

RELIANCE STANDARD
LIFE INSURANCE COMPANY
A MEMBER OF THE TOKIO MARINE GROUP

Reliance Standard **Brand Guidelines**

Version 0.75

Brand elements overview

The Reliance Standard visual system includes a kit of design elements that, when used effectively, create a unique look and feel for our brand in the marketplace.

Logos



Color



Typography

ABCDabcd
ABCDabcd

Imagery



Graphic elements



Tone of voice

**Welcome to
Reliance Standard.
Benefits made easy.**

Logo

Proportions



Tokio Marine tag should match width of "life insurance company"

Clearspace



Logo Color

PMS 280C
C100 M72 Y0 K18
R0 G73 B144

RELIANCE STANDARD
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C10 M0 Y0 K70
R99 G100 B102

Logo Color (cont.)

C0 M0 Y0 K100
R0 G0 B0

RELIANCE STANDARD
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C0 M0 Y0 K85
R77 G77 B79

RELIANCE STANDARD
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C10 M0 Y0 K70
R99 G100 B102

Logo Variations

Reliance Standard without Tokio Marine tag

| RELIANCE STANDARD
LIFE INSURANCE COMPANY

Logo Variations (cont.)

Reliance Standard with Tokio Marine tag only
(Tokio Marine tag replaces "Life Insurance Company" in lockup)

| RELIANCE STANDARD
A MEMBER OF THE TOKIO MARINE GROUP

Logo Variations (cont.)

First Reliance Standard logos
(with and without Tokio Marine tags)

FIRST RELIANCE STANDARD
LIFE INSURANCE COMPANY

FIRST RELIANCE STANDARD
LIFE INSURANCE COMPANY
A MEMBER OF THE TOKIO MARINE GROUP

Logo Variations (cont.)

Reliance Standard Alpha Logo

RELIANCE STANDARD ALPHA
INTEGRATED BENEFITS SOLUTIONS

Correct Logo Usage

If you have a form that has a “Reliance Standard” logo (no “Life Insurance Company” or Tokio Marine Group line), ask: is it a Legal/Compliance requirement or a SPACE requirement? Here’s one easy way to tell: If there are separate RSL and FRSL versions, it’s NOT a legal requirement.

If it is a LEGAL requirement, you must use THIS logo:

RELIANCE STANDARD
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If it is a SPACE requirement, and the Tokio Marine Group line will not be legible when printed/viewed, you may omit the line, as follows:

RELIANCE STANDARD
LIFE INSURANCE COMPANY

FIRST RELIANCE STANDARD
LIFE INSURANCE COMPANY

Incorrect Logo Usage



Do not distort logo



Do not remove sidebar graphic



Do not embed logo in a shape



Do not distort sidebar graphic



Do not use multiple colors



Do not add effects to the logo



Do not lock up a tagline to the logo

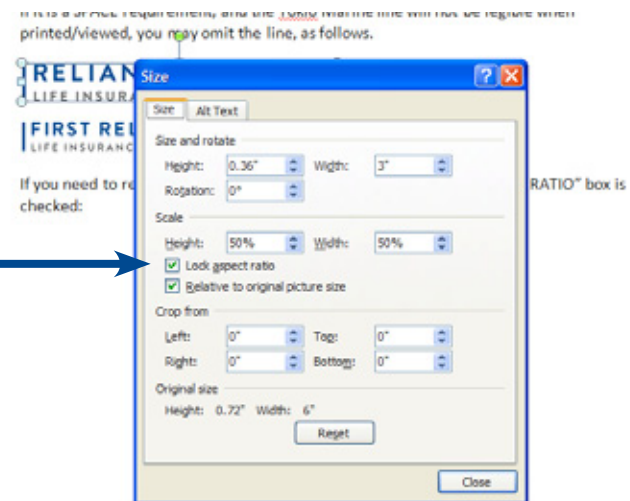


Do not change typeface

Logo File Formats

- In general, **JPG** files are used for web/online, and may be used in all Microsoft Office applications (Word, Excel, Powerpoint).
- **TIFF** files may also be used in all MS Office applications, and typically renders a better quality image than a JPG.
- **PNG** files may also be used in all MS Office applications, and works better when you are placing a logo over a colored background, as it removes the “white box” that would exist with a JPG or TIFF.
- **EPS** files are for commercial design and printing ONLY. You will NOT be able to open these on your computer, unless you opened the EPS file in Adobe Acrobat, which would then convert it to a PDF file. Generally, these should never be used internally but may be supplied to any vendor who requests a “vector” file.

Note: If you need to reduce the size of the logo, make sure the “LOCK ASPECT RATIO” box is checked:



Color Palette

Primary palette



PMS 280C
C100 M72 Y0 K18
R0 G73 B144



PMS 166C
C0 M64 Y100 K0
R245 G123 B32



PMS 215C
C0 M100 Y35 K27
R182 G0 B80



PMS 576C
C49 M0 Y100 K39
R92 G135 B39

Secondary palette



PMS 3272C
C100 M0 Y16 K9
R0 G163 B193



PMS 715C
C0 M36 Y71 K0
R250 G175 B94



PMS 2617C
C79 M100 Y0 K15
R83 G35 B128



PMS 376C
C50 M0 Y100 K0
R141 G198 B63



PMS 425C
C0 M0 Y0 K75
R99 G100 B102



PMS 463C
C30 M56 Y0 K37
R128 G86 B27



PMS 232C
C3 M67 Y0 K0
R234 G119 B175



PMS 130C
C0 M30 Y100 K0
R253 G184 B19

Typography

Stag Bold is intended for headlines and pullquotes -
all other type should be set in Museo Sans

Stag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./!/?}*

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./!/?}*

Letterhead

8.5"x11" sheet

The diagram shows an 8.5"x11" sheet with a header section. The header is divided into two columns. The left column contains the company logo and name, and the right column contains the address and contact information. Margins are indicated by dashed lines and labels: .5" margin on the left, .5" margin on the right, and .75" margin on the top right.

RELIANCE STANDARD
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Freedom Center
2001 Market Street, Suite 1500
Philadelphia, PA 19103
(800) 351-7500 | (267) 256-3500

.5" margin

.5" margin

.75" margin

Letterhead

8.5"x11" sheet

The diagram shows a letterhead template on an 8.5"x11" sheet. The company logo and name are on the left, and contact information is on the right. Margins are indicated by dashed lines and labels: .5" on the left, .5" on the right, and .75" on the top right.

FIRST RELIANCE STANDARD
LIFE INSURANCE COMPANY
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Freedom Center
2001 Market Street, Suite 1500
Philadelphia, PA 19103
(800) 351-7500 | (267) 256-3500

.5" margin

.5" margin

.75" margin

Business Card

3.5"x2" card

FIRST RELIANCE STANDARD
LIFE INSURANCE COMPANY
A MEMBER OF THE TOKIO MARINE GROUP

Firstname Lastname
Title
Address 1
Address 2
(123) 456-7890 ext. 1234 | (123) 456-7890 | Fax (123) 456-7890
Cell (123) 456-7890 | Firstname.Lastname@rsli.com
www.FirstRSL.com

.25" margin

.2" margin

.25" margin

.25" margin

Business Card

3.5"x2" card

RELIANCE STANDARD
LIFE INSURANCE COMPANY
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Firstname Lastname
Title
Address 1
Address 2
(123) 456-7890 ext. 1234 | (123) 456-7890 | Fax (123) 456-7890
Cell (123) 456-7890 | Firstname.Lastname@rsli.com
www.FirstRSL.com

.25" margin

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.25" margin

.25" margin