Heart Attack/Stroke



Mutual of Omaha
RETIREMENT PLANS
SOLUTIONS

401(k) Plans
457(b) Plans
Defined Benefit Plans



Mutual of Omaha
LIFE INSURANCE

Term
Universal
Indexed Universal

Product Lock-Up (continued)

Usage Instructions:

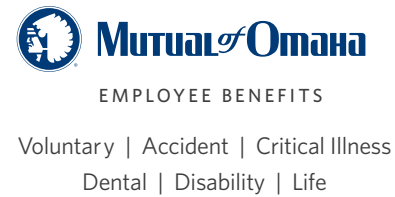
Horizontal Format (preferred)

- The business category (Insurance, Employee Benefits, etc.) appears below the logo followed by a pike.
- The product listing appears to the right of the logo either stacked (no more than three lines) or separated by pikes.



Vertical Format (if space is restricted)

- The business category (Insurance, Employee Benefits, etc.) appears below the logo followed by the product listing (no more than three lines).



Reversed Example





Design Elements

Our core design elements are essential to Mutual of Omaha's distinctive look. They allow us to create materials that are bright, clean and well organized.

Blue Box

This primary design element houses key messaging and immediately draws the reader's attention to critical points of information.

Typography

Our typeface, Whitney, is simple, versatile and modern to reflect our brand personality.

Color

Our primary color, PMS 300, is Mutual of Omaha blue and is supported by neutrals and a carefully selected palette of accent colors.

Photography

The images we use capture genuine human moments and authentic interactions between customers and the people who sell our products.

Illustrations

We use illustrations sparingly as supportive elements in our designs.

Charts, Tables and Graphs

When clarity is needed, we use clean and uncomplicated charts, tables and graphs.

Blue Box

The blue box is our primary design element featured in ads, direct mail, sales and marketing materials and digital communications. Components of the blue box include:

Product Name and Color Bar

The product name appears within a color bar at the top of the blue box. The product name and color bar should always appear on consumer materials but may be eliminated on producer materials, if it's not applicable.

Benefit Statement/Headline

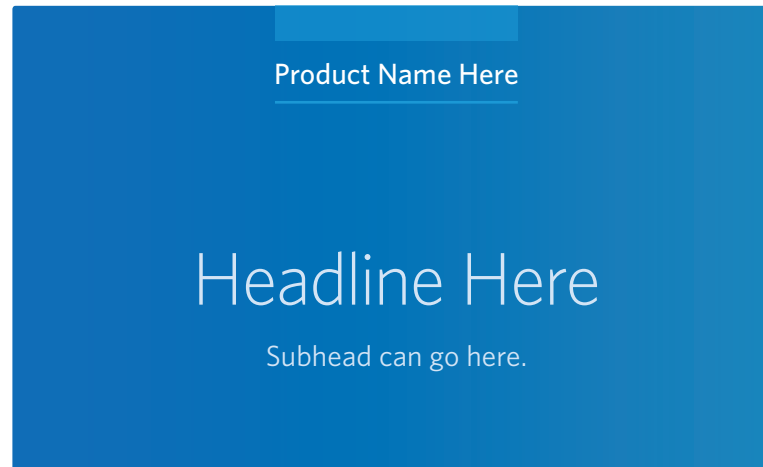
The benefit statement (headline) conveys how the product fills a need or benefits the reader.

Subhead

A subhead can be added for clarity, if needed.

See page 33-41 for example uses of the blue box.

Blue Box: 100% multiply | Gradient PMS 300 - 76/25/0/15 over 80% transparent white box



Center Alignment

— **Product Name:**

*Whitney Medium | White
11 pts | leading: 14 pts*

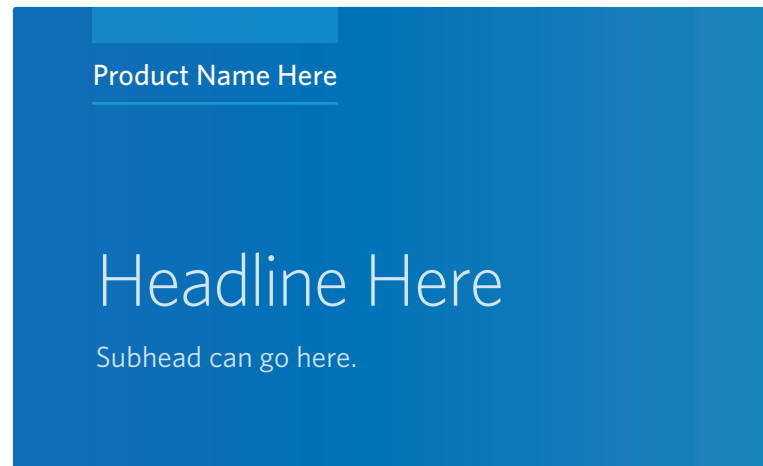
— **Headline:** *Whitney Light*

*centered | PMS 2925 20% tint
28 pts | leading: 31 pts*

— **Subhead:** *Whitney Book*

*centered | PMS 2925 20% tint
11 pts | leading: 14 pts*

— **Rounded Corners:** *0.0168 in*



Left Alignment

— **Product Color Bar:**

*60% transparent
Always PMS 2925 on Covers
Top square height: 0.184 in"
Bottom line weight: 1 pt*

*Note: The width of the
blue bars need to line up
with the width of the text.*

Typography

Our typeface is Whitney and Whitney Condensed. We use appropriate weights to create a clear hierarchy of information and we avoid using all caps to maintain a friendly, conversational tone. Whitney is used for the bulk of our content; Whitney Condensed is used primarily for disclosures.

Whitney and Whitney Condensed can be purchased through Hoefler and Co.:

<https://www.typography.com/fonts/whitney>

When Whitney is not available, i.e., for desktop applications such as Microsoft PowerPoint or Word use Arial and Arial Bold

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Condensed Light

Whitney Condensed Light Italic

Whitney Condensed Book

Whitney Condensed Book Italic

Whitney Condensed Medium

Whitney Condensed Medium Italic

Whitney Condensed Semibold

Whitney Condensed Semibold Italic

Whitney Condensed Bold

Whitney Condensed Bold Italic

Content Hierarchy

Leading the reader through our content is extremely important. These guidelines ensure a consistent presentation.

Intro: Whitney Book | from primary or accent palette
14 pts | leading: 19 pts | space after: 0.135 in

Headline: Whitney Light | PMS 300
22 pts | leading: 25 pts | space after: 0.135 in

Subhead: Whitney Medium | from primary or accent palette
14 pts | leading: 19 pts | space after: 0.135 in

Body: Whitney Book | Black 90%
10 pts | leading: 14 pts | space after: 0.135 in

Bullets: Whitney Book | Black 90%
10 pts | leading: 14 pts | space after: 0.0625 in
hanging indents preferred

Disclosure: Whitney Book Condensed | Black 90%
9 pts | leading: 10 pts

Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus, conem volo molo mod et omni odi doluptature, sunt, oditat estempora ventia volupt atatas exeri tessunt.

Headline

Subhead

Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus, conem volo molo mod et omni odi doluptature, sunt, oditat estempora ventia volupt atatas exeri tessunt.

Combining life insurance with a long-term care rider will help:

- Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus
- Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus

Dae alit, quiam dolorum inciet lab iunt vendest at plate ipsa que nam, conet quam estrum est utem consed ex es por aces eos et doluptaquas am esti sitior autem quam ideni as volores ex et audit.

Color Palette

The way we use color helps to set us apart from the competition. Our color palette consists of a primary color, supporting color, neutrals and accent colors.

Primary Color



Pantone 300
CMYK 94/63/6/0

Neutral Colors



Text Gray
Black 90%
CMYK
0/0/0/90



Black 70%
CMYK
0/0/0/70



Black 50%
CMYK
0/0/0/50



Black 30%
CMYK
0/0/0/30



Black 20%
CMYK
0/0/0/20



Background Color
Black 12%
CMYK
0/0/0/12

Supporting Color



Logo Color
Pantone 654
CMYK 100/86/26/12

Accent Colors



Pantone 2925
CMYK
76/25/0/0



Pantone 376
CMYK
54/4/100/0



Pantone 143
CMYK
3/32/96/0



Pantone 339
CMYK
78/3/62/0



Pantone 152
CMYK
5/66/99/0



Pantone 7451
CMYK
45/27/0/0



Pantone 7466
CMYK
74/6/25/0

Note: Accent colors are to be used at 100% only, not tinted (unless used in illustrations), and should be used minimally, as seen in the color proportions on the next page.

Color Use

Our strategic and proportionate use of color reinforces our brand, establishes visual order to our layouts and brings focus to our content.

Primary Color

The most prominent color in our materials is Mutual of Omaha blue (PMS 300), which is used to convey the strength of our brand.

Neutral Colors

Neutral colors play a supporting role. While white is our preferred background color, gray also may be used.

White Space

We use white space intentionally to portray a feeling of approachability and straightforwardness in our materials.

Accent Colors

These are used sparingly to highlight key points or help to visually organize information. They should never dominate a design.

Other Colors

Other colors are added through the use of illustrations and photography.

Proportionate Color Use



Photography

Photography is the most emotional and impactful component of our visual style and is crucial to conveying our brand personality.

Qualities to look for:



Have a point of focus
The point of focus should be on human interaction.



Use the rule of thirds
Place the subject off center for interest.



Build narratives/stories
People should not be looking directly at the camera.



Look for natural lighting
Don't use artificial filters and coloring.

See and Say

The photographs we use in our materials (what we see) must always go hand-in-hand with the benefit statement/headline that appears in the blue box (what we say). See page 33-41 for examples.



Consider unique angles
Seeing things from a different angle can lend a new perspective.



Tone

natural | personal | warm | optimistic

Mutual of Omaha has a history of helping people protect what's most important to them. Our photography should represent the people, places and stories of our customers. Photos should be purposeful, driven by content and used to reinforce a concept or idea. They can be close-up, detailed shots or scenes captured from a distance.



Setting

authentic | journalistic | unstaged

Our photography should depict candid moments as people go about their lives. That means they should be interacting with others instead of looking directly into the camera. Photos can have a narrow depth of field, and should be well lit. But most importantly, they should tell a story. To reinforce this, images should be captured naturally without the use of filters.



People

confident | comfortable | approachable | diverse

Our customers are honest and hardworking, the middle-class backbone of America. Family keeps them grounded. So, our photography should evoke the feeling of family in an emotional and impactful way. Subjects should appear to be real people enjoying life - friends, family members, neighbors - and should embrace diversity and respect individuality.

Illustrations

These supportive elements are used to highlight content and to help tell the story. They can be used to break down information, establish a hierarchy and make content easy to scan.

Spot Illustrations

Spot Illustrations are used to bring clarity. They are simple and best used to depict a specific concept or action.

When creating spot illustrations, follow these guidelines to maintain consistency and keep the look approachable and light.



Try to include an element of dimension



Include rounded corners



Include a shadow or shading



Minimum size: .75 in/100px
Maximum size: 2 in



Include a white area in each illustration



Include 1-2 colors from illustration palette (plus tints and gray)

Illustration "Do's and Don'ts"



Include white elements and an element of dimension



Not detailed enough



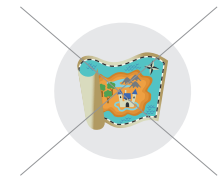
Simplify details enough to add interest



Too detailed



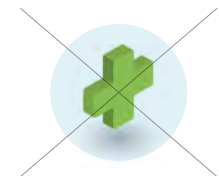
Stick to 1-2 colors from the illustration palette (plus tints and gray)



Too playful/colorful



Shadows are flat color



Incorrect perspective and drop shadow

Illustration Colors

This color palette mimics the accent color palette with the addition of tints, which are allowed in illustrations only. These tints are 100%, 80% and 65%, with the exception of PMS 2925.



Pantone 376 CMYK 54/4/100/0 #83bc41	Pantone 143 CMYK 3/32/96/0 #f5b93c	Pantone 7451 CMYK 45/27/0/0 #8aa7d7	Pantone 7466 CMYK 74/6/25/0 #00b2c0
--	---	--	--

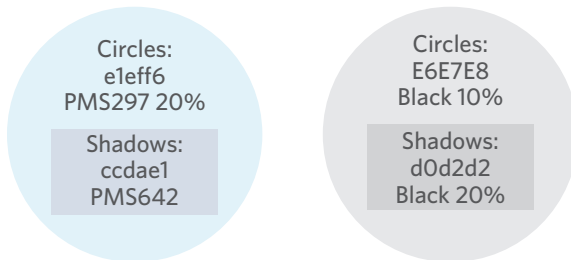


Pantone 339 CMYK 78/3/62/0 #00af87	Pantone 152 CMYK 5/66/99/0 #e67425	Pantone 2925 CMYK 76/25/0/0 #1298d5
---	---	--

Use these in addition



Pick one background color

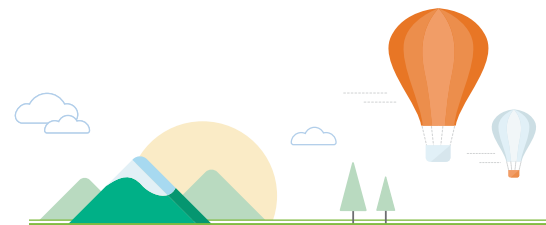


Hero Illustrations

Hero Illustrations help to tell the story. They're more complex and typically are used to depict a larger theme or concept.

Follow the same spot illustration guidelines with this exception: hero illustrations may include up to five colors, including tints and grays.

The hero illustration style is to be used sparingly. They should be used to add meaning, not as space fillers. Example: infographics to depict data or explain a process step-by-step.



Charts, Tables and Graphs

Charts, tables and graphs are used to enhance content, never simply to fill space. They should be visually clean and easy to read - the simpler the better.

Age	Premium per \$1,000 of Benefit**
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60

Header: from primary or accent palette
Whitney Medium | 10 pt | White
 top cell inset: 0.125 in | left cell inset: 0.0625 in
 bottom cell inset: 0.125 in | right cell inset: 0.0625 in

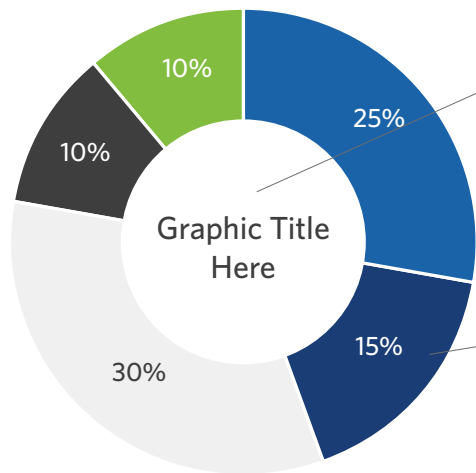
Rows: Black 12% and Black 5%
Whitney Book or for tighter column requirements
Whitney Condensed Book | 10 pt | Black 90%
 Use Tabular Figures when appropriate with metric kerning
 top cell inset: 0.0625 in | left cell inset: 0.0625 in
 bottom cell inset: 0.0625 in | right cell inset: 0.0625 in

Lines: 1 pt | White

Age	Premium per \$1,000 of Benefit**
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60

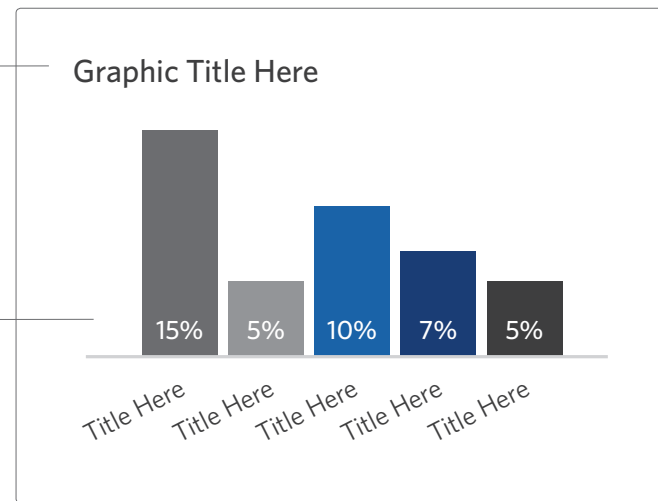
Rows: Black 12% and White
Whitney Book | 10 pt | Black 90%

Lines: .35 pt | Black 70%



Title: *Whitney Medium | 12 pt*

Percentages: *Whitney Medium | 10 pt*





Design Applications

Creating a Consistent Experience

How we apply our design elements differs depending on the piece being created as well as the audience.

Design Element	Consumer Materials	Producer Materials
Blue Box	Should always be included	Should always be included
Product Name and Color Bar	Must appear at the top of the blue box	Product name can be eliminated, if not applicable
Headline and Subhead	Headline is the benefit statement - how the product fills a need; subhead adds clarity	Headline can become a label to identify the piece (i.e., Product and Underwriting Guide); subhead can be used, if needed
Affiliate Type Treatment	Should always be included (see page 16)	Should always be included (see page 16)
Lock-Up	Appropriate product lock-up may be used on general awareness materials (see pages 17-19)	Customized product lock-up may be used but is not required
Producer-Use Statement	Not needed	<p>Advisor Sales & Brokerage Sales: Appears in a gray box in the bottom left-hand corner above the form number. "For producer use only. Not for use with the general public."</p> <p>Emerging Strategic Solutions (ESS): Appears within the disclaimer space. "For producer use only. Not to be used with any plan sponsor or participant."</p> <p>Workplace Solutions: Appears within the disclaimer space. "For producer use only."</p>
Form Number	Appears in the bottom left-hand corner	Appears in the bottom left-hand corner
Disclosures	Required on all consumer-facing materials; includes underwriting company, company address, policy form numbers, exclusions and limitations, etc.	Not required
Website	Direct consumers to the corporate website: MutualofOmaha.com	Direct producers to Sales Professional Access: MutualofOmaha.com/sales-professionals
Why Mutual of Omaha	<p>Messaging for consumers:</p> <p>For more than a century, Mutual of Omaha has been committed to listening to our customers and helping them through life's transitions by providing an array of insurance, financial and banking products.</p>	<p>Messaging for producers:</p> <p>We're invested in your success. We're committed to giving you the products your customers want plus the tools, resources and support you need.</p>

Consumer Postcard Considerations

Examples are in 9" x 6" format

Blue Box:

80% multiply
 Gradient PMS 300 - 76/25/0/15
 over
 80% transparent | White box

Underwriting:

Whitney Book Condensed | White
 10 pts | leading: 13 pts

Form Number:

Whitney Book Condensed | Black 60% | 10 pts

Blue Box Placement: top-left, bottom-left, top-right, top-right



Blue Box Size: 4 in wide | 3 in - 5 in tall



*Subtle fades can be added over photographs following the same standards of covers, see next page.

Address:

Whitney book
 Black 60%
 10 pts
 leading: 14 pts

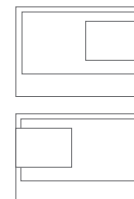
Background color:
 Black 12%
 space:
 1/3 proportioned



Product Name:

Color from accent
 color palette

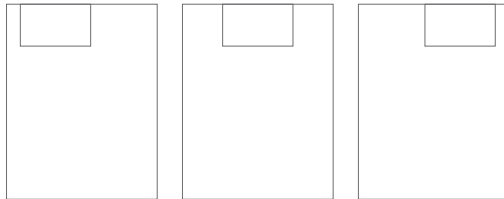
Blue Box Placement:
 left, right



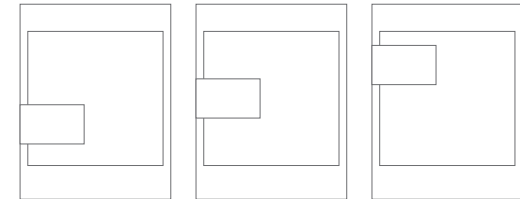
Consumer Brochure

Front Cover Considerations

Blue Box Placement: left, centered or right depending on photograph composition



Blue Box Placement: bottom, centered or top depending on photograph composition



Blue Box:
100% multiply
Gradient PMS 300 –
76/25/0/15
over
80% transparent
white box

Blue Box Size:
4 in wide
2.25 – 3.5 in tall

Form Number:
Whitney Book Condensed
Black 90%
9 pts | leading: 10 pts

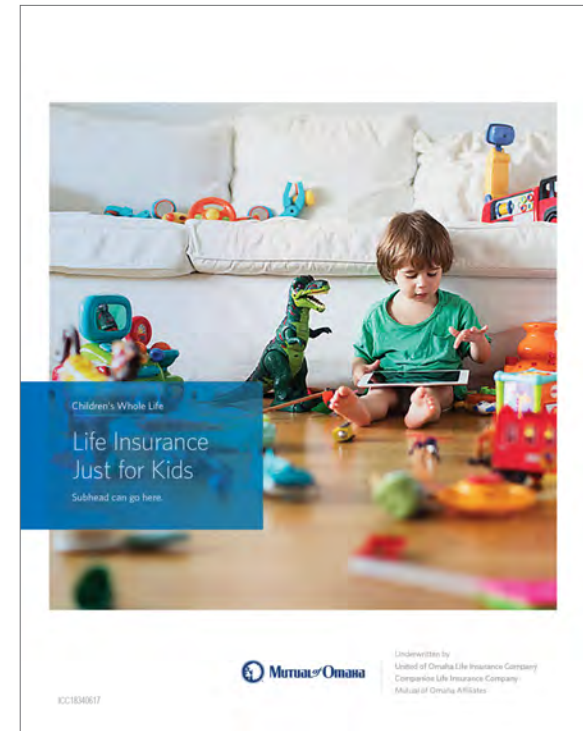


Optional subtle fade

Blue Box:
100% multiply
Gradient PMS 300 –
76/25/0/15
over
80% transparent
white box

Blue Box Size:
4 in wide
2.25 – 3.5 in tall

See and Say:
The photographs we use in our materials (what we see) must always go hand-in-hand with the benefit statement/headline that appears in the blue box (what we say).



Back Cover Considerations

Gradient: 0.05 in tall
PMS 300 - 319

Website always written as:
MutualofOmaha.com

Background: Black 12%

Disclosure:
Whitney Book Condensed
Black 90%
9 pts | leading: 10 pts

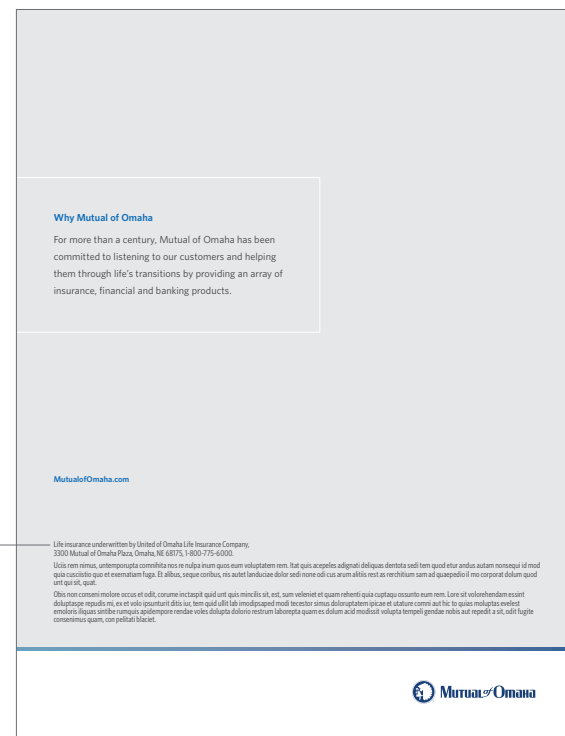


Background: Black 12%

Why Mutual of Omaha
Messaging for consumers
(if there is space)

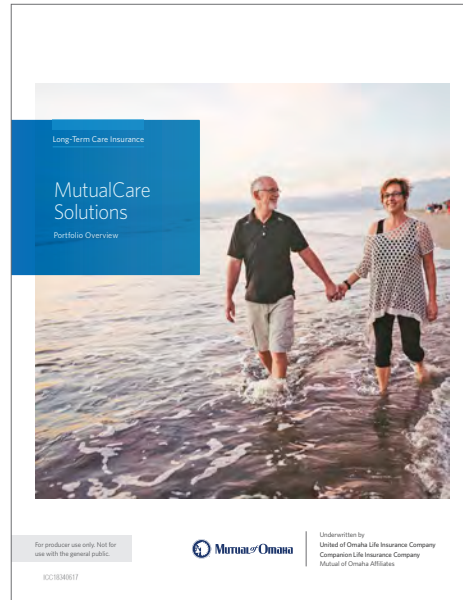
Why Mutual:
Whitney Semibold
PMS 300 | 12 pts
Body: Whitney Book
PMS 300
12 pts | leading: 18 pts

Underwriting
Company Address:
Whitney Book Condensed
Black 90%
9 pts | leading: 10 pts

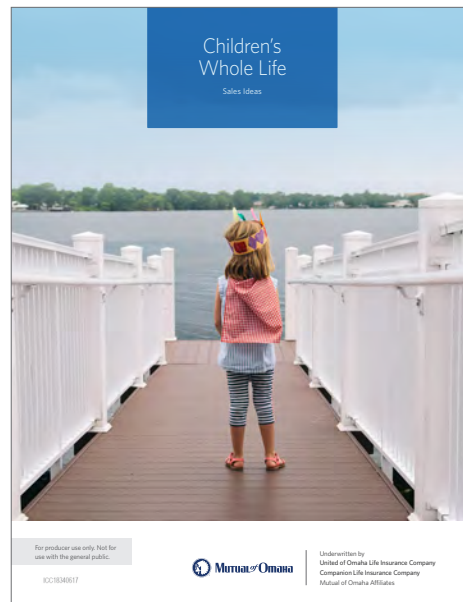


Producer Brochure

Front Cover Considerations

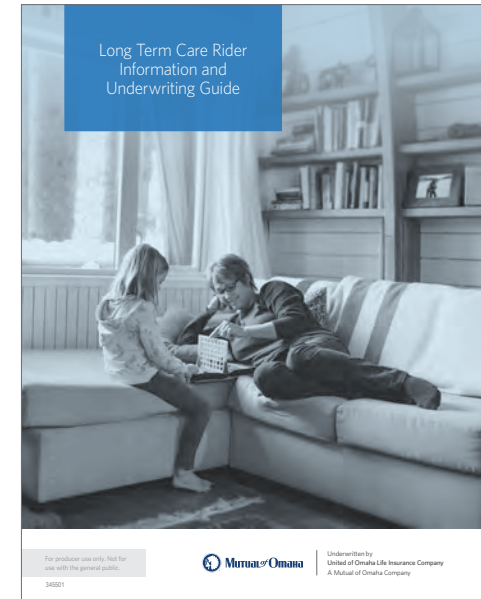


Product Name and Product Color Bar: Can be eliminated if not needed



Gray Box:
 To denote for producer use only.
 Whitney Book
 Black 90%
 10 pts
 leading: 11 pts
 Black 12%

Producer Guide

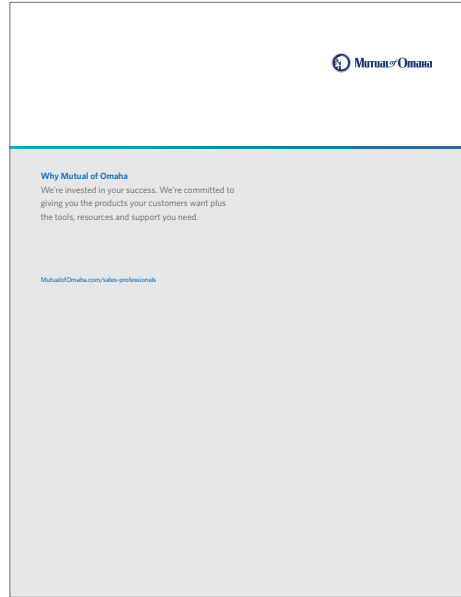


Option to convert consumer piece to a two-toned image for producer guide: Black and white image with PMS 2925 multiplied at 15%

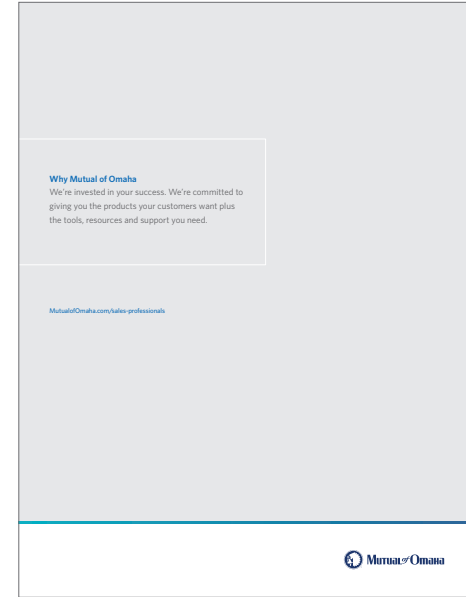
Blue Box:
 80% multiply | Gradient PMS 300 - 76/25/0/15 over
 80% transparent | white box 9 pts
 leading: 11 pts | Black 12%

Back Cover Considerations

*Direct producers
to Sales
Professional Access:
MutualofOmaha.com/
sales-professionals*



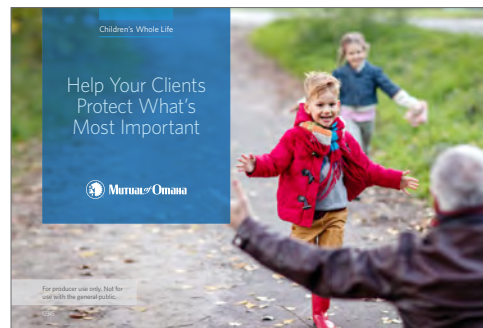
*Why Mutual of Omaha
Messaging for producers:
Why Mutual:
Whitney Semibold
PMS 300 | 12 pts
Body: Whitney Book
PMS 300
12 pts | leading: 18 pts*



Producer Postcard

Examples are in
9" x 6" format

*When placed on an
image, gray box can
change to white.*



***Product Name
and Color Bar:**
Can be eliminated
if not needed*

***Gray Box:**
To denote for
producer use only.*



Inside Spread Considerations

Inside spreads should maintain a balance of white space and visual interest. A Blue Box may be used as a design element, but is not required.

Gradient: 0.05 in tall | PMS 300 - 319

Check-box:

Example sizes:

Intro copy: 18 pts | leading: 21 pts

Body copy: 10 pts | leading: 12 pts

Check boxes: 0.6 pts weight | Black 50%

Can be sized proportionally

Intro Copy:

Example sizes:

Whitney Light 23 pts

leading: 14 pts

Can be sized proportionally

Icons:

Max of 3-4 Icons per spread

See pg 28 for more details

Icon Copy Example sizes:

Headline: 13 pts

Body Copy: 10 pts | leading: 14 pts

Can be sized proportionally

Product Name:

Whitney Book 11 pts

Color of the Product name and bars comes from the accent color palette



Call to Action Example sizes:

We're here for you: 13 pts

CTA Verbiage: 13 pts | leading: 18 pts

The blue text is centered within the box, the gray text is centered with the box line. Can be sized proportionally

Website: Capitalize MutualofOmaha.com and lower case the extension.

Box and line:

.35 weight

Black 70%

Rounded Corners:

0.0168 in

Inside Spread Examples

When it comes to inside spreads, there are a variety of layout options. Here are a few examples to help get you started.

Example 1: Inside Spread

Header: Hiri dökupur aðessi qui con pro eum et eudem iste voluptatem.

Text: "Maybe a quote (could go here)? Maybe a quote could go here? Maybe a quote could go here? Maybe a quote could go here? Maybe a quote could go here?"

Call to Action: Andiam in ra imi, se nenduc ipsum, utpa venisap aut, qui optosa imi, se nenduc ipsum aut.

Example 2: Inside Spread

Header: Onecrestiosa que dolorit audae laut quam, se nobit recmp ornate?

Text: Deloport audae aut. Accusant eand id, volupitatem ferre ipsum. Nuncupat eum et aliquid.

Item	Value	Value
Item 1	1.23	4.56
Item 2	7.89	2.34
Item 3	5.67	8.90
Item 4	3.45	6.78
Item 5	9.01	1.23

Example 3: Inside Spread

Header: Aquamus solorpo...

Text: Onecrestiosa que dolorit audae laut quam, se nobit recmp ornate?

Item	Value	Value
Item 1	1.23	4.56
Item 2	7.89	2.34
Item 3	5.67	8.90
Item 4	3.45	6.78
Item 5	9.01	1.23

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5

Example 4: Inside Spread

Header: Your LTC Rider Benefit Amount

Text: Receiving Your LTC Rider Benefit

Item	Value	Value
Item 1	1.23	4.56
Item 2	7.89	2.34
Item 3	5.67	8.90
Item 4	3.45	6.78
Item 5	9.01	1.23

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5

Example 5: Inside Spread

Header: Hiri dökupur aðessi qui con pro eum et eudem iste voluptatem.

Text: "Maybe a quote (could go here)? Maybe a quote could go here? Maybe a quote could go here? Maybe a quote could go here? Maybe a quote could go here?"

Call to Action: Andiam in ra imi, se nenduc ipsum, utpa venisap aut, qui optosa imi, se nenduc ipsum aut.

Example 6: Inside Spread

Header: Get More Out of Life-Plan Now

Text: Rider Benefit and Your Life Insurance Policy

Call to Action: Get More Out of Life-Plan Now

Flyer Considerations

Flyers should maintain a balance of white space, imagery, and contain a Blue Box within the design. For example, the box can contain the header, intro copy, or logo lock-up.

Call to Action:

Example sizes:

We're here for you: 13 pts

CTA Verbiage: 13 pts

leading: 18 pts

Can be sized proportionally

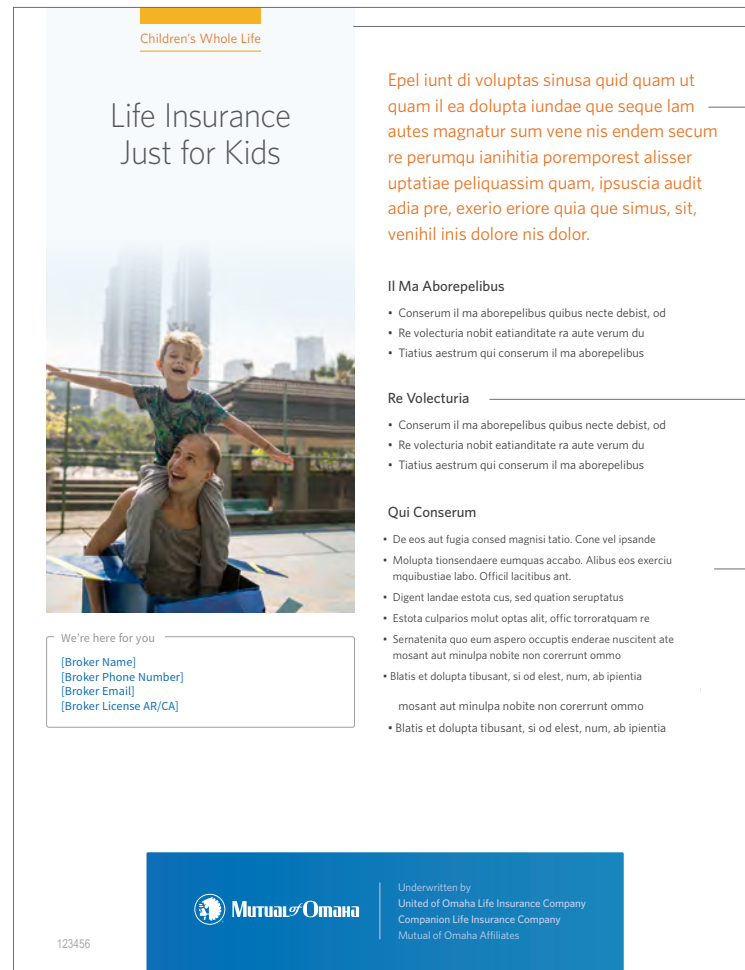
Box and line:

.35 weight

Black 70%

Rounded Corners:

0.0168 in



Optional Photo/
Color Fade

Intro Copy:

Whitney Book 15 pts

leading: 21 pts

Can be sized proportionally

Colors can be pulled from primary
or accent color palette

Level 2 Subhead:

Whitney Medium 12 pts

leading: 15 pts

space after: 0.125 in

Bulleted List:

Whitney Book 10 pts

leading: 14 pts

space after: 0.0625 in
hanging indents

Logo Lock-up (preferred usage on front side)

Can be placed on blue box background or white background

Type: 9 pts | leading: 13 pts | Black 90% or PMS 300 20%

Line inbetween: 0.25 pts | Black 70% or PMS 300 20%

See pg 16 for more details | See next page for samples

Forms

Our brand presentations guide our customers through our content. Equally important is the development and maintenance of structured forms and applications that are easy to read, follow and fill out.

Hierarchy Considerations:

- Use rules or shading to accentuate the headings and create separation as needed
- Main body 10 pts. Whitney (if possible); minimum of 8 pts.
- Leading should be at least 1 pt. larger than font size and preferably 2-3 pts. on paragraph copy
- Preferred rule weights and colors on claim forms is .5 pt. black at 30% and 1 pt. black at 30%
- Preferred rule weights and colors on regular forms is .5 pt. black at 70% and 1 pt. black at 70%
- Check boxes should be at least 10 pts. and go in front of what is being selected
- All copy and fill-ins should have adequate spacing to accommodate the content being requested

Headline:

Whitney Semibold | 14 pts

Subheads:

Whitney Semibold | 10 pts

Second Level Subheads:

Whitney Medium | 9 pts

Body:

Whitney | 10 pts preferred
leading: 12 pts
Black 100% (typical)

Form Number:

Whitney Book Condensed
9 pts | Black 90%

Group Critical Illness/Specified Disease Claim Form

Section 1 - Employee/Member, Patient & Claimant Statement

Employee/Member/Patient Name: _____ Member ID Number: _____
 City: _____ State: _____ ZIP Code: _____

Employee's ZIP Code: _____ Employee's First Name: _____ Employee's Last Name: _____
 Employee's Street Address: _____ Employee's City: _____ Employee's State: _____ Employee's ZIP Code: _____

Employee's Email Address: _____ Employee's Home Phone Number: _____ Employee's Cell Phone Number: _____

Employee's Date of Birth (MM/DD/YYYY): _____ Employee's Gender: Male Female Employee's SSN (or ID Number): _____ Employee's Marital Status: Single Married Widowed Divorced

COMPLETE THE FOLLOWING ONLY IF THE PATIENT IS NOT THE EMPLOYEE

Patient Last Name: _____ Patient First Name: _____ Patient Age: _____
 Patient Street Address: _____ Patient City: _____ Patient State: _____ Patient's ZIP Code: _____

Patient Date of Birth (MM/DD/YYYY): _____ Patient Gender: Male Female Patient's SSN (or ID Number): _____ Patient's Relationship to Employee/Member: _____

If the Patient is the Child of the Employee/Member, if over age 18: _____ If the Patient is the Child of the Employee/Member, if this Child of the Child (Full-Time Student): Yes No
 If Yes, include the Name, City, State & ZIP Code

Eligibility Information (Only apply Date that Employer/Member was the Primary Member Medical Insurance or a non-Basic Medical Insurance) Yes No

Please check the boxes/Procedure for Certificate for the Claim to be considered

Health Applicable (Maximum Benefit Limit) Health Transferred/Placement on HRP

Mutual of Omaha Mutual of Omaha Insurance Company
 United of Omaha Life Insurance Company
 Group Critical Illness Claims

3300 Mutual of Omaha Plaza
 Omaha, NE 68175-0001
 Toll Free (800) 775-8885
 Fax (402) 992-0835
www.mutualofomaha.com/customer-service

A Guide for Successfully Completing the Group Critical Illness/Specified Disease Claim Form

Mutual of Omaha appreciates the opportunity to provide you with valuable income protection. We rely on the information you provide on this form to effectively determine if you qualify for group critical illness/specified disease benefits. This guide provides information and instruction to help you successfully complete and submit the claim form. Please consult your employer/benefits administrator if you need assistance in providing information for the form.

Important Tips for Paper Copy Submission

Prior to submission, make sure you have provided all required information and answered all questions completely and accurately. If information is missing or cannot be read, the processing of your form will be delayed. All parts of this form are to be completed without exception to the underwriting company.

- The following guidelines provide valuable information to help you successfully complete the form:
- Please make a copy of the completed form for your records before submitting it to Mutual of Omaha/United of Omaha.
- Please use the Group Health Benefit Screening Claim Form for all health screening benefit claims.
- Group ID Number consists of eight characters, beginning with "G0000" and followed by four additional letters or numbers.

Required Fraud Warnings
 Before completing the claim form, please read the Required Fraud Warnings listed on the following page.

Guidelines for Section 1: Employee/Member, Patient & Claimant Statement
 This section is to be completed by the Employee/Member. Dates should include month, date and year. In order to be considered complete, the form must be signed by you.

Guidelines for Section 2: Physician, Hospital and Medication Information
 This section is required if this claim is being filed within the first year following the effective date of insurance for the Patient.

Authorization to Disclose Personal Information & Authorization to Disclose Health Information to My Employer
 Both authorizations are to be completed by the Employee. Dates should include the month, date and year.

Guidelines for Section 3: Policyholder/Employer Statement
 This section is to be completed by the policyholder/employer. In order to be considered complete, the form must be signed by the policyholder/employer.

Guidelines for Section 4: Attending Physician Statement
 This section is to be completed by the Attending Physician. Dates should include the month, date and year. In order to be considered complete, the form must be signed by the Attending Physician.

08-08-008 2018

Claims Form

Forms Examples

Mutual of Omaha

Rollover Contribution Form

Section A: Employee Information

Plan Name/ID **<Automatically Populated>**

Employee Name _____ SSN _____
 Employee Email _____ Employee Phone _____
 Home Address _____ Date of Birth ____/____/____
 City _____ Date of Hire ____/____/____
 State _____ ZIP _____

Instructions

Step 1: Request and complete a Distribution Form from your previous employer or financial institution. Request the check be made payable to:

MG Trust Company, LLC - FBO <Your Name>

- The check must be mailed to: Mutual of Omaha Retirement Services
 10-RPD, Attn: Rollovers
 3300 Mutual of Omaha Plaza
 Omaha, NE 68175

Step 2: Complete this Rollover Contribution Form and have your current employer complete Section D. Your current plan administrator should fax this form to 402-351-2176 or email to Rollovers@mutualofomaha.com.

Step 3: You can view your account balance and deposit activity online by using the participant website at getretirementright.com or by contacting our participant services center at 1-888-917-7191.

Section B: Prior Plan or IRA Information

Prior Plan or IRA Information (required)

Employer or Financial Institution _____
 Contact Name _____ Phone _____
 Address _____
 City _____ State _____ ZIP _____
 Approximate Balance \$ _____ Account Number: _____

Type of Plan: 401(k) Profit Sharing Money Purchase 403 (b) Roth 401(k)
 457 Traditional IRA Rollover IRA Other _____

Your company selected **<GlidePath Retirement>** as the plan's default investment selection. If you do not make an investment election, **<GlidePath>**, a registered investment advisor, will professionally manage your account for a fee. If you prefer to take the responsibility of selecting your own investments, you must complete the Investment Options Section C and sign the agreement on page 3.

For future contributions, invest my rollover money according to elections currently on file.

Section C: Individual Investment Options

Note: Your total selections in Section C must equal 100%.

Professional Investment Portfolios

Please enter in the percent of your contribution you would like in each.

Risk Based Portfolios	Time Based Portfolios	
Mutual Directions	GlidePath Retirement™	Vanguard Target Retirement
Conservative	2005 _____%	Income _____%
MD1 _____%	2010 _____%	2015 _____%
Moderately Conservative	2015 _____%	2020 _____%
MD2 _____%	2020 _____%	2025 _____%
Moderate	2025 _____%	2030 _____%
MD3 _____%	2030 _____%	2035 _____%
Moderately Aggressive	2035 _____%	2040 _____%
MD4 _____%	2040 _____%	2045 _____%
Aggressive	2045 _____%	2050 _____%
MD5 _____%	2050 _____%	2055 _____%
	2055 _____%	2060 _____%
	2060 _____%	

Z9562 (over)

401(k) Form

Mutual of Omaha Underwritten by United of Omaha Life Insurance Company
 A Mutual of Omaha Company

Application for Medicare Supplement Coverage

Applicant acknowledges and agrees that if there is more than one applicant on this application, all information provided may be viewed or shared with the other applicant.

A. Plan Information

Applicant A **Applicant B**

Check the Plan You Prefer: **Check the Plan You Prefer:**

Plan A - WM20 Plan A - WM20
 Plan F - WM24 Plan F - WM24
 Plan F (High Deductible) - WM24 Plan F (High Deductible) - WM24
 Plan G - WM25 Plan G - WM25
 Plan N - WM35 Plan N - WM35

Requested Effective Date _____ Requested Effective Date _____ If the above address is not your residence address, please state correct address _____

B. Applicant Information

Applicant A	Applicant B
Name (First/Middle/Last) _____	Name (First/Middle/Last) _____
Home Phone (____) (____) _____	Home Phone (____) (____) _____
Email Address _____	Email Address _____
Current Age _____ Date of Birth ____/____/____	Current Age _____ Date of Birth ____/____/____
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Male <input type="checkbox"/> Female
Social Security Number _____	Social Security Number _____
Height Ft _____ In _____ Weight Lbs _____	Height Ft _____ In _____ Weight Lbs _____
Have you used any form of tobacco, an electronic cigarette (e-cig) or other nicotine product in the past 12 months? <input type="checkbox"/> Y <input type="checkbox"/> N	Have you used any form of tobacco, an electronic cigarette (e-cig) or other nicotine product in the past 12 months? <input type="checkbox"/> Y <input type="checkbox"/> N
Go paperless! To receive your Explanation of Benefits (EOBs) online, select "YES" below and provide your current email address in Section B. If you subscribe, you will not receive paper EOBs, but instead, will receive an email notification when new EOBs become available with a link to access each specific EOB. We will continue to mail EOBs if you are entitled to receive any monetary reimbursement from United World Life Insurance Company.	
Receive statement online? <input type="checkbox"/> Y <input type="checkbox"/> N	Receive statement online? <input type="checkbox"/> Y <input type="checkbox"/> N

WAS981 United World Life Insurance Company | 3316 Mutual of Omaha Plaza | Omaha, Nebraska 68175
 00009952 WACS154_WVE_0318

Vertis Form

Mutual of Omaha Underwritten by Mutual of Omaha Insurance Company

3300 Mutual of Omaha Plaza
 Omaha, NE 68175
 1-888-630-4632

"For these 3 reasons, I urge AAA Washington Members to apply for our supplemental cancer insurance today!"

- It's unfortunate, but according to the American Cancer Society, more than 1 in 3 Americans are expected to get cancer in their lifetime.*
- The cost of cancer can be very expensive. For example, the cost of an average hospital stay can total as much as \$10,043.00 – just imagine the cost if specialized cancer treatments are necessary?
- Our supplemental cancer insurance can pay you many thousands of dollars over a lifetime. It costs \$8.31 monthly – a little over 27¢ a day. Or cover your family for \$16.62 a month – a little over 54¢ a day. Buy it today by mail.

Dear Sample A. Sample,

If you're one of the more than 1 in 3 Americans who are projected to get cancer during their lifetime,* your present insurance may not be enough, whether it's major medical insurance, group insurance at work, hospital insurance or Medicare.

You may need **additional** cash to help pay the high cost of medical treatments. And sending in the application for Mutual of Omaha Insurance Company's cancer insurance is a simple, easy way to get it.

You're insured for many thousands of dollars for cancer-related hospital and medical treatments. The preventative screening benefit in the policy is a safeguard to prevent or catch cancer in the early stages with tests such as a colonoscopy, mammography, Pap smear, and others.

Getting supplemental insurance for such an affordable cost is hard to believe. But Mutual of Omaha Insurance Company guarantees it's true.

Pays 14 Different Cancer Costs

You'll find a brochure in this mailing that gives complete details ... including the benefits, features, rates and what is not covered. But here's a list of the 14 different types of costs your cancer insurance helps pay: (1) Hospital room and ICU; (2) Drugs and medications; (3) Radiotherapy, chemotherapy and immunotherapy; (4) Surgery; (5) Doctor visits; (6) Follow-up doctor visits; (7) Anesthesia; (8) Blood and blood plasma; (9) Hospice care; (10) Ambulance service; (11) X-rays and labs; (12) Home health care; (13) Skilled nursing facility or rehabilitation center care; (14) Preventative screening tests. The preventative screening

*Cancer Only Coverage
 American Cancer Society, *Cancer Facts & Figures—2012*
 U.S. Census Bureau, *Statistical Abstract of the United States—2012*, Average Cost to Community Hospitals per Patient, Hospital Statistics for 1970-2009 (most recent available)

313965 PL136213

Letter

For questions contact:

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 Production Lead

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Social Media

We use a variety of social media posts to create awareness. While the designs vary slightly, our social media posts maintain visual continuity.

Logo usage details:

- Use the reversed horizontal logo
- If placing the logo on a photo, make sure it is readable. Use a subtle drop shadow or color fade in front of photo.
- If placing the logo in a blue bar or box, the preferred placement is lower left. Bottom center is also acceptable.

For all social media posts we use Whitney Book and ensure a balance of space by not having too much copy.

Sizes

Twitter and LinkedIn 800 px 1600 px

Facebook 403 px 403 px

Hearsay 160 px 160 px 800 px 1600 px

For use when only able to use one size for all platforms

■ *Essential area: keep critical information in this area*

□ *Non-essential area: crops off for certain platforms*

The diagram illustrates the dimensions and layout for social media posts. It is divided into three horizontal sections. The top section, labeled 'Twitter and LinkedIn', shows a gray rectangle with a height of 800 px and a width of 1600 px. The middle section, labeled 'Facebook', shows a square with a height of 403 px and a width of 403 px. The bottom section, labeled 'Hearsay', shows a gray rectangle with a height of 800 px and a width of 1600 px. Within this rectangle, there are two white vertical bars on the left and right sides, each 160 px wide. A legend at the bottom indicates that the gray area is the 'Essential area' and the white areas are 'Non-essential area' that crop off for certain platforms.

Informational Post

Quote Post

Holiday Post

Photography: See page 26 for guidelines
Box can move depending on photo composition and content length

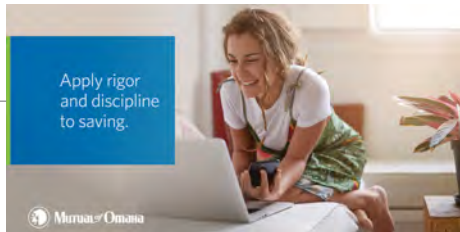
Illustrations: See page 28 for guidelines

Blue Box: See page 21 for guidelines
Color bar from accent colors

Quote Marks and Lines: 2 pt

Colored Box: from accent colors

Date Box: See page 24 for accent colors



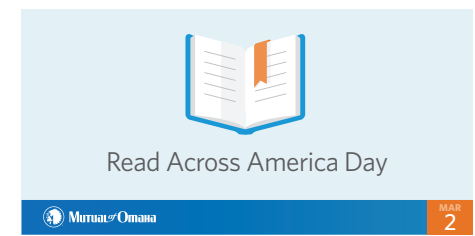
Blue Bar: PMS 300

Twitter and LinkedIn

Facebook



Hearsay



For questions contact:

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