

AmMetLife Visual Identity

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1. Introduction

AmMetLife is a strategic partnership between AMMB Holdings Berhad (“AmBank Group”) and MetLife International Holdings, Inc.

With the coming together of AmBank Group and MetLife on April 30, 2014, and leveraging on the shared core values of integrity and innovation, AmMetLife aims to be a leading customer centric and modern insurer in Malaysia.

We are focused on meeting our customers’ diverse needs with innovative solutions at different stages of their lives, making it easier and simpler for families and individuals to achieve financial security and pursue more from life.

AmMetLife offers a comprehensive range of life insurance and wealth protection solutions distributed through the AmBank Group’s network of nearly 200 AmBank and AmMetLife branch offices nationwide. Additionally, the strength of its team of authorised life insurance agents provides comprehensive coverage and reach across Malaysia.

Background

AmMetLife is changing.

**We are transforming
our business to be
more simple, focused,
and higher performing.**

Navigating life together

We hear it from our customers: Change is happening faster than ever before. They're looking for a partner that they can trust to help navigate life's twists and turns—without the hassles they've come to expect from a financial-services company.

We're listening. To become the company that our customers and partners want, we're changing the way we do business: simplifying our products, developing sales and servicing technology that's straightforward and helpful. As customers are at the heart of everything we do, creating a better customer experience in all of their interactions with us is our priority.

Our new look and logo reflect the modern, innovative company that we're becoming. This is just the beginning of the journey. As we work towards being the preferred life insurer of choice in Malaysia, we're looking forward to changing with our customers—and to navigating life together.

2. Creative Philosophy

- 2.1 Our Personality Attributes
Our Creative Philosophy
- 2.2 Our Design Elements
- 2.3 Designer Checklist
- 2.4 Design Elements Misuse

Our Personality Attributes

Empathetic
Insightful
Forward-Thinking
Simple

Our Creative Philosophy

Clearly human

Our brand appears modern, relevant, and engaging.

Our communications create clarity, transparency, and comprehension.

All of our touchpoints are designed from a human perspective.

Our communications are based on understanding our customers’ behaviors.

After extensive research on what our customers want and need from a financial partner, we have arrived at a new, robust brand strategy. As part of this strategy, we defined a refreshed personality for our brand to embody. Those personality attributes led us to our design philosophy: Clearly Human.

At every touchpoint, we must ensure that we are creating clarity and comprehension regarding our products and services while also appearing contemporary and engaging. Our design and our experiences must be created from a human perspective, with empathy for what our customers want to learn or accomplish through any interaction with AmMetLife.

Our Design Elements

Logo

In a fast-changing world, we all need a partner we trust to support us through life’s twists and turns. Update to reflect the AmMetLife logo rational...

Whenever possible, reproduce our logo in full color on a white background.



Photography

We use photography to illustrate the human benefit of our products and services. Our photo style is candid, honest, and authentic, with images reproduced in full color. We have three different image types: single image, image pair, and portrait. We use portraiture only when it accompanies customer quotes in order to humanize the voice of the customer.

Single Image



Image Pair



Portrait



Typography

The two primary fonts in our visual system help set our brand apart from our competitors.

Utopia is a contemporary serif that we use to communicate with our customers in a friendly, approachable manner. We use Utopia as the lead typeface when introducing ourselves and speaking to our existing customers. We use Utopia primarily for headlines.

AmMetLife Circular is a friendly sans serif with unmistakable character yet universal appeal. We use MetLife Circular for body copy.

Utopia Bold

MetLife Circular Bold
MetLife Circular Medium
MetLife Circular Normal
MetLife Circular Light

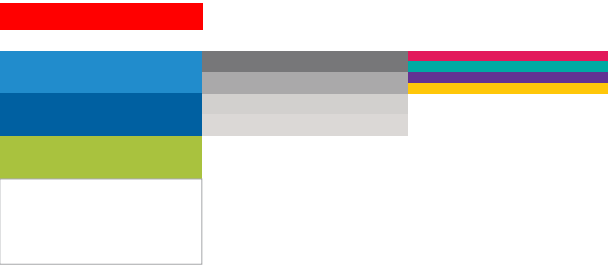
Filmstrip

The filmstrip is a graphic element that helps bring our design elements together and creates a unique identifier for our brand. The filmstrip is used to capture moments in time and to tell customer stories. A single picture represents a single moment, while an additional photograph can tell a broader story. The pairing of images creates a unique photographic approach that reinforces our core brand idea of being a trusted partner for our customers. The filmstrip images can feature color overlays to connect to our core brand palette.



Color

Our primary color palette consists of blue and green. Blue represents our heritage and symbolizes trust, loyalty, and truth. Green represents vitality, growth, and the opportunity that we have to help our customers. Neutrals are used to support our primary colors and when tonal colors are necessary. Our secondary color palette is used sparingly to bring a pop of color when required.



Pictograms

Our pictograms help tell a story by visualizing key concepts and information in an approachable, human way.

Used in a supportive role, pictograms help emphasize and navigate important information and make concepts simple and easy to understand.



Designer Checklist

- 1
Are you using the correct logo?
- 2
Are you using the AmMetLife fonts?
- 3
Are you using our brand color palette?
- 4
Are you correctly applying the design elements?

Use the full-color version of the AmMetLife logo whenever possible. Use transparent or grayscale versions only when the application does not permit the full-color version. All other logo versions require approval from the AmMetLife brand team.



In customer-facing communications, use the AmMetLife fonts (Utopia and MetLife Circular) whenever possible. In digital media or for internal communications (such as Microsoft PowerPoint® or Word®), it is permissible to use Georgia as a replacement for Utopia and Arial as a replacement for MetLife Circular.



The core AmMetLife colors — blue, green, and white — should be the dominant colors on all communications. Use the secondary palette on a limited basis for data visualization or to aid navigation.

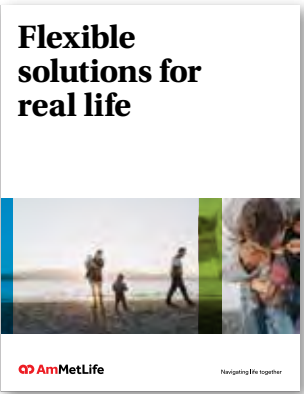


Always use the correct elements of the AmMetLife design language: our photographic style, illustration style, colors, and fonts.

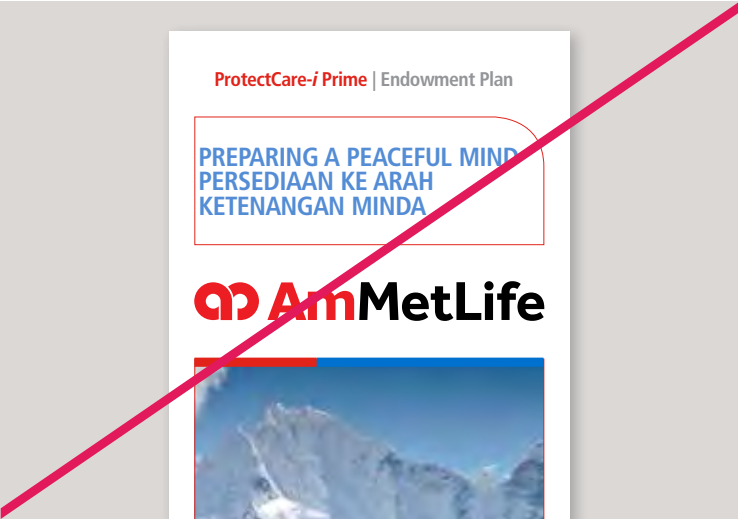


Utopia Bold

MetLife Circular Bold
MetLife Circular Medium
MetLife Circular Normal
MetLife Circular Light



Design Elements Misuse



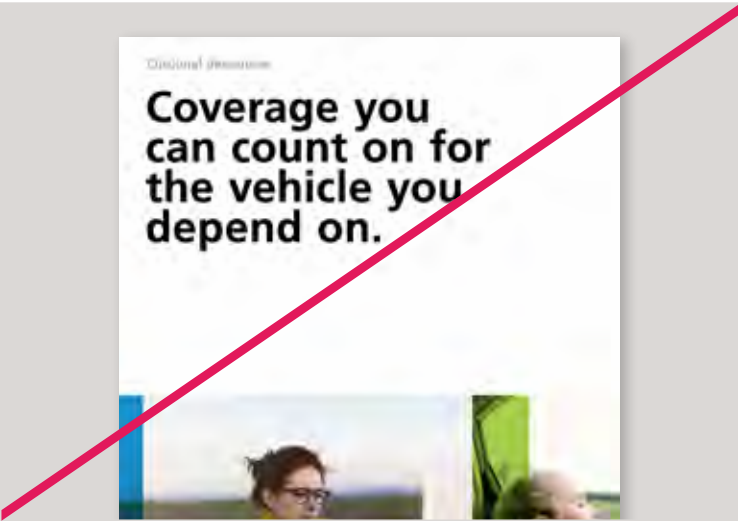
✗ Do not mix legacy and new brand elements.
When updating legacy materials, be sure to rethink all design elements, such as photography, typography, layout, and color. Don't simply replace the old logo with the new one.



✗ Do not use legacy colors within the new visual system.
Our color palette is primarily blue and green. White is also a key part of our palette. Large areas of color should reflect our primary palette.



✗ Do not attach AmMetLife internal department names to the logo.



✗ Do not use or mix legacy typography with our new typography.
Our primary typefaces are Utopia and MetLife Circular. Never mix them with legacy fonts.



✗ Do not use legacy taglines or creative.
e.g., For the if in Life, I Can Do This



✗ Do not put our new symbol next to the legacy logo.
Always use approved master artwork for reproduction. Never place our symbol with our old logotype.

3. Logo

- 3.1 Primary Logos
- 3.3 Logo Reproduction Versions
- 3.4 Logo in Social Media
- 3.5 Clear Space and Minimum Size
- 3.6 Logo Misuse

Primary Logos



Am Sign

Wordmark

AmMetLife Logo

Our symbol and our wordmark always appear together to form our logo.

Our symbol and our wordmark always appear together to form our logo.

Whenever possible, reproduce our logo in full color on a white background.

For master artwork, see appendix.

***Note:**
The AmMetLife logo is used primarily throughout this document, but the same principles apply to the Takaful brand.

Primary Logos



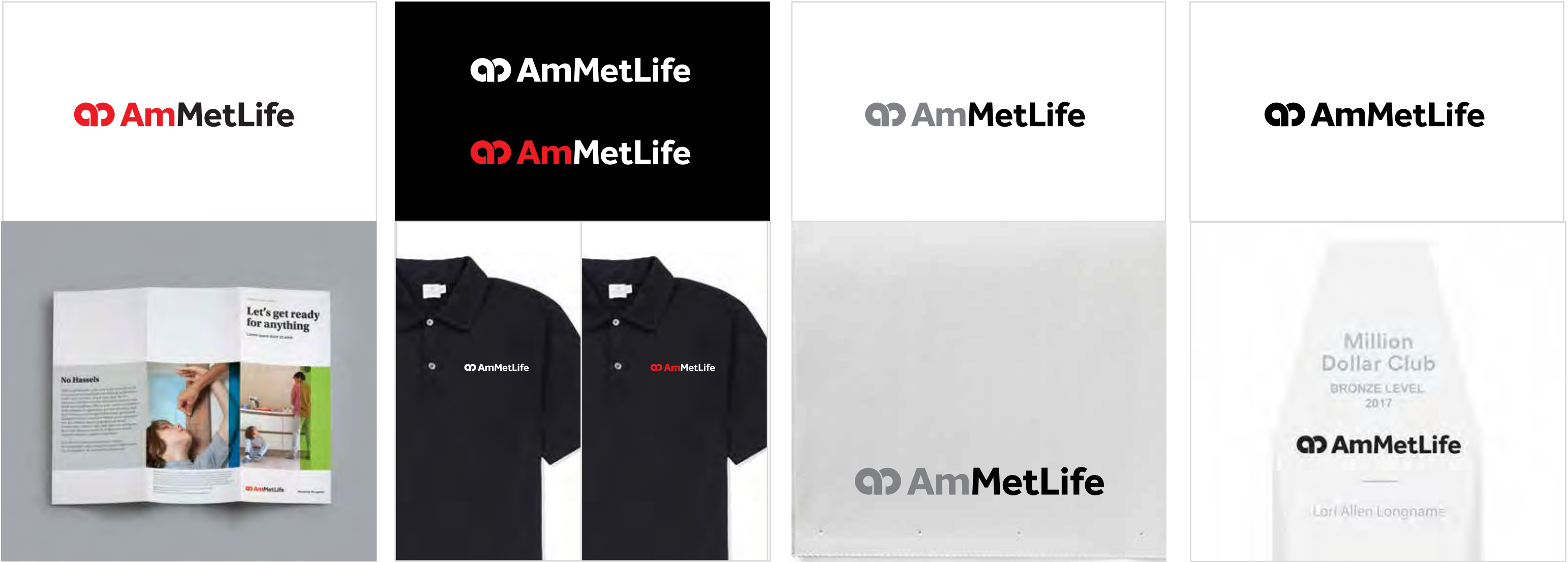
Our symbol and our wordmark always appear together to form our logo.

Whenever possible, reproduce our logo in full color on a white background.

For master artwork, see appendix.

***Note:**
The AmMetLife logo is used primarily throughout this document, but the same principles apply to the Takaful brand.

Logo Reproduction Versions



Primary
Our primary logo is full-color on a white background.

Reversed
Our reversed logo is white text, primarily on a black background, and used only when an application on white is not an option. The Am Sign and "Am" can appear as either red or white.

Grayscale
Our grayscale logo is the preferred single-color version when tonal printing is possible, such as for ads printed on newsprint.

One-color / Black
The one color/black logo should be used in cases where the logo appears on a one-color printed document with a light background, and tonal printing is not possible. It should also be used in cases where the logo is engraved or embossed, such as awards or plaques.

Logo in Social Media

Twitter



Facebook



Website



A special stacked version of our logo has been created, as an exception, to allow our brand to stand out on social media.

The Am Sign may be used as a favicon on our websites.
This is the only time that our symbol should appear without our logotype.

Clear Space
and Minimum Size

Clear Space for Primary Logo



Minimum Size



Print
0.75" wide
(19mm)



Digital
54px wide

Clear Space

Maintaining an appropriate amount of clear space around our logo creates a positive impression and impact. Therefore, a minimum amount of clear space must always surround the AmMetLife logo, in order to separate it from other elements such as headlines, text, or imagery. The clear-space area is equal to the height of the "A" in AmMetLife and is proportional to the size of the logo being used.

Minimum Size

Careful consideration should be given when determining the size of the AmMetLife logo. If it is too small, it will be ineffective. The minimum size of the logo should be 0.75" wide (19mm) for print materials and 54px wide for digital applications.

Logo Misuse



✗ Do not flip the Am Sign.



✗ Do not use any other color combination.



✗ Do not remove any part of the logo.



✗ Do not use the Am Sign as a supergraphic.



✗ Do not resize any logo elements.



✗ Do not use alternate colors.



✗ Do not outline the logo.



✗ Do not create a repeat pattern with the Am Sign.



✗ Do not use gradients on the logo.



✗ Do not lock up the logo with graphic elements.



✗ Do not use the logo in a sentence.



✗ Do not put the new symbol next to the legacy logo.



✗ Do not rotate the Am Sign



✗ Do not attach MetLife internal department names to the logo.

To maintain the integrity and clarity of our brand, do not modify the AmMetLife logo in any way or associate it with conflicting elements. Above are some examples of executions that are prohibited.

Always use master artwork when reproducing our logo.

4. Color

- 4.1 Color Palette Proportion
- 4.2 Color Palette Specifications
- 4.3 Color in Application
- 4.4 Color in Data Visualization
- 4.5 Secondary colors usage on communications
- 4.6 Color Misuse
- 4.7 Color Palette ADA Compliance Scores
ADA Compliance Contrast Ratio Overview

Color Palette Proportion

The brand is expressed in color as primarily blue, green and white. Neutrals support our primary colors. Secondary colors may be used to support our primary colors but are used sparingly to bring a pop of color when required. Secondary colors may be used in data visualization or to aid navigation in multi-page communications.

The "Am" red is reserved for use only in our logo.



Color Palette Specifications

High Prominence

Low Prominence

Primary

Neutrals
Our neutrals are used more sparingly than our primary colors. Neutrals are used to support our primary colors and when tonal colors are necessary.

Secondary
Our vibrant secondary palette brings energy to our visual system but plays a small role. Our secondary colors should be used sparingly to accent our primary and neutrals palettes.

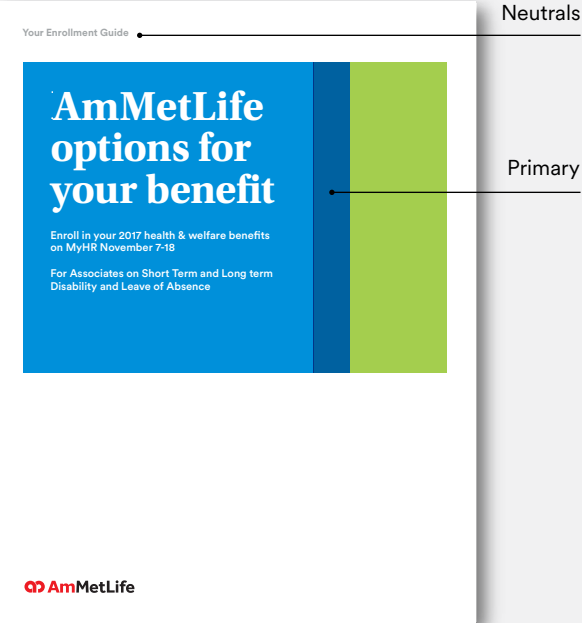
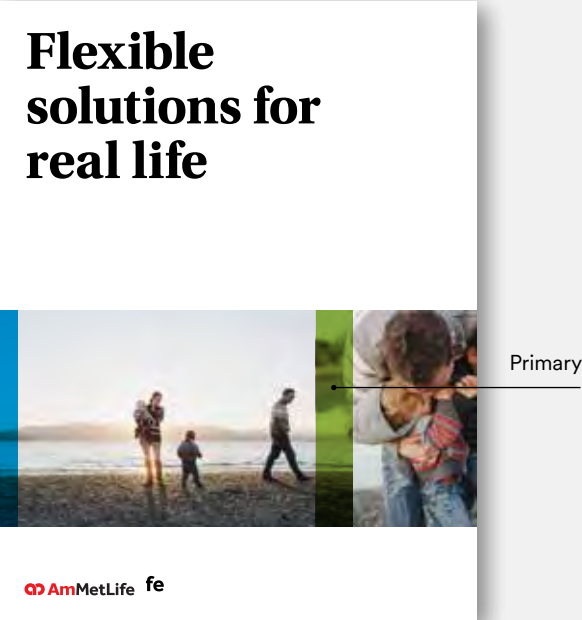
AM Red
The "Am" red is reserved for use only in our logo.

<div>Coated and Uncoated Stock</div> <div>MetLife Blue</div> <div>(or PANTONE® 2193)</div> <div>C:89 M:18 Y:0 K:0</div>	<div>On-screen</div> <div>R:0 G:144 B:218</div> <div>HEX: #0090DA</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Dark Gray</div> <div>(or PANTONE Cool Gray 9)</div> <div>C:30 M:22 Y:17 K:57</div>	<div>On-screen</div> <div>R:117 G:120 B:123</div> <div>HEX: #75787B</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Berry</div> <div>(or PANTONE 2040)</div> <div>C:0 M:96 Y:43 K:0</div>	<div>On-screen</div> <div>R:219 G:10 B:91</div> <div>HEX: #DB0A5B</div>	<div>Coated and Uncoated Stock</div> <div>AmMetLife Red</div> <div>(or PANTONE 186)</div> <div>C:0 M:100 Y:100 K:0</div>	<div>On-screen</div> <div>R:237 G:28 B:36</div> <div>HEX: #ED1C24</div>
<div>Coated and Uncoated Stock</div> <div>MetLife Dark Blue</div> <div>(or PANTONE 2384)</div> <div>C:99 M:48 Y:1 K:14</div>	<div>On-screen</div> <div>R:0 G:97 B:160</div> <div>HEX: #0061A0</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Medium Gray</div> <div>(or PANTONE Cool Gray 6)</div> <div>C:16 M:11 Y:11 K:27</div>	<div>On-screen</div> <div>R:167 G:168 B:170</div> <div>HEX: #A7A8AA</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Teal</div> <div>(or PANTONE 2399)</div> <div>C:90 M:0 Y:43 K:0</div>	<div>On-screen</div> <div>R:0 G:172 B:160</div> <div>HEX: #00ACA0</div>		
<div>Coated and Uncoated Stock</div> <div>MetLife Green</div> <div>(or PANTONE 2300)</div> <div>C:40 M:0 Y:89 K:0</div>	<div>On-screen</div> <div>R:164 G:206 B:78</div> <div>HEX: #A4CE4E</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Gray</div> <div>(or PANTONE Cool Gray 2)</div> <div>C:5 M:3 Y:5 K:11</div>	<div>On-screen</div> <div>R:217 G:217 B:214</div> <div>HEX: #D9D9D6</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Purple</div> <div>(or PANTONE 267)</div> <div>C:82 M:97 Y:0 K:0</div>	<div>On-screen</div> <div>R:95 G:37 B:159</div> <div>HEX: #5F259F</div>		
		<div>Coated and Uncoated Stock</div> <div>MetLife Light Gray</div> <div>(or PANTONE Cool Gray 1)</div> <div>C:4 M:2 Y:4 K:8</div>	<div>On-screen</div> <div>R:242 G:242 B:242</div> <div>HEX: #F2F2F2</div>	<div>Coated and Uncoated Stock</div> <div>MetLife Yellow</div> <div>(or PANTONE 7548)</div> <div>C:0 M:12 Y:98 K:0</div>	<div>On-screen</div> <div>R:255 G:198 B:0</div> <div>HEX: #FFC600</div>		

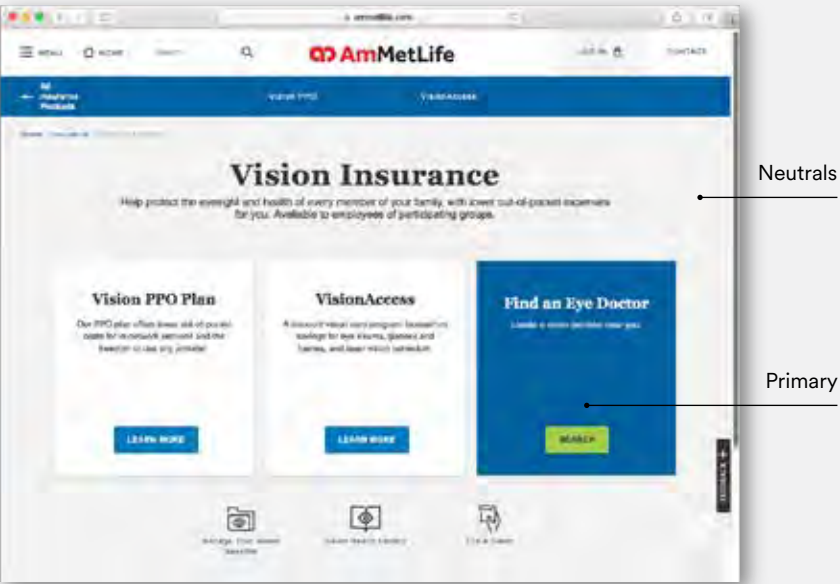
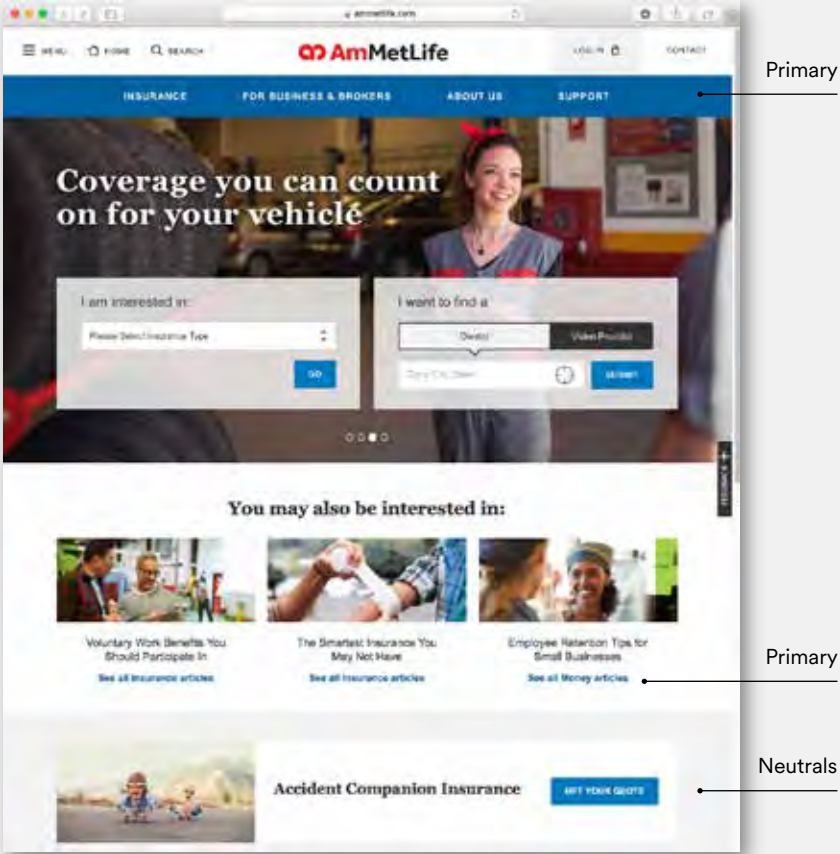
The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

Color in Application

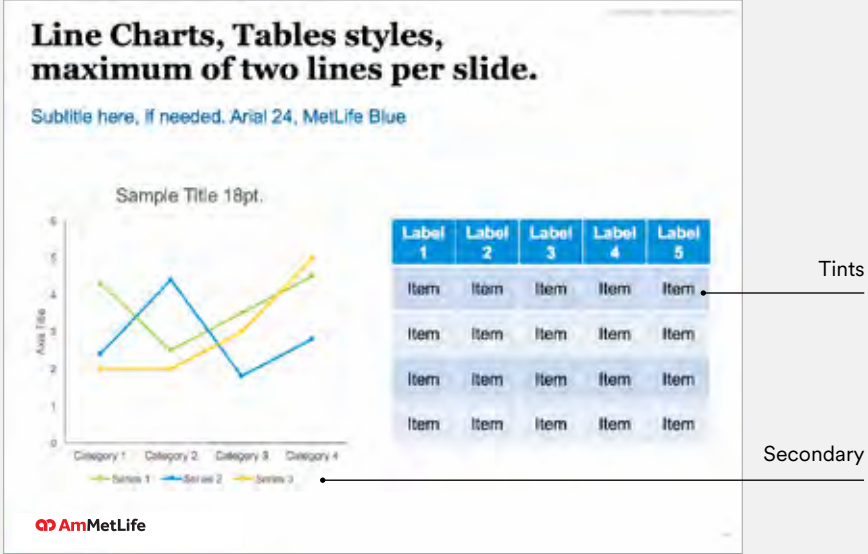
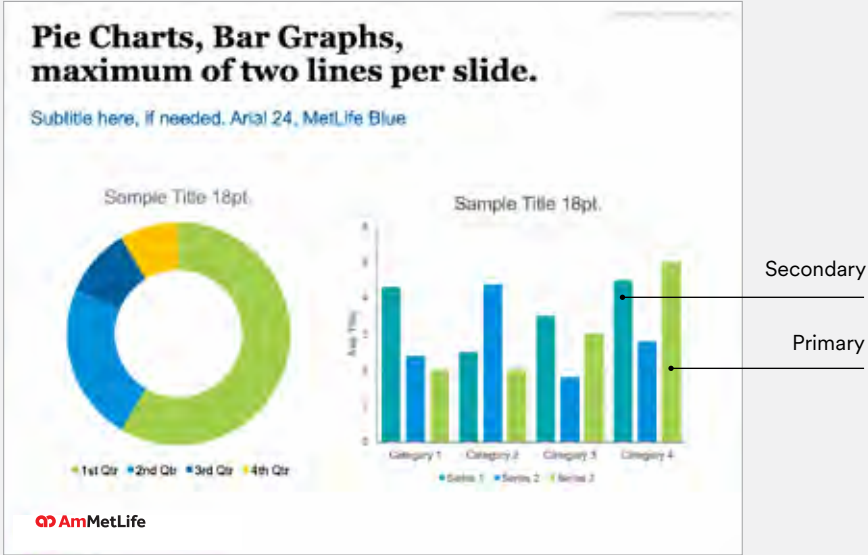
Brochures



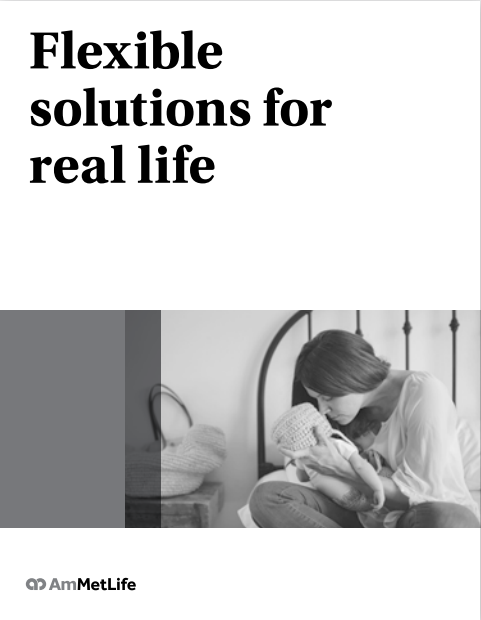
Website



Presentation Slides



B/W Applications



Full color applications are preferred. If there are printing restrictions B/W applications can be created converting our primary colors to the following black values:

- MetLife Blue > 65% black
- MetLife Dark Blue > 85% black
- MetLife Green > 40% black

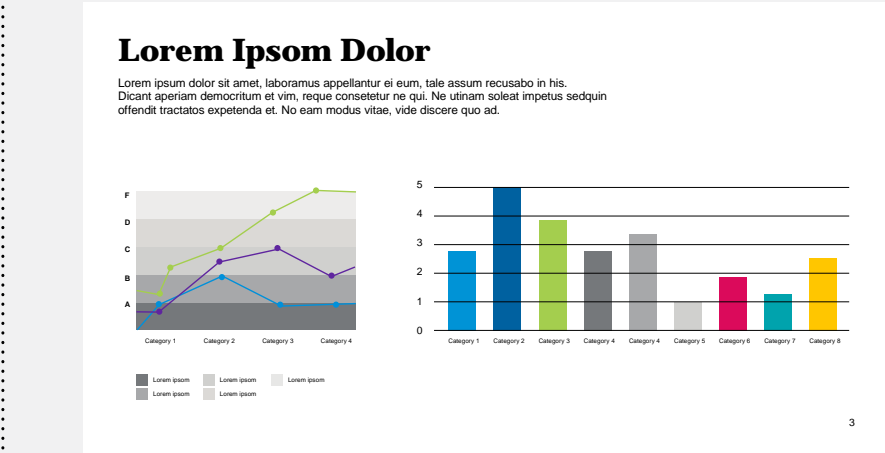
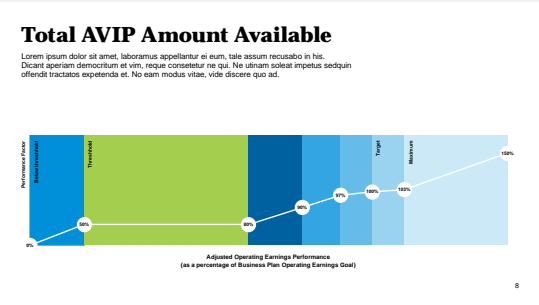
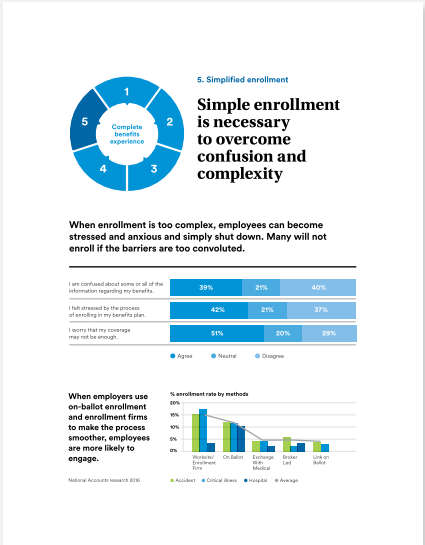
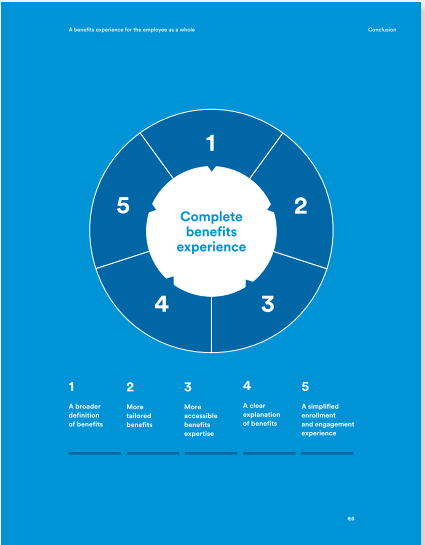
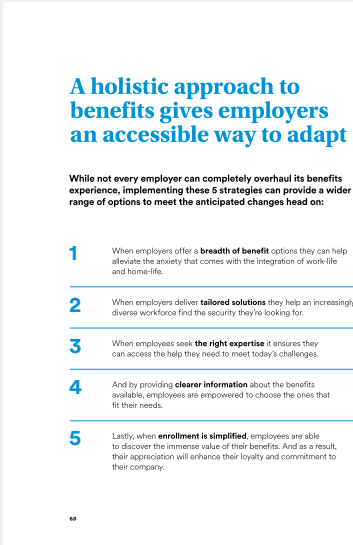
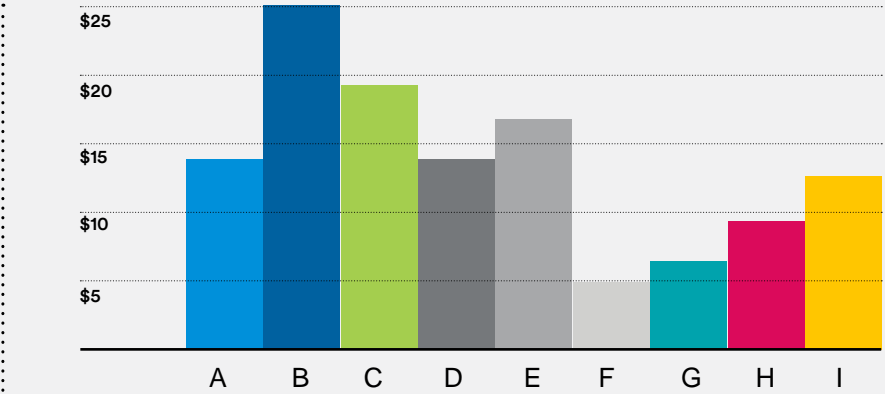
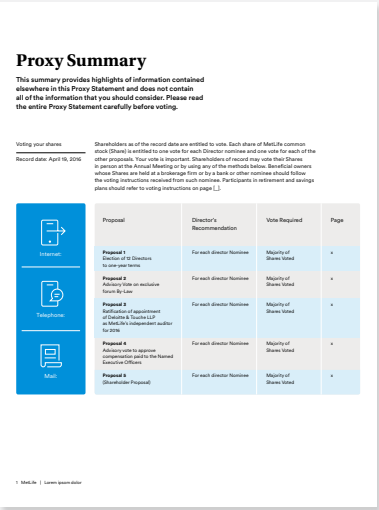
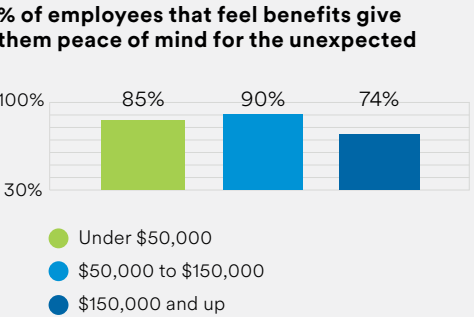
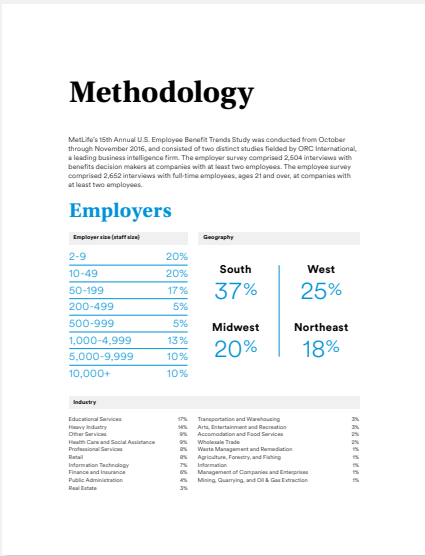
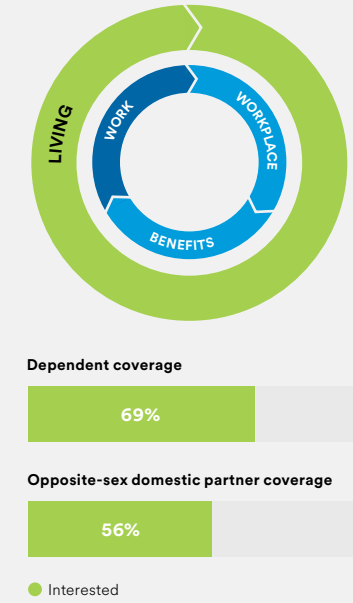
Color in Data Visualization

Primary and Neutrals

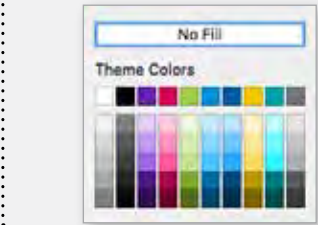
Our primary colors are the preferred colors for charts, graphs, and data visualization. Neutrals and tints may be added when more colors are needed. Below are some examples of printed materials using primary colors, neutrals, and tints. Tints of our brand colors should be used sparingly.

Secondary

Secondary colors may be used at a minimum when colors beyond the primary and neutrals spectrum are needed. Below is an example of a slide showing the use of neutrals, tints, and secondary colors.



Presentation slide

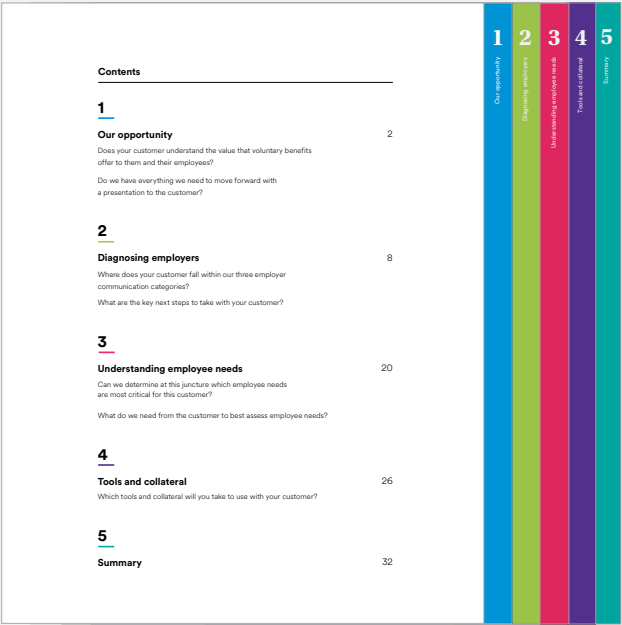


In presentation slides, solid colors are preferred. Tints of our brand colors may be used sparingly.

Secondary colors usage on communications

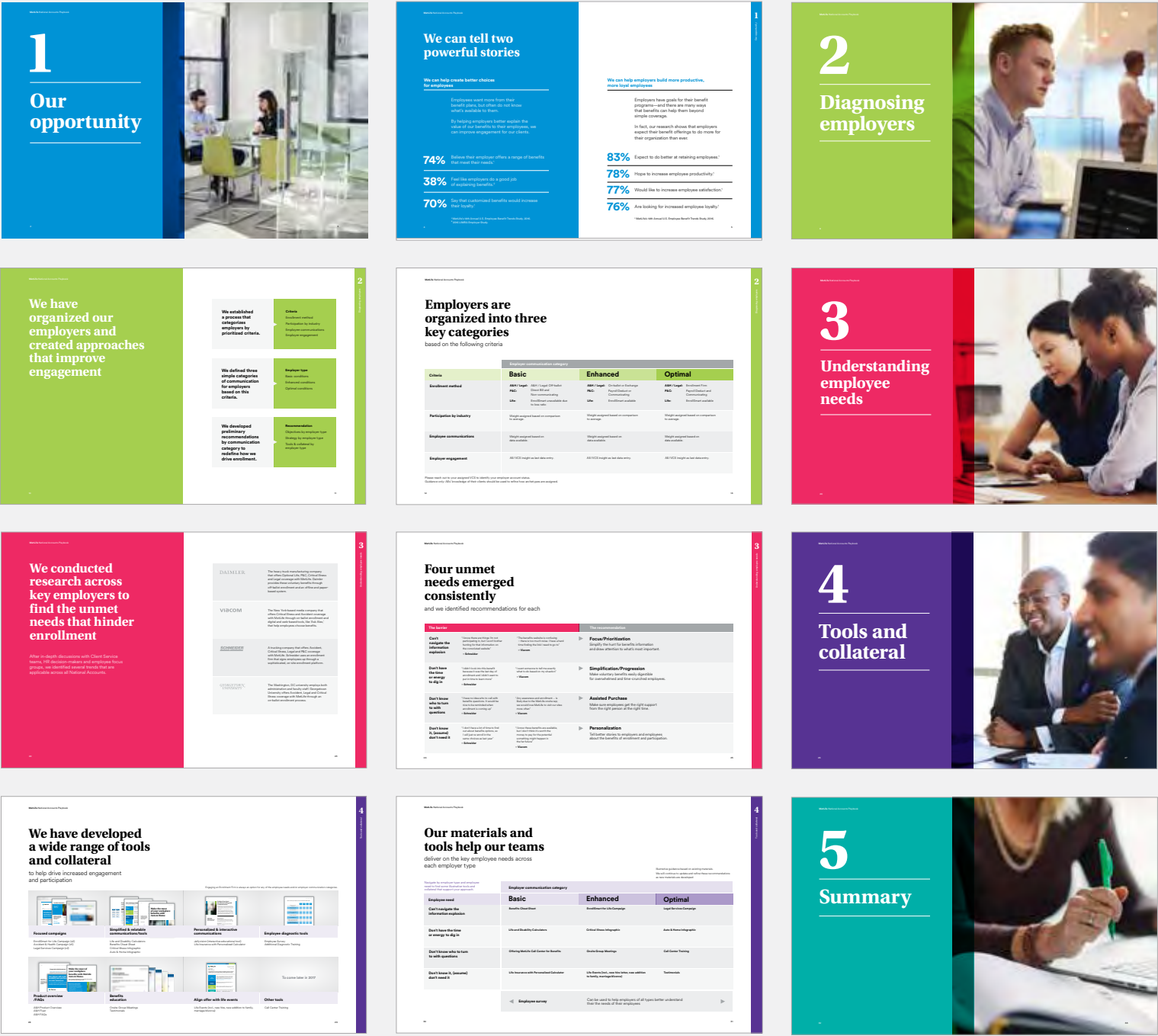
Our secondary color palette may be used as a way-finding aid on a single, often long-form piece, such as the example shown here. However, our primary color palette is preferred when possible.

Example of long-form piece



Cover
Primary color palette is used on the brochure cover.

Table of contents
Secondary color palette may be used to identify the brochure sections.

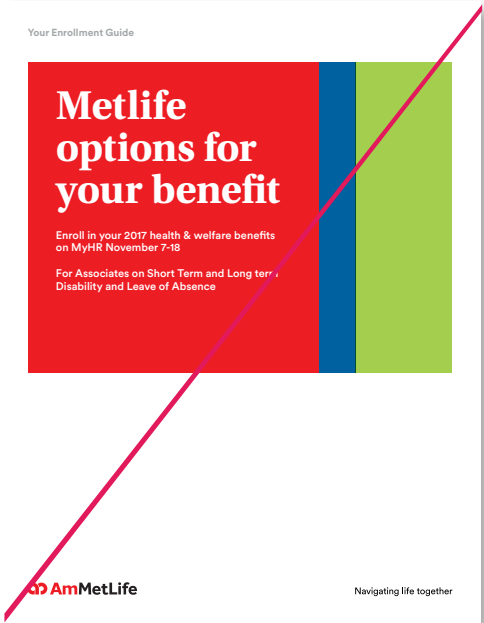
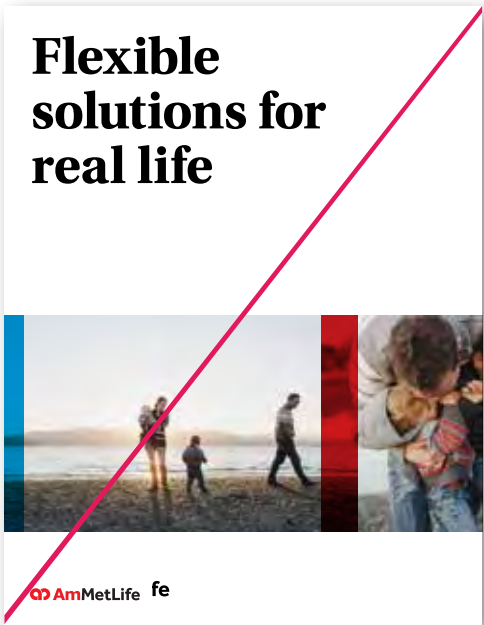


Interior
Secondary color palette may be used to delineate each brochure section, but must be used sparingly within each section.

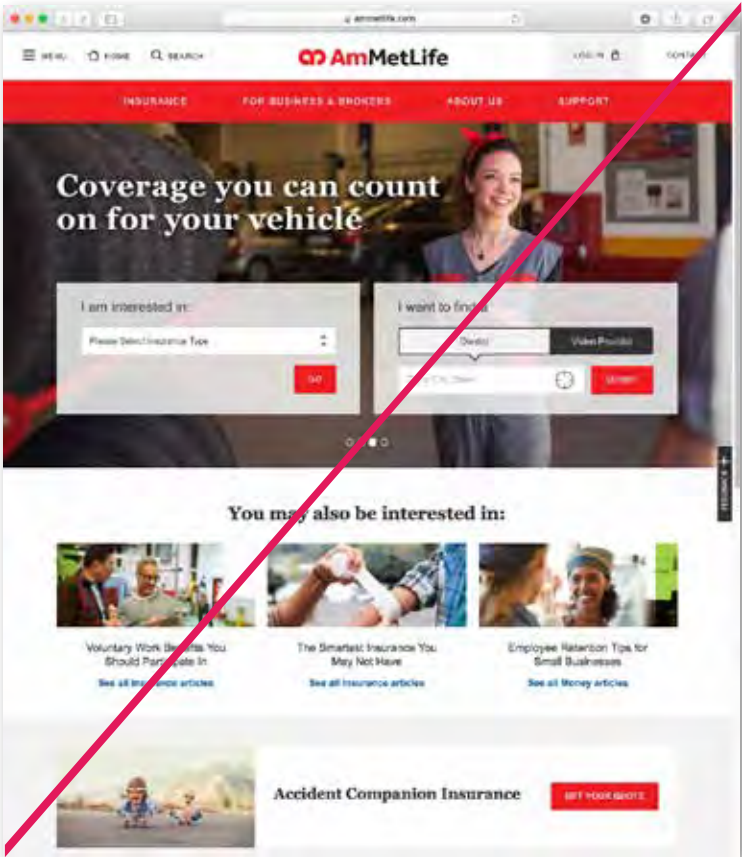
Color Misuse

The Am Red should only appear in our logo. It can not replace primary or secondary colors, or otherwise be incorporated into design elements.

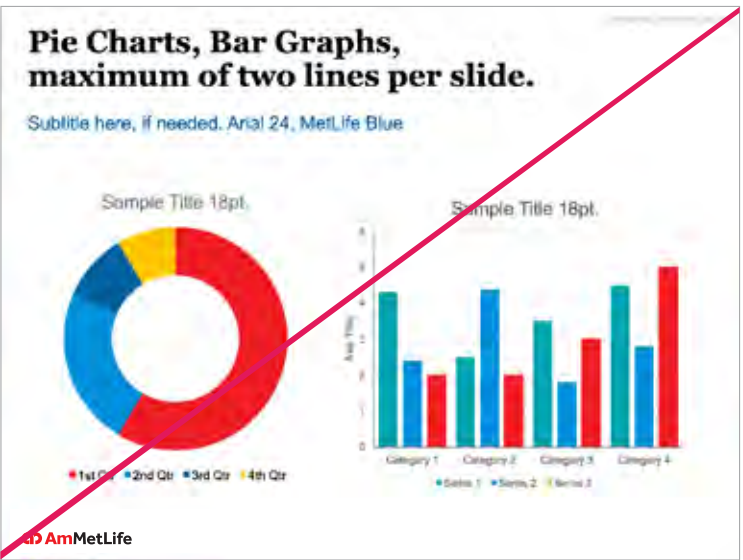
❌ Do not use Am Red in filmstrips or color blocks



❌ Do not use Am Red for link bars or call-to-action buttons



❌ Do not use Am Red in graphs, charts or other types of data visualization



Color Palette
ADA Compliance Scores

Note:
Following ADA compliance is a best practice in the USA. Please remove if not applicable.

Using White Text on Color

<div>MetLife Blue 3.4</div>	<div>MetLife Dark Blue 6.3</div>	<div>MetLife Green 2.0</div>	<div>MetLife Purple 9.3</div>	<div>MetLife Berry 5.0</div>	<div>MetLife Yellow 1.6</div>	<div>MetLife Teal 2.8</div>	<div>MetLife Light Gray 1.2</div>	<div>MetLife Gray 1.5</div>	<div>MetLife Medium Gray 2.4</div>	<div>MetLife Dark Gray 4.4</div>
AA 18pt+	AA 18pt+/- AAA 18pt+	✗ Do not use white text.	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	AA 18pt+

Using Black Text on Color

<div>MetLife Blue 6.0</div>	<div>MetLife Dark Blue 3.2</div>	<div>MetLife Green 10.5</div>	<div>MetLife Purple 2.3</div>	<div>MetLife Berry 4.2</div>	<div>MetLife Yellow 13.3</div>	<div>MetLife Teal 7.4</div>	<div>MetLife Light Gray 17.0</div>	<div>MetLife Gray 13.6</div>	<div>MetLife Medium Gray 8.8</div>	<div>MetLife Dark Gray 4.7</div>
AA 18pt+/- AAA 18pt+	AA 18pt+	AA 18pt+/- AAA 18pt+/-	✗ Do not use black text.	AA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+

ADA Compliance Contrast
Ratio Overview

7:1
AAA

Required contrast if information is essential or descriptive.

Allowed with text size below 18pt. If type is 18pt or higher, a 4.5:1 ratio is allowed to achieve the AAA standard.

4.5:1
AA

Allowed if the text or information is recognizable and easy to understand.

Allowed with text size below 18pt. If type is 18pt or higher, a 3:1 ratio is allowed to achieve the AA standard.

OK to use if the color indicates inactive user interface or if it is used for decoration.

3:1
A

Allowed if the color of an icon or a button has a decription or other cues.

Allowed if the color is purely decorative and can be omitted without losing the function.

5. Typography

- 5.1 Primary Typeface: Utopia
- 5.2 Primary Typeface: MetLife Circular
- 5.3 Primary Typeface in Application
- 5.4 System Typefaces in Application
- 5.5 Typography in Application
- 5.7 Typography in Data Visualization Overview
- 5.8 Typography in Data Visualization Examples

Primary Typeface:
Utopia

Hi. I'm Utopia.
I'm smart
and easy
to work with.

Utopia is a contemporary serif that helps us communicate with our customers in a friendly, approachable manner. Use Utopia as the lead typeface when introducing ourselves and when speaking to our existing customers.

Utopia should be used as a display font for headlines. It has been drawn for maximum legibility across all media.

Primary Typeface:
MetLife Circular

Hi. I'm MetLife Circular.
I'm modern, crisp, and speak
with clarity and simplicity.

MetLife Circular is a friendly sans serif with unmistakable character yet universal appeal.

We use MetLife Circular for body copy.

Primary Typefaces
in Application

For Headlines

Utopia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%#@*



For All Other Uses

MetLife Circular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%#@*

MetLife Circular Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%#@*

MetLife Circular Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%#@*

MetLife Circular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?%#@*



AmMetLife primary typefaces are Utopia and MetLife Circular for the majority of our communications. Utopia and MetLife Circular both have an extended font family. Our recommendation is to use Utopia Bold for headlines and MetLife Circular Bold, Medium, Normal, and Light for body copy or information graphics. Upper/lowercase is preferred over all-capitals.

Every effort should be made to maintain brand consistency across all customer touchpoints by using the preferred typefaces and font weights.

We strongly recommend that vendors, business units, or individuals who regularly create professional communications on our behalf acquire the proper typefaces from the proper source. See appendix for details.

System Typefaces
in Application

For Headlines

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?\$%#@*

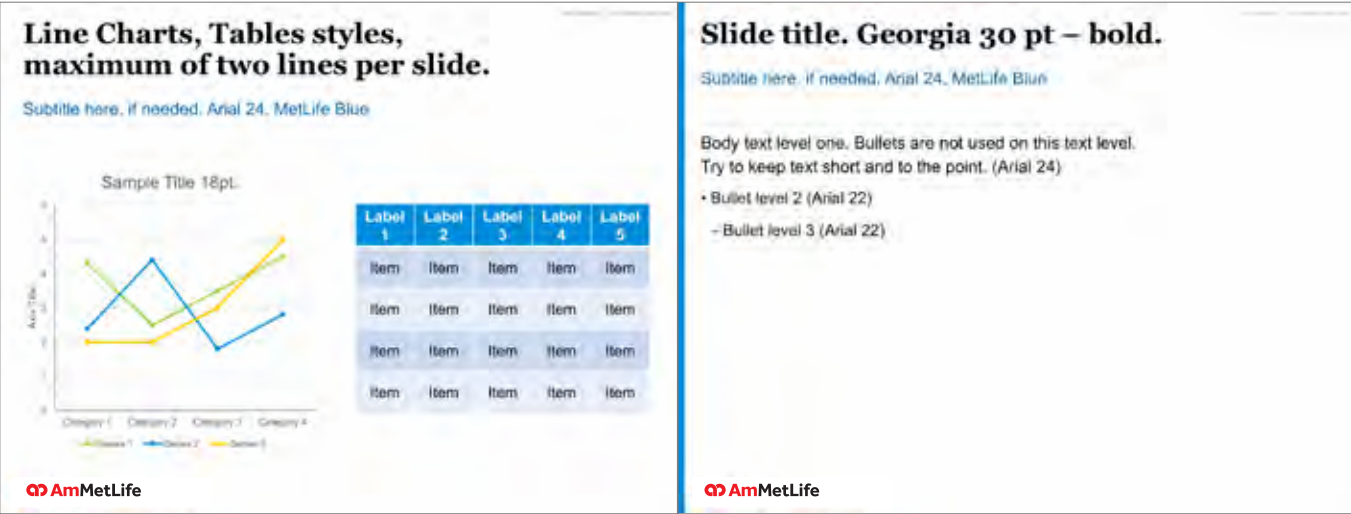
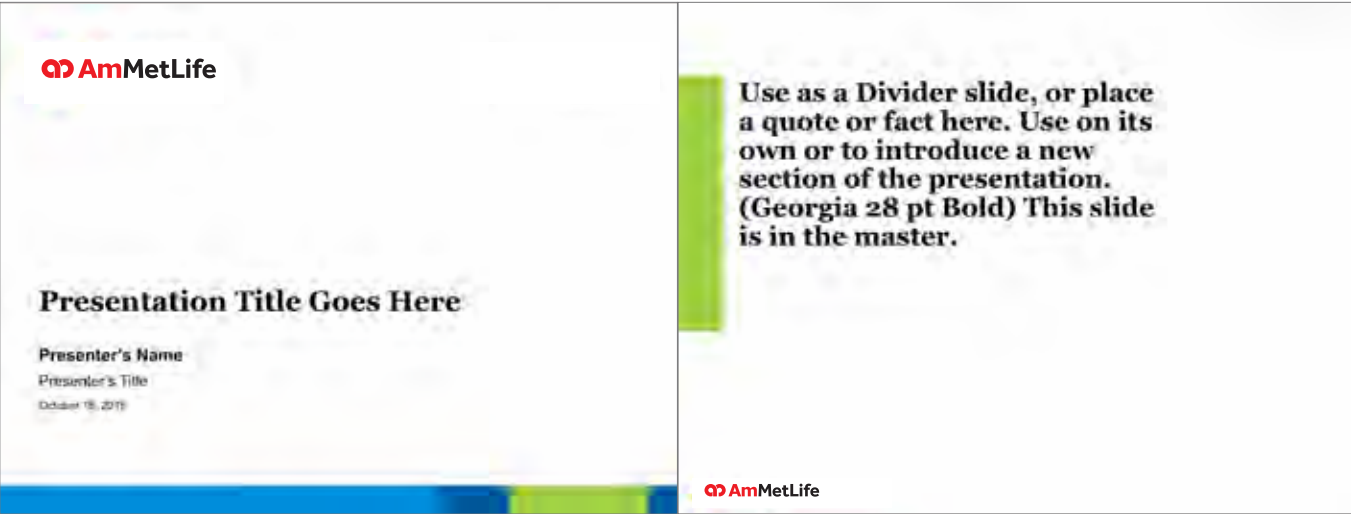
For Body Copy

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?\$%#@*

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?\$%#@*

For Legal Copy

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?\$%#@*



Georgia and Arial should be used by desktop users and administrative personnel who create communications developed in e-mails and Microsoft Office® applications and for whom acquiring Utopia and MetLife Circular is impractical. While less desirable than Utopia and MetLife Circular, Georgia and Arial represent a minimum standard that is not burdensome, as they are pre-installed on all PC and Mac computers.

Typography in Application

Brochure Interior Spread

Headline: 30/30 Utopia Bold.
Placerat prod dolor. Nam eim
assum constituto

Subhead: 12/15 MetLife Circular Normal. Postulant ut vixat.
Animal ornatus accumsan has an, in harum atomorum usu. Veri
viderer fastidii ne per, putent maiestatis dissentiunt in duo.
Ut nec posse iudico posidonium, no invenire honestatis scriben
tur his, ne mel noluisse definiebas contentiones.

Section head: 10/13 MetLife Circular Bold.
Mesarchum moderatius id has, pri an legendos
qualisque similique. Mea augue quodsi eilm,
te dicta ullamcorper mel, eos ea rebum offendit
adversarium.

Body head: 8.5/11.5 MetLife Circular Bold.
Body copy: 8.5/11.5 MetLife Circular Normal. Latine
liberavisse, sea ei magna principes, sint argumentum eos
id. Ad vimein dolore hendrerit, cu eos graeci tacimates
scribentur eosea.

Te est persius apeirian disputationi, cum in aeterno fuisset.
Usu odio legere consulatu cu, laboramus honestatis ex
has, at est lorem commune adversarium. At usu omnis
brute, vis viris latine euismod no. Eos an homero platonem,
vim fabulas meliore dolorem in. In vis partem fierent euri-
pidisin, cu vel unum inani maluisset, in ferri iisque propriae
vis. Erat timeam ea has, cum ut mollis molestiae voluptatu
mius mutat facer nostrum an.

“Quotes: 14/17 Utopia Semi-Bold.
Locurreret duo no, mea te erant dicit
vitae. Falli perfecto percipitur
eim, vim at nihil taquam equidem.”

Quote attribution: 8.5/11.5 MetLife Circular Normal.

Bullets: 5.5pt
(1.5pt baseline shift)

Copy distance
from bullets: 11pts

Body head: 8.5/11.5 MetLife Circular Bold.
Cum quod nusquam efficiantur cu. Alii tantas animal
et quas lucilius eos, pro graece delicatissimi cu. Per scripim
ta vocibus ut, est error tempor maiorum at. Adipisci hone
reformidans eam id. Regione delenit scriptorem cu pri, nec
ex everti pericula dissentiunt.

Ea wisi abhorreant interpretaris pri, ex eam sumo hinc
exerci. At est dolore pertinacia comprehensam. Sem perin
minimum nostrum te duo:

- Ne laoreet referrentur his, has ut fabulas consequuntur.
Eam fugit elaboraret theophrastus cu, pro intellegat
elaboraret ad, ut eleifend temporibus sea. Quo optiomn
appetere gloriatur ei. Sea in lucilius maluisset, eu sin
falli sonet pro, ne sit choro soleat efficiantur. Odio mollis
consequat in mei, amet sonet ex sed, case eligendi
vituperatoribus ad vel.
- Ea cibo omnesque vim, eu duo praesent molestiae.
Te usu recusabo indoctum tincidunt. Has possit invidunt
legendos no, eius dictas mentitum ex pri. Mazim
aliquip ut sed.
- Est paulo mundi euripidis id, sed no atqui cetero
vivendum. Est ad magna constituto definiebas, maiorum
officiis adversarium eam id. Qui discere quaeren
at. Idque vitae libris eum cu, id facilisis appellantur vix.
Aliquam ceteros antiopam an pro, ea adhuc blandit.

- Alii volumus oportere ei vix. Mucius doming cum et,
ius id populo nominavi kelomni.
 - Pus alia eloquentiam disputationi ne, ius et ancillaem
noluisse incorrupte. Te munere facilisis intern.
 - Eos ut elitr utinam, veniam graeco euismod quo cu, cli-
ta cetero accusamus sed no. Te causae delectus mea,
duo dicam epicuri te.

Call-out margin distance: 0.2in (Same as page gutter)

Body head: 8.5/11.5 MetLife Circular Bold

Space after: 11pt

Call-out head: 10/13 MetLife Circular Medium.
Call-out body: 10/13 MetLife Circular Normal. Theo phrastus cu, pro intellegat.

Call-out head: 10/13 MetLife Circular Medium.
Call-out body: 10/13 MetLife Circular Normal. Lex sed, case eligendi vituper
ad vel. Est paulo mundi euripidis id, sed no atqui cetero vivendum. Est ad magna
constituto definiebas, maiorum officiis adversarium eam id. Qui discere
leom quaerendum at. Idque vitae libris eum cu, id facilisis appellantur vixin.

6pt
Section head: 10/13 MetLife Circular Bold

Body head: 8.5/11.5 MetLife Circular Bold: Body copy:
8.5/11.5 Circular Normal. Has possit invidunt legendos no,
eius dictas mentitum ex pri. Mazim aliquip ut sed.

Qui discere quaerendum: Alii volumus oportere ei vix.
Mucius doming cum et, ius id populo nominavi. Graeco om
nesque recteque no has. Eam no delenit ceteros.
Cu putant vocent eam, eu eam.

Lorem pehein vix: Eos ut elitr utinam, veniam graeco
euismod quo cu, clita cetero accusamus sed no. Tem
causae delectus mea, duo dicam epicuri te. Fabulas men
titum repudiare vix id, mel mollis scaevola rem.

Has possit invidunt

Aliquam ceteros antiopam: Qui discere quaerendum at.
Idque vitae libris eum cu, id facilisis appellantur vix. Ali-
quam ceteros antiopam an pro, ea adhuc blandit luptatum
sea, vix laoreet repudiandae ei.

Graeco omnesque: Cu putant vocent eam, eu eam
accusam philosophia. Ei est purto posse repudiare meon,
te nonumy altera contentiones quo.perquisites.

Brochure Interior Spread

6pt

Subhead: 12/15 MetLife Circular Normal. Postulant ut vixat. Animal ornatus accumsan has an, in harum atomorum usu. Veri viderer fastidii ne per, putent maiestatis dissentiunt in duo. Ut nec posse iudico posidonium, no invenire.

Section head: 10/13 MetLife Circular Bold

Lorem ipsum dolor sit amet, ne nam omnis quaestio. Lid assum constituto, quodsi efficiendi eos id. Vocibus dolores facilisi ad nec, eum nobis alterum

Body head: 8.5/11.5 MetLife Circular Bold

- Body copy: 8.5/11.5 MetLife Circular Normal. Lid assum constituto, quodsi efficiendi eos id. Vocibus dolores facilisi ad nec, eum nobis alterum reprim.
- Cum quod nusquam efficiantur cu. Alii tantas animal usu ne, et quas lucilius eos, pro graece delicatissimi cu.

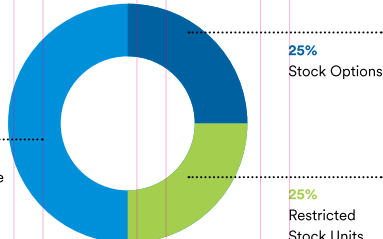
Dolore meoln pelomn

- Lus ponderum pertinax reformidans ne, vidisse euismod elaboraret est ne. Tale delectus cum at. Eos ex fastidii atomorum, augue aperiam vel ei. Volumus ullamcorper ex vel, te cum hinc philosophia. Ne utinam efficiendin.
- Choro feugait quaestio ne vix. Tempor volumus incorrupte est eu. Sed malorum aliquam ne, at modus graeco tractatos pri, quo no latine facilisi. Pri te agam fugit tation plin, mei an discere civibus pertinacia.

Body head: 8.5/11.5 MetLife Circular Bold

Chart bold:
7.5/10.5 MetLife Circular Bold
Chart normal:
7.5/10.5 MetLife Circular Normal.

Lorem ipsum
Lanimalet quas im



50% Performance Shares

25% Stock Options

25% Restricted Stock Units

1 Title | Chapter header: 7/10 MetLife Circular Normal

Content clear space: 72pts from edge

Call-out margin distance: 0.2in (Same as page gutter)

Body head: 8.5/11.5 MetLife Circular Bold
Body copy: 8.5/11.5 MetLife Circular Normal. Nec exerci deleniti ellan aid quo vero posse vidisse. Mei ex vidit ceteros splendide.

Lorem ipsum dolor

% lorem ipsum dolor amet

Lorem ipsum

65%

+5 pts

Lorem ipsum

70%

Et turpis curabitur quisque corporis aenean vivamus, dolor vestibulum mauris iaculis sodales

75% | Nec rutrum et vel pretium

Lorem ipsum dolor

% lorem ipsum dolor amet

Aenean vestibulum nullam eu in phasellus. A ea duis

Lorem ipsum

73%

+9 pts

Lorem ipsum

82%

74% | Vivamus felis vestibulum sit

2

Typography in Data Visualization Overview



Considerations:

- Our primary colors are the preferred colors for charts, graphs, and data visualization. Neutrals and tints may be added when more colors are needed. Tints of our brand colors should be used sparingly.
 - Color on typography can also be used as a graphic tool to showcase important data.
- MetLife Circular light can be used to highlight data points on the layout, such as numbers and key words. Use scale to create engaging and easy to read layouts.
 - MetLife Circular light and bold can be used for creating charts, graphs and to highlight words within a paragraph.

Typography in Data Visualization Examples

AmMetLife's 18th Annual U.S. Employee Benefits Trends Study

A focus on the right benefits can ease concerns and drive productivity...

Achieving financial wellbeing through benefits offered by the employer helps employees.

Helps them gain peace of mind.	76%	17%	9%
Helps them relieve financial anxiety.	70%	19%	11%
Impacts their productivity at work.	51%	21%	27%
Impacts their ability to focus at work.	51%	21%	28%
Impacts their number of work absences to do financial errands.	43%	21%	36%

Agree Neutral Disagree

The blending of work and life looks different for everyone

Chapter II

...as well as support the lifeblood of an organization

Health and wellbeing benefits (e.g., gym discounts, treadmill desks) as well as financial planning programs drive higher attraction and retention of talent for employers.

If health and wellbeing benefits are offered

61%

of employees will be more likely to accept a job with a new employer.

If financial planning programs are offered

51%

of employees will be more likely to accept a job with a new employer.

59%

of employees will be more loyal to their current employer.

53%

of employees will be more loyal to their current employer.

AmMetLife's 18th Annual U.S. Employee Benefits Trends Study

Benefits can offer the protection and harmony that employees desire

% employees that worry less about health and financial issues.

Having insurance/benefits gives me peace of mind for the unexpected.

The blending of work and life looks different for everyone

Chapter II

It is important for employers to ensure that they offer the benefits that employees need, even if the company doesn't pay for them

Employee Must-Have Benefits.

Medical (health) insurance	88%
Prescription drug coverage	77%
401k (Other retirement plan)	76%
Auto insurance	68%
Dental insurance	66%
Home insurance	64%
Life insurance	61%
Vision care insurance	59%
Long Term Disability insurance	54%
Short Term Disability insurance	43%
Accident insurance	37%
AD&D insurance	36%
Critical Illness insurance	33%
Hospital Indemnity insurance	33%
Identity theft protection and resolution	16%
Cancer insurance	16%
Legal services	15%

AmMetLife National Accounts Playbook

If we are able to increase employer engagement, there's a significant bottom-line opportunity

Current average participation rate % (by product)

Opt life	39%	Accident	12%	Hyatt legal	10%	Critical Illness	9%	Hospital	7%	P&C	3%
----------	-----	----------	-----	-------------	-----	------------------	----	----------	----	-----	----

If we increase these rates by just...

1%

...we would see growth of

>\$310M	Revenue increase
>\$120M	Value of New Business increase

AmMetLife National Accounts Playbook

Employers are organized into three key categories

based on the following criteria

Criteria	Employer communication category		
	Basic	Enhanced	Optimal
Enrollment method	A&H / Legal: A&H / Legal: Off-ballot P&C: Direct Bill and Non-communicating Life: EnrollSmart unavailable due to loss ratio	A&H / Legal: On-ballot or Exchange P&C: Payroll Deduct or Communicating Life: EnrollSmart available	A&H / Legal: Enrollment Firm P&C: Payroll Deduct and Communicating Life: EnrollSmart available
Participation by industry	Weight assigned based on comparison to average.	Weight assigned based on comparison to average.	Weight assigned based on comparison to average.
Employee communications	Weight assigned based on data available.	Weight assigned based on data available.	Weight assigned based on data available.
Employer engagement	AE/VCS insight as last data entry.	AE/VCS insight as last data entry.	AE/VCS insight as last data entry.

Please reach out to your assigned VCS to identify your employer account status. Guidance only: AE's knowledge of their clients should be used to refine how archetypes are assigned.

2

Employment segments

AmMetLife's 18th Annual U.S. Employee Benefits Trends Study

Generations that are the least secure value benefits the most

Which benefits would you consider essential and want your employer to offer?

Even within a single generation, employers acknowledge there is a wide range of needs.

% of employees who agree with the following

Differing perspectives on the value of benefit offerings reflect employees' age and life stage. With this understanding, employers can better adjust their benefit packages to reflect the diversity that they see in their workforce.

Chapter III

Embracing the differences

Across generations, employees need different benefits.

Millennial employees use voluntary benefits like critical illness, cancer insurance, and hospital indemnity in place of or as supplements to the more traditional benefits.

Traditional broad benefits

Voluntary benefits

Having benefits customized to meet their needs would increase employee loyalty

Providing a wider variety of benefits to employees will help with recruitment

Providing a wider variety of benefits to employees is an important element of employee retention

The benefits offered are an important element of employee retention

Having employees pay more of their benefits premiums leads to less loyalty

The non-traditional benefits they need most are health and financial issues

Low Millennial presence (20% of employees)
Medium Millennial presence (20%-40% of employees)
High Millennial presence (>40% of employees)

AmMetLife's 18th Annual U.S. Employee Benefits Trends Study

Employees turn to their employers for help alleviating these stresses and concerns

Employees both want and expect their employers to take an active role in supporting their work and life. Employees are not only looking for benefits that help in retirement, but also for benefits that solve more immediate needs, ranging from gym memberships to paternity leave. They look to employers to help safeguard against work-life stress and anxiety.

% of employees who believe that employers are responsible for the financial wellbeing of employees.

The blending of work and life looks different for everyone

Chapter III

Employers also feel this responsibility

Financial wellbeing

% that agree that employers have a responsibility for the financial wellbeing of their employees.

Employee

42%

Employer

47%

Health and wellbeing

% that agree that employers have a responsibility for the health and wellbeing of their employees.

Employee

51%

Employer

61%

"I look to my employer to give me a better future and financial security (via 401k, etc.); that's worth more to me than perks like a free dinner."
- Male with established family

"It's great that employers are starting to get more involved with health and wellness...gym memberships, learning programs, the flexibility to work from home."
- Female with young family

6. Photography

- 6.1 Introduction
Photography Style
- 6.2 Photography Style Guide
- 6.3 Photography Style Misuse
- 6.4 Photography Use: Image Pairs Within a Filmstrip
- 6.5 Introduction to Graphic Treatment
for Image Pairs Within Filmstrips
- 6.6 Composing an Image Pair Within a Filmstrip
- 6.7 Filmstrip Photography Misuse
- 6.8 Photography Use: Single Image and Portrait
- 6.9 Type on Photography
Type on Live-Action Footage

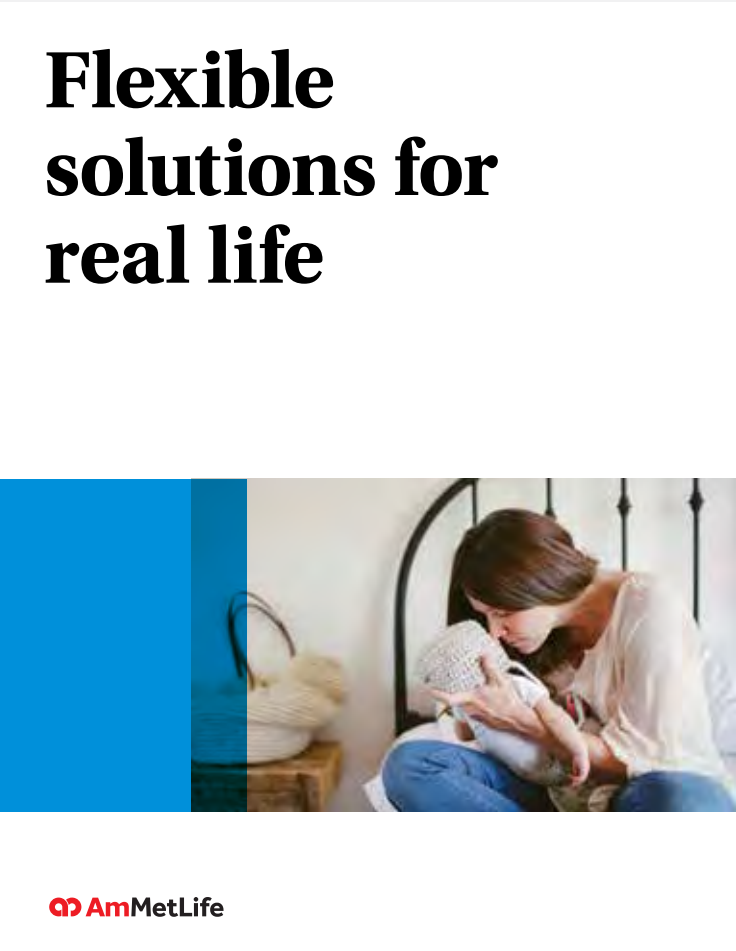
Introduction

We use two types of imagery to reach our audience:

Image Pair Within a Filmstrip



Single Image



Photography Style

Photographs are a vivid way to express our “Clearly human” philosophy. Our photographs candidly and intimately share real moments in the lives of real people, telling stories and carving out a connection between the human experience and partnership with AmMetLife.

The scenarios in our photography are culturally accurate according to their market and are never posed or insincere. From milestones to everyday affairs, the moments that we portray are personal and genuine, inviting our audience to emotionally connect with the brand. The tone is optimistic with bright, natural lighting, even exposures, and temperate saturation of full-color photography.

Photography Style Guide

Subject

- Culturally appropriate families, individuals, and employees
- Scenes that capture slices of a larger story at home, at work, or in the world

Feel

- Never staged and stock-like
- Always genuine, personal, expressive

Appearance

- Full-color, temperate saturation, naturally cooler palette
- Bright, natural lighting; even exposure
- Simple forms, low detail, not busy
- Ample white space
- Standard-to-slightly narrow field of view; not too tight (to allow cropping)
- Shallow-to-standard depth of field to achieve out-of-focus planes
- Both natural points of view and unexpected, yet controlled, angles (i.e., higher and lower perspectives and perspectives from within the action)



Photography Style Misuse

The AmMetLife image style is a unique aspect of our personality. Please review the examples here for an idea of what is considered off-brand.

When choosing photographs of people, look for realistic interpretations of situations rather than images that are posed or staged. Images should connect to and involve the viewer, communicating that AmMetLife understands its customers. Please be conscious of the overall tone, as well as the composition of elements.



❌ Do not use photos that are too saturated.



❌ Do not use photos that are too dark.



❌ Do not use photos that are too busy.



❌ Do not use photos that are tinted or filtered.



❌ Do not use photos that are too staged, with figures looking into the camera.



❌ Do not use imagery that references the tagline with nautical navigation metaphors.

Photography Use:
Image Pairs Within a Filmstrip

Image pairs appear in what we call our filmstrip, a hero graphic device composed of various combinations of photography, color, and image overlaps.

We build image pairs by binding two images that are closely-related chronological moments of the same story. This adds dimension to our storytelling as well as a time-based quality, helping to express AmMetLife's attention to life's fluidity. The temporal relationship between the two images is imperative to the cinematic storytelling style of the filmstrip.

With two photographs, we're able to tell a dynamic story with one contextual image and one feature image.

Contextual image

The contextual image lays the foundation of the story told by the filmstrip. It establishes our setting, subjects, and story narrative.

These are captured in a natural-to-broad point of view.

Feature image

The feature image hones in on an important detail moment of the story, which can be an emotion or action. It sharpens the story's focus and provides deeper understanding.

These images are captured in a close, detail point of view with a tighter crop.

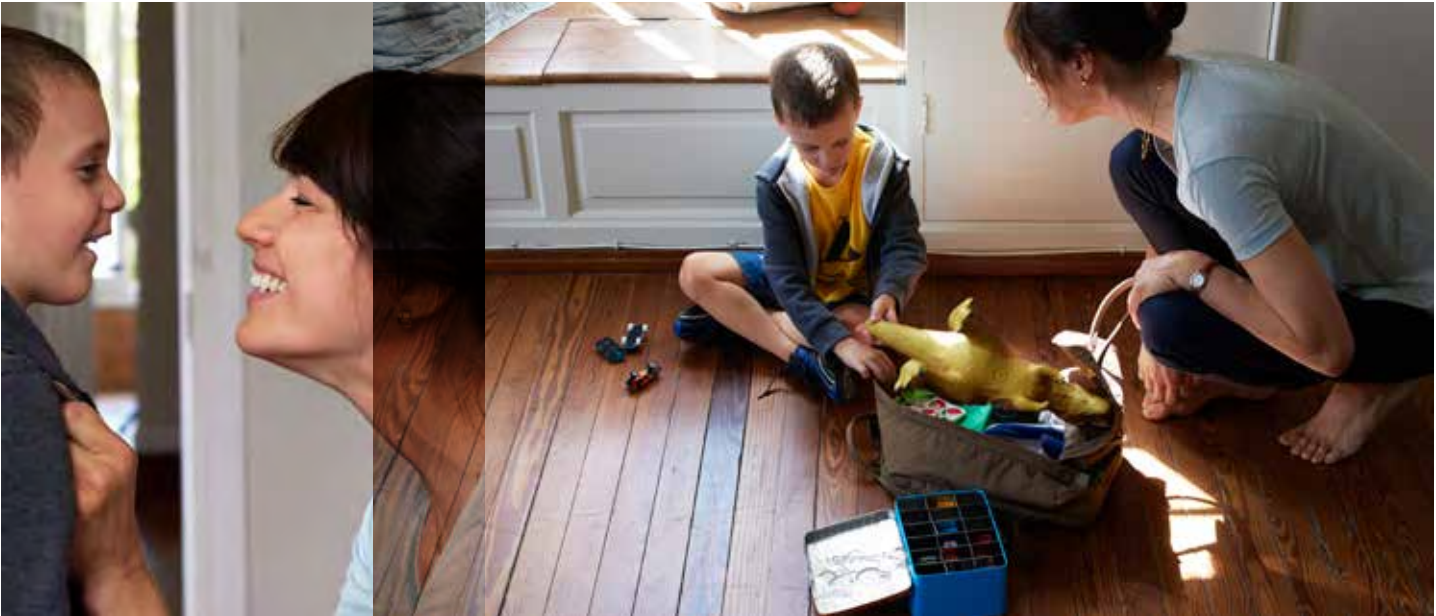
Contextual Image



Feature Image

This pair speaks directly to a product, illustrating the benefit of having Vision Insurance in the workplace.

Feature Image



Contextual Image

This pair expresses a feeling of security in the family home.

Introduction to Graphic Treatment for Image Pairs Within Filmstrips

Below are examples of successful pairs, with an introduction to the graphic treatments they can receive. This includes a multiplied overlap of the two images and multiplied or opaque color bars. See Filmstrip & Grid (section 7) for specifications on how to apply these treatments.

Image Overlap



Image Overlap: Two images in a pair can overlap and be multiplied to produce a layered effect. This can be done if the two images allow a clean, simple overlap.

Multiplied Color Bar



One Multiplied Color Bar: Here, a multiplied color bar takes the place of the point where the photographs overlap. This can be used when an image overlap creates a busy, dense, or awkward strip, or to add color.

Image Overlap

Multiplied Color Bar



Image Overlap and Multiplied Color Bar: A combination of an image overlap and one multiplied color bar may be used.

Multiplied Color Bar

Multiplied Color Bar



Two Multiplied Color Bars: Two multiplied color bars may be used in combination without an overlap.

Image Overlap



Image Overlap: This is another example of a pair using only an image overlap.

Multiplied Color Bar

Opaque Color Bar



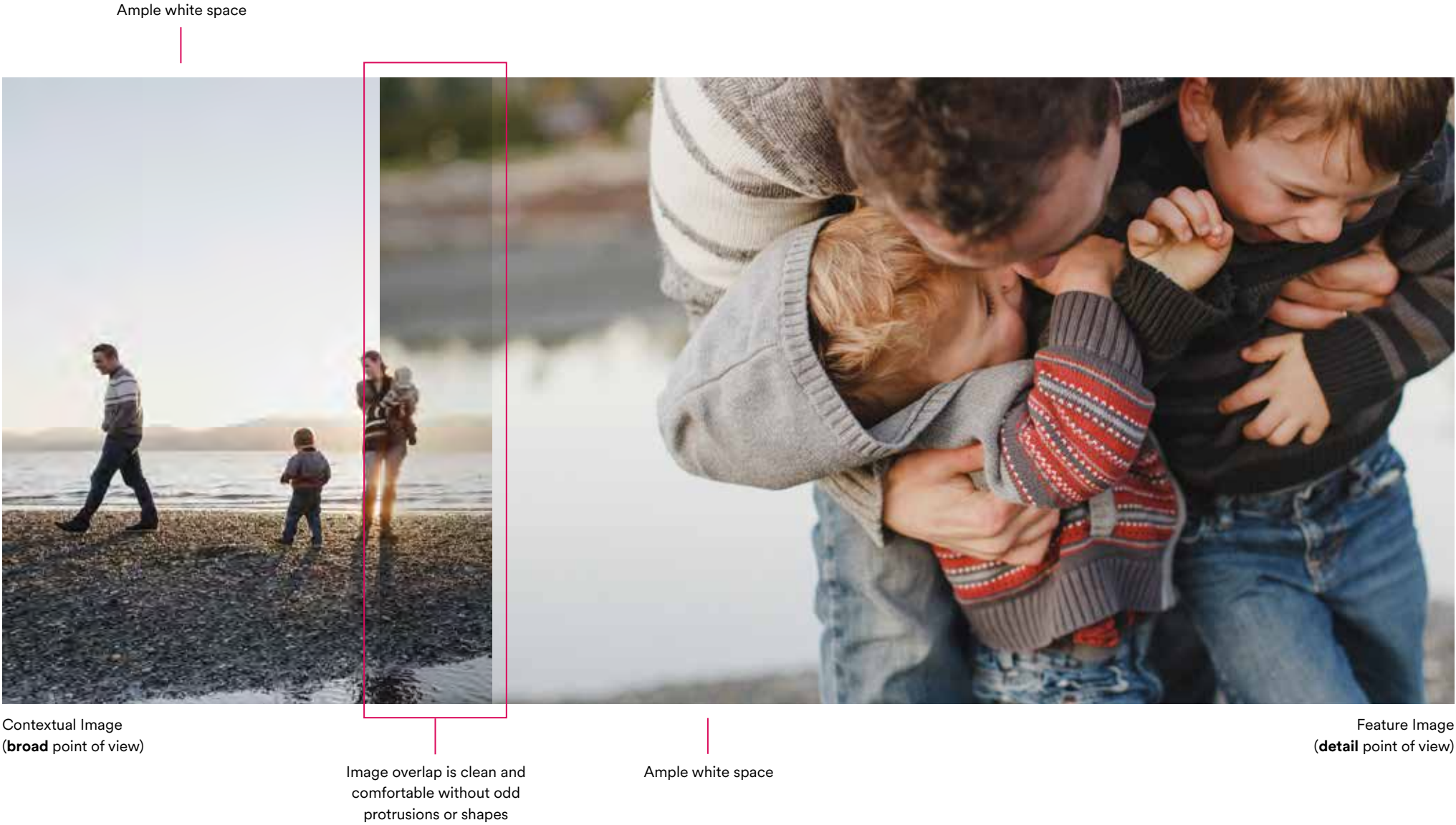
Opaque Color Bar: Color bars may also be opaque, but use only one and only on an end. Middle color bars are always multiplied. Opaque color bars may be paired with multiplied bars or overlaps.

Composing an Image Pair
Within a Filmstrip

Our image pairs are a critical element of our visual language. Although aesthetic judgment is a factor in composing them, at right are some basic requirements for building a perfect pair.

Starting off with the right imagery, following the photography style guide, provides a good foundation for pair building.

See our Filmstrip & Grid guidelines (section 7) for guidance on filmstrip structure.

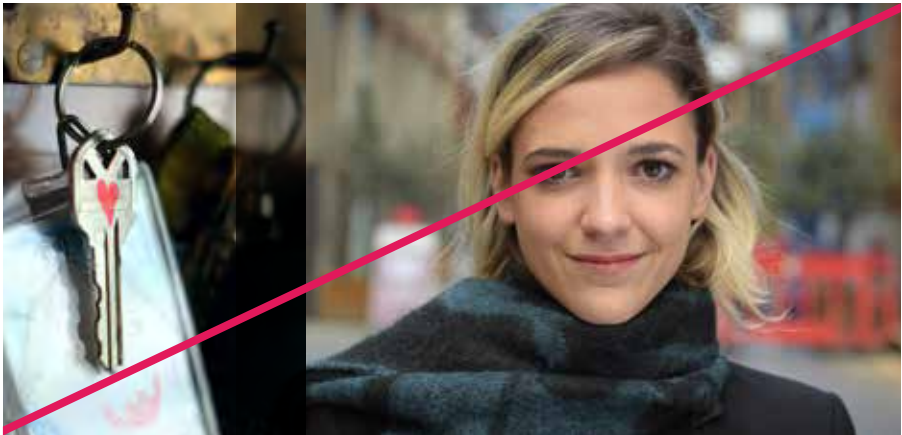


General rules

- The two images must be closely related chronological moments of the same story; determining which image occupies which panel will be in service of the pair's overall composition.
- Contextual image has a broad point of view, feature image has a detail point of view.
- Ample white space appears in both images to avoid dense or busy compositions.
- The image overlap is clean and comfortable without odd protrusions or shapes.

Filmstrip Photography Misuse

The pairing of images must be carefully considered, paying close attention to detail. These examples illustrate some basic actions to avoid when building pairs.



❌ Do not use portraits in pairs.



❌ Do not compose a filmstrip without including a person's face.



❌ Do not use different perspectives of the same image. Rather, show different — yet related — moments in time.



❌ Do not create awkward seams when pairing. Be aware of how the two photos interact and aim for a clean, comfortable seam.



❌ Do not use more than two images in a pair.

Photography Use:
Single Image and Portrait

Single Image
Single images are either contextual or feature images. They can be used independently or paired with a color field in a filmstrip.

For location-specific messaging, there is the option of using a relevant landscape or cityscape photograph that follows our photography style guide. These images, however, are never used in pairs.

Portrait
We use portraiture only when it accompanies customer quotations in order to humanize and give vitality to the voice of the customer. Portraits are never used in a pair nor as the voice of AmMetLife.

Portrait subjects are genuine, approachable people seen in an environment that is personal to them. The subject is centered and shot straight on while looking honestly at the camera. Portraits feature a tight crop to the head and shoulders, with even, natural lighting and an out-of-focus background.

Single Image



Real-World Workplace



Emotional Milestone



Dental Insurance



Location-Specific Messaging

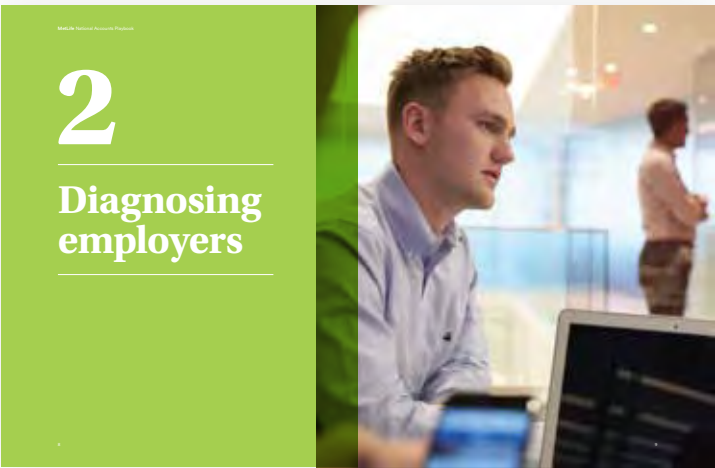
Portrait



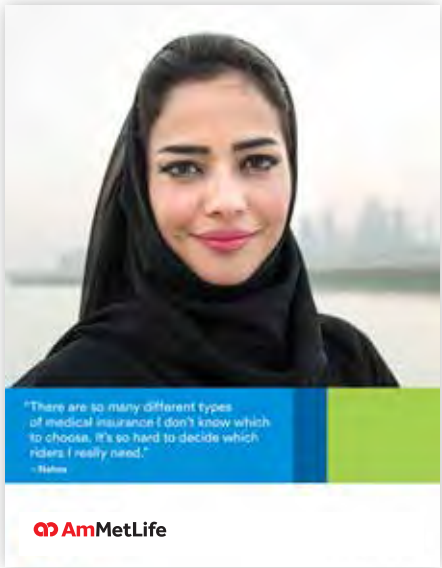
Cover



Interior



Advertisement



Interior

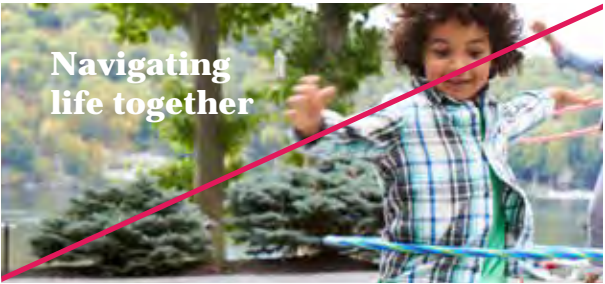


Type on Photography

When placing type on photography, use photographs with enough negative space to accommodate legible black or white text without adding any elements.



✔ Use photos with enough space and contrast for legible text.



✘ Do not use type on busy photos with disruptive contrast.



✘ Do not use type on busy photos with disruptive contrast.



✘ Do not use gradients to accommodate text.

Type on Live-Action Footage

Placing type on live-action footage is one case where additional graphic elements might be necessary. The pictograms at right are a guide to solving these exceptional cases.

Utopia Bold is the preferred font for larger text. Use MetLife Circular for smaller text.



✔ Use footage with enough contrast for legible text.



✔ Use a multiplied block in AmMetLife Blue, AmMetLife Green, or white.



✔ Add a solid AmMetLife Blue or AmMetLife Green tag to a multiplied block.

7. Pictograms

- 7.1 Introduction
- 7.2 About Pictograms
- 7.3 Pictogram Symbolism
Example Pictogram Meanings
- 7.4 Pictogram Examples
- 7.5 Pictogram Principles
- 7.6 Pictogram Color
- 7.7 Using Pictograms With the Filmstrip
- 7.8 Pictogram Misuse
- 7.9 Special-Use Illustration

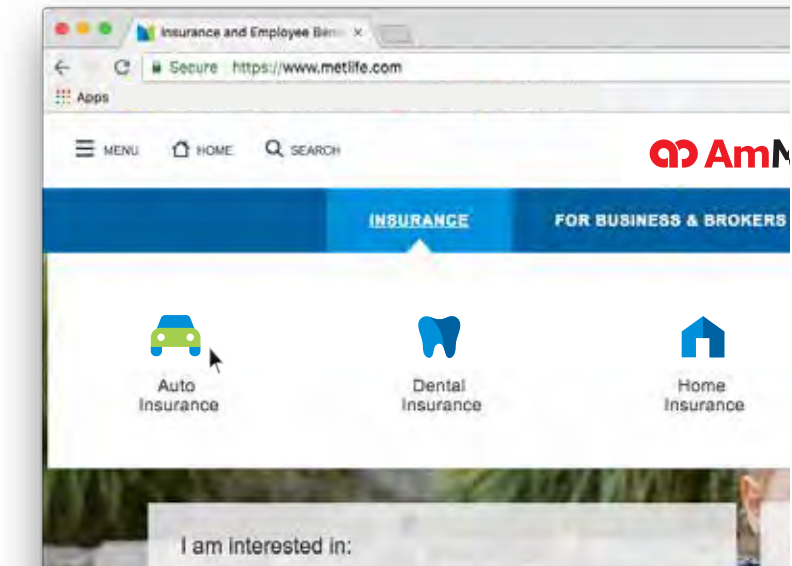
Introduction

We use our simple illustrative style in three ways:
as pictograms, web icons, and special-use illustration.

Pictograms

Web Icons

Special-Use Illustration



Used for marketing and communication applications, pictograms are the most common form of illustration and the foundation of our illustrative style. They will be the focus of this section.

Web icons are based off of the style of our pictograms and used only for web and digital applications.

More information to come as the web icon system is developed.

This is curated and commissioned for special cases including internal and external events, campaigns, environmental graphics, social media, and promotions and giveaways.

More information to come as the special-use system is developed.

About Pictograms


Pictograms help tell a story by visualizing key concepts and information in an **approachable, human way**.

Used in a supportive role, pictograms help emphasize and navigate important information and make concepts simple and easy to understand.


Pictograms can be used to support and visualize key information.

Take advantage of these great benefits


The first step to choosing the right benefits is understanding the importance of each option.




Life Insurance
If something unexpected happens, your family will be glad you have Life Insurance. There's a wide range of options to fit your needs and budget.
A premature death is likely to exert a major or devastating impact on financial security, lifestyle or general savings.¹




Critical Illness
Help protect your family and your budget from the impact of a critical illness. Coverage includes conditions such as heart attack, cancer, or stroke.²
This coverage provides you with a lump-sum payment that can be used to pay for everyday living expenses and out-of-pocket medical costs like copays and deductibles.



Accident Insurance
Accidents happen frequently and can be very costly. Accident Insurance can help you be better prepared. There are over 150 covered conditions associated with an accident that could trigger benefits, including injuries, hospitalization, medical services and treatments.




Legal Coverage
Legal coverage through METLAW means added piece of mind. There's a low monthly cost for unlimited use. Provides you access to legal advice and representation on a wide range of matters, including wills, real estate matters, traffic offenses, adoptions and much more.



MetLife Auto and Home
Savings and service are great reasons to switch to MetLife Auto & Home. With this benefit, when you insure your car, boat or motorcycle, you can enjoy special employee discounts.

These important coverage options are available to you at competitive group rates just for working at Georgetown University. And you'll have the convenience of easy payroll deductions of premium. Be sure to take full advantage of Georgetown University's benefit offering. Visit [enrollment website] during your open enrollment [Date], or call [phone number] for more information.



ADF# MULT0000016

As part of your workplace benefits program, you could receive hundreds of dollars in savings, combined with special group discounts on auto and home insurance:

• Save up to an additional 10% right away with our Welcome Discount for NEW customers

• Qualify for a group discount of up to 15% off your policy

• Save more with our superior driver discount

• Receive extra savings if you've been with your company for a long time

• Make the most of our multi-policy savings when you insure both your home and auto with MetLife Auto & Home

Coverage that moves with you

Coverage is 100% portable, so even if you change jobs you can take your policy with you. With MetLife Auto & Home you may apply for coverage at any time, so we'll help you make the switch quickly and easily.

Payment options that make it easier

We offer a variety of flexible and convenient payment options to make paying for your insurance easier:


- Choose an automated payment option and receive an added savings
- Select direct billing as your preferred payment option, or
- Use your favorite credit card and you may earn valuable membership reward points**


Coverage for everything that matters to you

In addition to auto and home-owners, we offer a variety of other insurance policies including:

- Personal Excess Liability
- Boat
- Condo
- Renter's
- Motor Home
- Motorcycle
- Recreational Vehicle

Pictograms should never be used in large scale as a heroic or leading element.





Portable dental benefits solutions that grow your business

A new, innovative dental program for part-timers, consultants, and retirees

MetLife's TakeAlong DentalSM is designed to complement group dental plans and provide your clients with a dental program that offers:

- Easy implementation and administration with little to no cost for employers
- Robust coverage plus the same broad network as traditional MetLife group plans
- Portable dental coverage that employees can take with them

Work with our experienced professionals to offer a new voluntary benefit that can provide a new revenue stream for your business and deepen relationships with your clients.

Find out more at [metlife.com/takealongdental](https://www.mylife.com/takealongdental)

16 Possibility for agility: making benefits work harder

Pictogram Symbolism

Pictograms can have a wide range of meanings. They can be more literal, representing a specific object, or more conceptual, representing a broader idea.

Individual pictograms may also have several meanings and be used to represent more than one type of information.

Each will be tagged with several words and phrases associated with potential meanings.

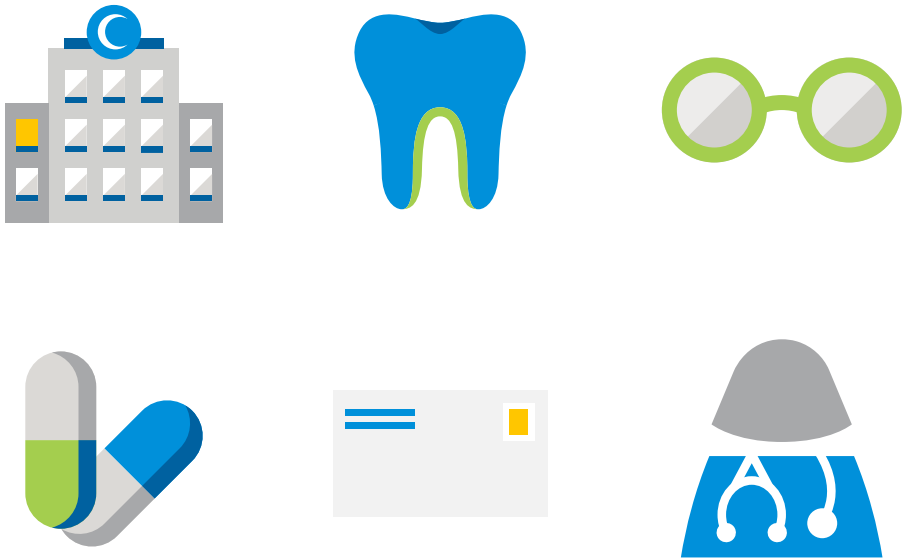
A continuously updated library of pictograms will be provided for use.

Pictograms will be available as .EPS and .PNG file formats for both print and screen.

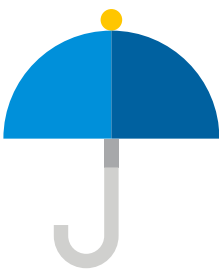
Conceptual



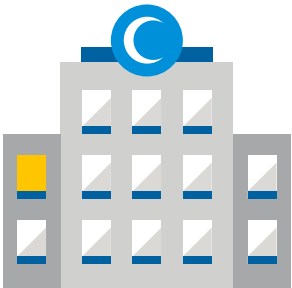
Literal



Example Pictogram Meanings



Coverage



Hospital



Quality control



Unexpected expenses



Time-saving
claims process

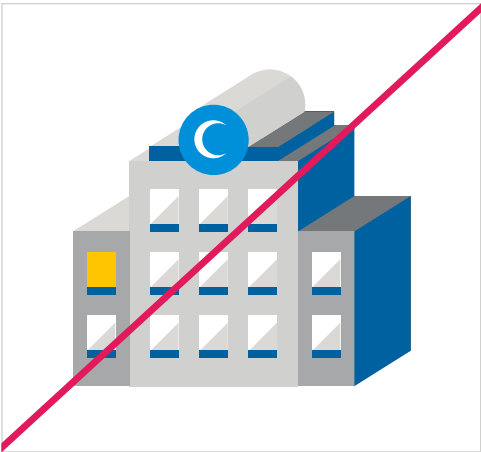
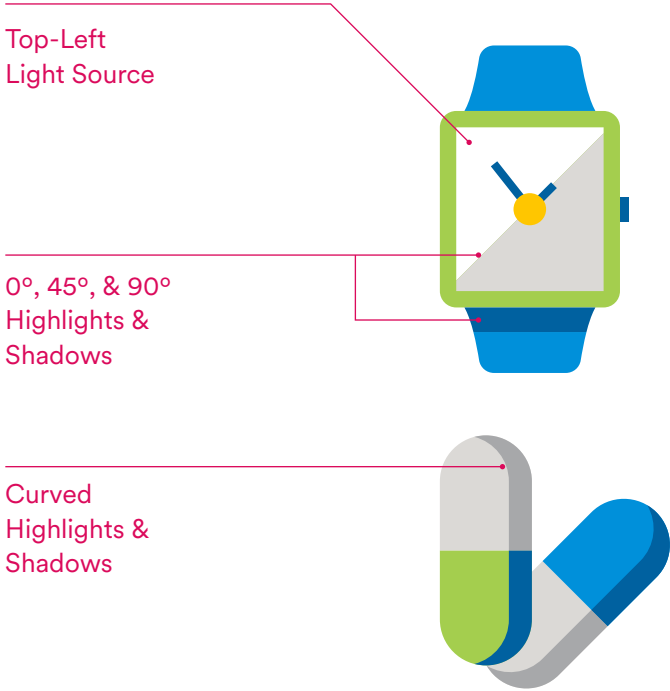
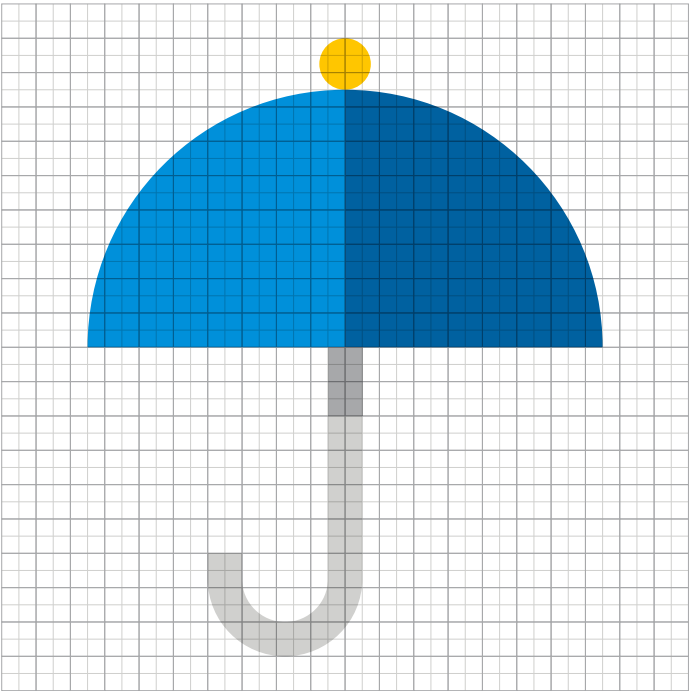
Pictogram Examples



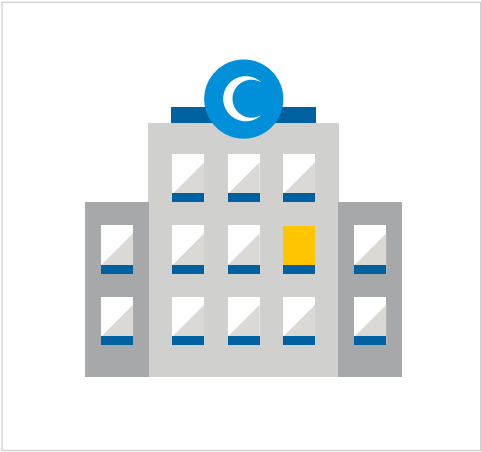
Pictogram Principles

Pictograms should be created only by advanced users.

Any new pictogram should be approved by the AmMetLife brand team before use.



✗ Avoid dimension and angled perspectives.



✓ Always use an eye-level, front-facing perspective.

Minimum Size



Form and Scale

Pictograms are drawn on a 20x20 grid using simple, graphic forms.

When drawing pictograms, avoid using strokes or small shapes that can get lost at small sizes.

Pictograms should not be scaled below a height of 0.5 inches on print and 28px on digital applications.

Highlights and Shadows

Use highlights and shadows at 0-45- and 90-degree angles to suggest a top-left light source.

Sometimes, shadows may have a curved element to suggest depth and help illustrate a form.

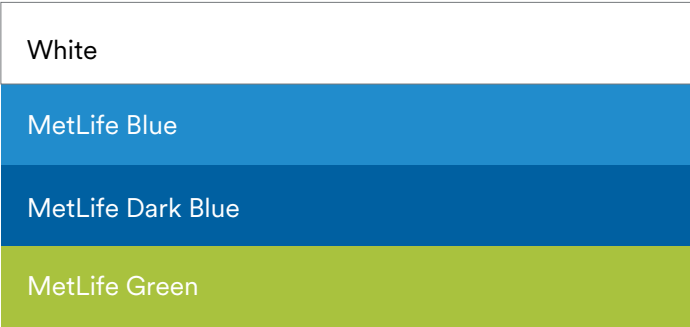
Perspective

Pictograms should be drawn at eye-level, using a front-facing perspective.

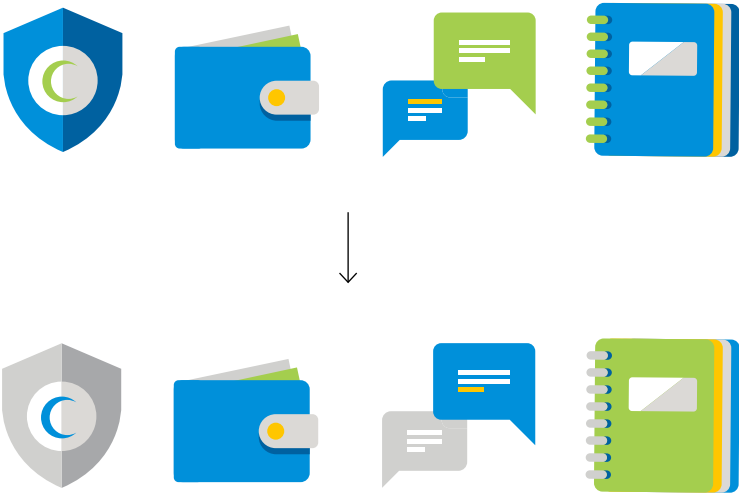
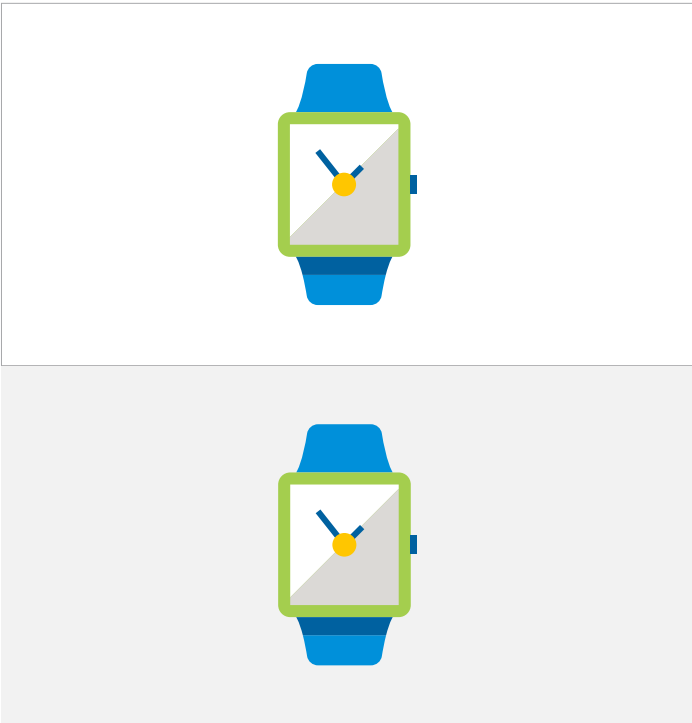
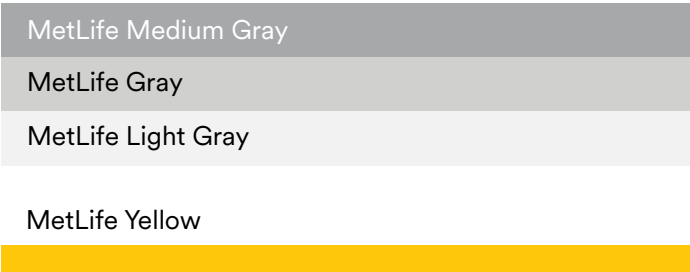
You should never use an angled perspective or dimension by illustrating the top, bottom, or side of an object.

Pictogram Color

Primary Colors



Neutrals



Color Hierarchy

While some pictograms may have more or less of a particular color, our pictogram library has an even balance of MetLife Blue, MetLife Green and neutral colors.

MetLife Dark Blue and MetLife Medium Gray may be used for shadows, while MetLife Yellow may be used as an accent.

Background Colors

Pictograms should appear only on White or MetLife Light Gray backgrounds.

Advanced Color Customization and Balance

When using multiple pictograms together, too much of a particular color or too much MetLife Blue and MetLife Green can feel too heavy and saturated.

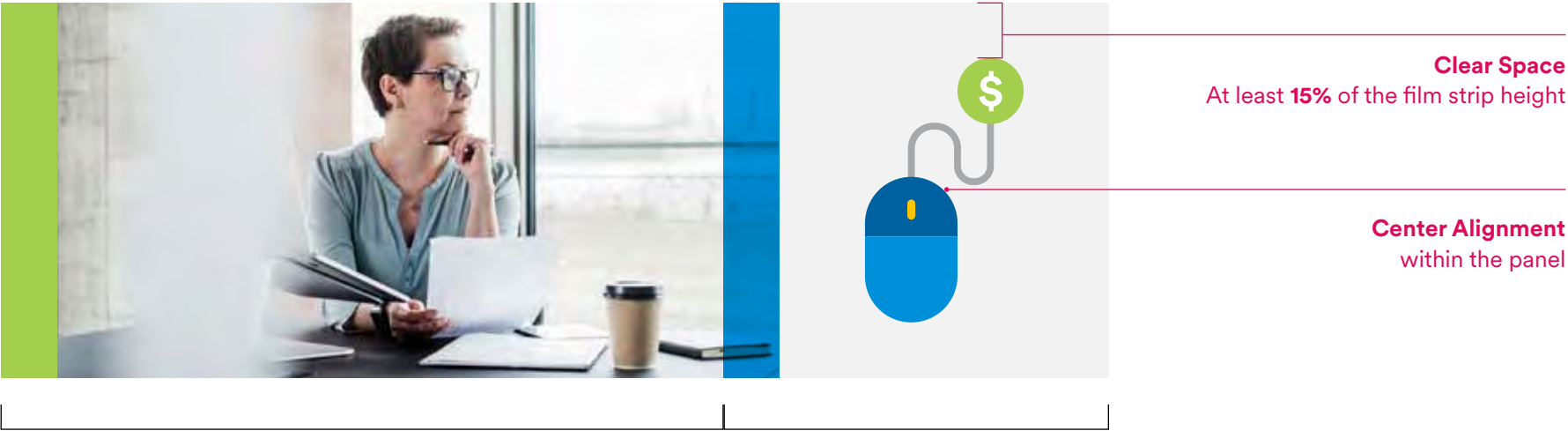
If neccessary, advanced users may adjust the pictogram colors, adding more neutrals to create a better overall balance.

Note: Pictograms will be available for both print and screen and only in full color. If production limits the amount of colors that can be used (such as a black-and-white slip sheet), pictograms should be modified in post-production.

Using Pictograms
With the Filmstrip

Pictograms may be used in conjunction with photography in the filmstrip to help add detail to a key message and support the overall story.

Pictograms should always play a supportive role and appear smaller than the photograph.



People in real-world situations

Establishes subject matter, story narrative, or benefit



✔ Use only to support the photograph.

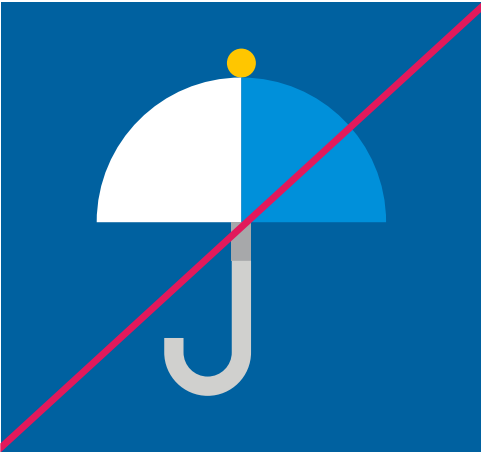


✘ Avoid using background colors other than AmMetlife Light Gray.



✘ Pictograms should never appear larger than the photograph.

Pictogram Misuse



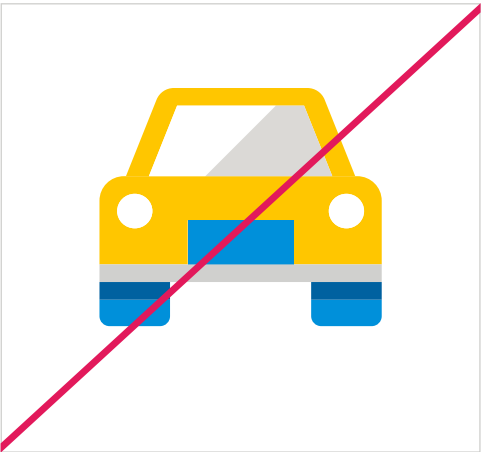
✗ Avoid using color backgrounds.



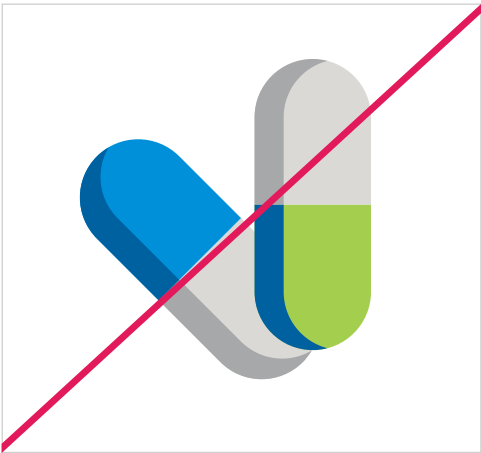
✗ Avoid complex or fine details.



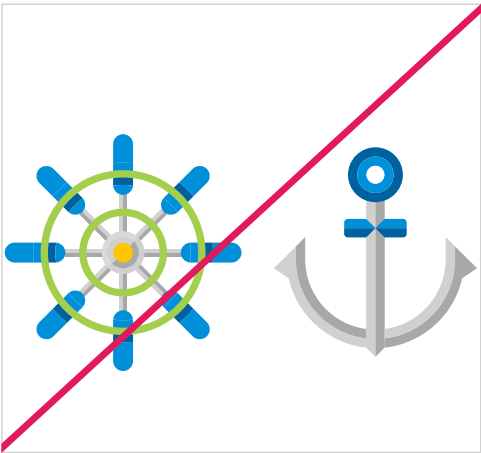
✗ Avoid monochromatic pictograms.



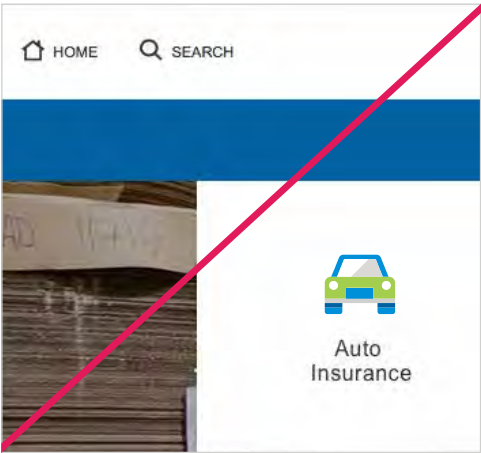
✗ Avoid using too much AmMetLife Yellow.



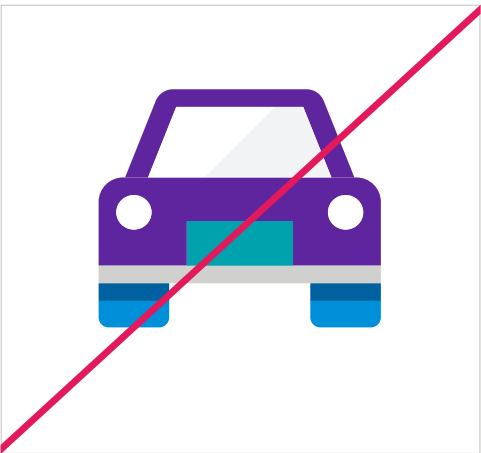
✗ Only use top-left light sources.



✗ Avoid pictograms that reference the tagline with "nautical" navigation metaphors.



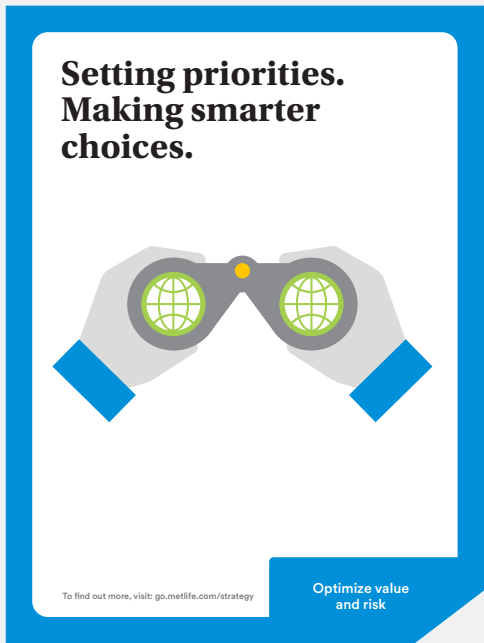
✗ Do not use pictograms as navigational icons in digital applications. A specific set of icons has been developed for digital use.



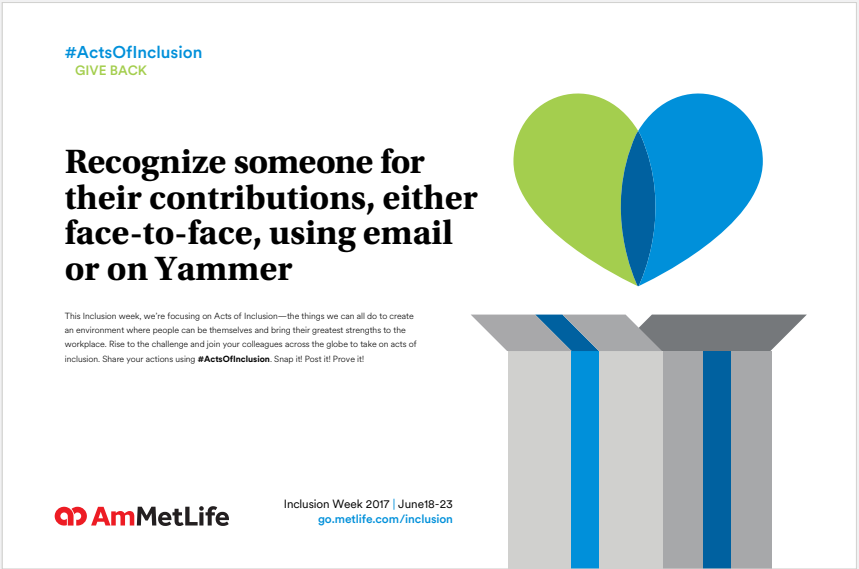
✗ Do not use any other secondary colors besides our neutrals and AmMetLife Yellow.

Special-Use Illustration

Derived from the pictogram style, special-use illustration can be curated and commissioned for cases that require more customized stories, like campaigns or events. More information will be available as the special-use illustration system is developed.



Internal Campaign Posters

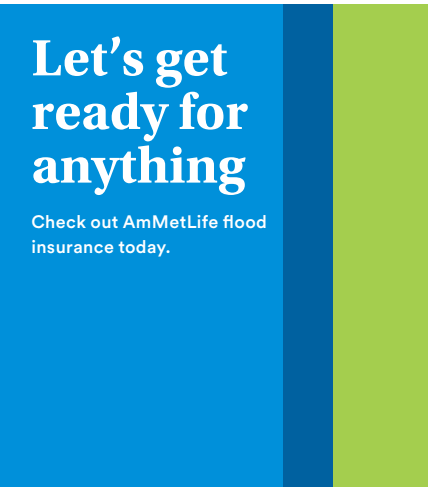
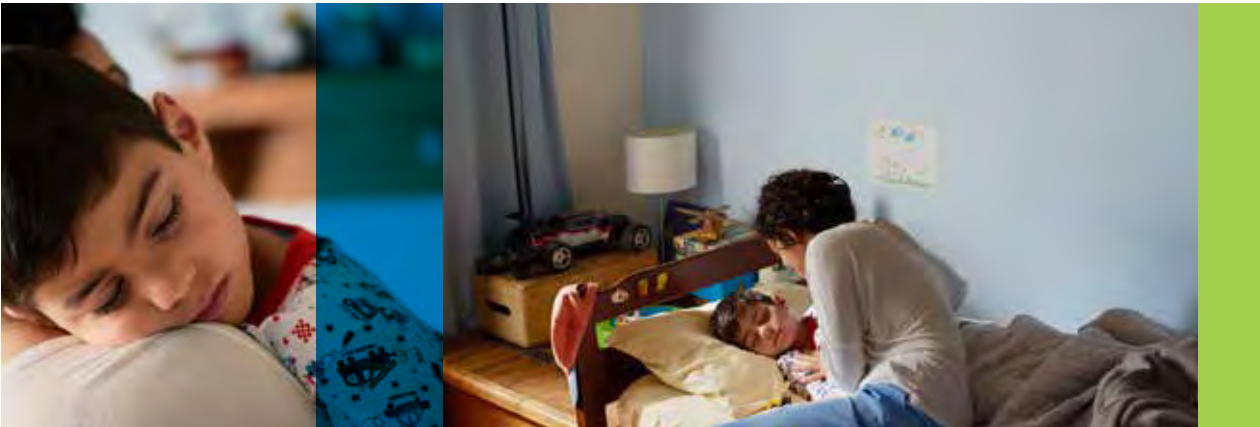


Internal Campaign Poster

8. Filmstrip & Grid

- 8.1 Filmstrip Introduction
- 8.2 Filmstrip Elements
- 8.3 Using Color Bars
- 8.4 Building a Filmstrip With Grids
- 8.5 Grid Types: Narrow Format
- 8.6 Grid Types: Portrait Format
- 8.7 Grid Types: Square Format
- 8.8 Grid Types: Landscape Format
- 8.9 Grid Types: Portrait Format for Front and Back Covers
- 8.10 Special Case, Non-Bleed Formats
- 8.11 Filmstrip and Grid Options in Application

Filmstrip Introduction



The filmstrip is a graphic device that helps bring our design elements together, creating a unique identifier for our brand. A filmstrip is used to convey moments in time and tell customer stories. It can be filled with a combination of imagery or color fields and may also contain messaging. Filmstrips may feature color bars that connect back to our core brand color palette to help tie filmstrip elements together.

There are two ways to build a filmstrip: 1) using a grid for printed materials, and 2) using scalable proportions for digital media and exceptional print materials. This section details the construction of the filmstrip for all applications.

Filmstrip Elements

Panels
A filmstrip has one large and one small panel. The panels may contain imagery or fields of our primary colors; panels with color may also include headlines.

Color Bars
A filmstrip may have one, two, or no color bars. The color bars may be placed where the two panels meet or on either end of the filmstrip, but never on both ends. Only our primary colors are used for color bars and color fields.

Image Overlap
You have the option of overlapping two images where they meet and multiplying **one** to create a layered effect if the layers work well together. The overlap takes the place of a color bar and is never layered underneath one.

Filmstrip Proportions
There are two ways to build a filmstrip: 1) using a grid for printed materials, and 2) using scalable proportions for digital media and exceptional print materials. Use the proportions at right and scale to the width of the touchpoint that you are creating. The longest filmstrip may be approximately 3:1 in ratio; the shortest, 1:1 in ratio. It's ideal to stay within these proportions; but in certain cases where the percentages do not work, please reinterpret the breakdown to reflect this principle.

Filmstrip Elements



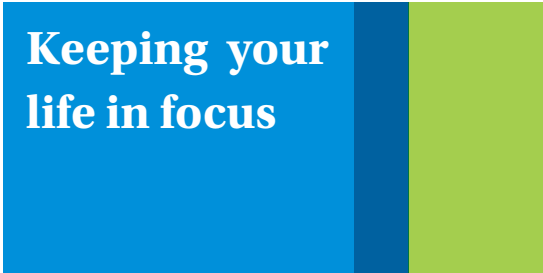
Small Panel
Image Overlap
Large Panel



Opaque Color Bar
Multiplied Color Bar

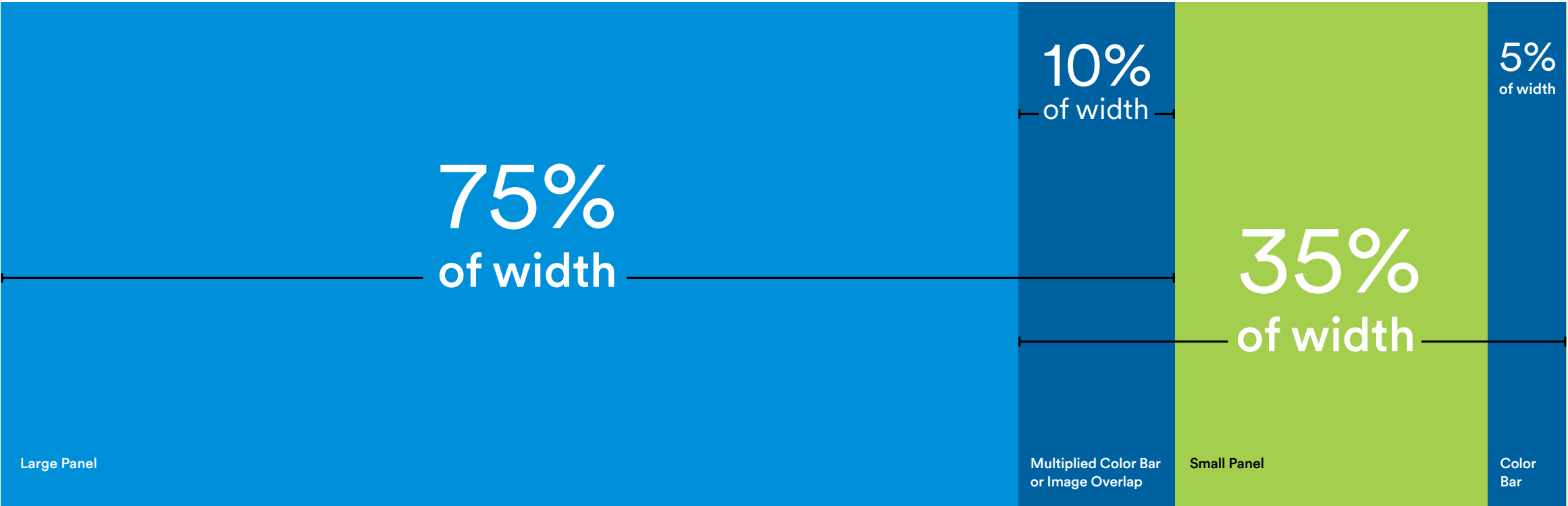


Messaging
Image Overlap with Color Field

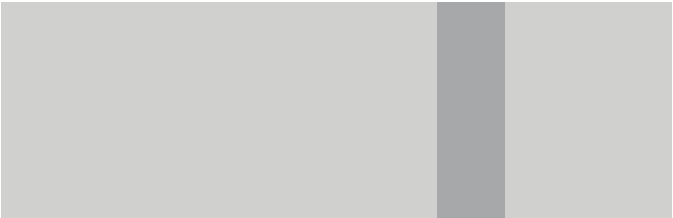


Color Field
Color Bar
Color Field

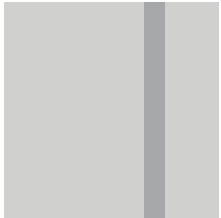
Filmstrip Scalable Proportions



3:1 ratio max



1:1 ratio min



Using Color Bars

Color bar types

We have two types of color bars for use in filmstrips: multiplied color bars and opaque color bars. You may also create the impression of a color bar by overlapping two images and using the multiply effect. Multiplied color bars are created by using the multiply effect at 100% opacity over an image.

Size

Color bars are always equal to the height of the filmstrip and come in two widths. The color bar width is determined by the filmstrip proportions or the grid. Color bars are roughly either 10% or 5% of the filmstrip width.

Position

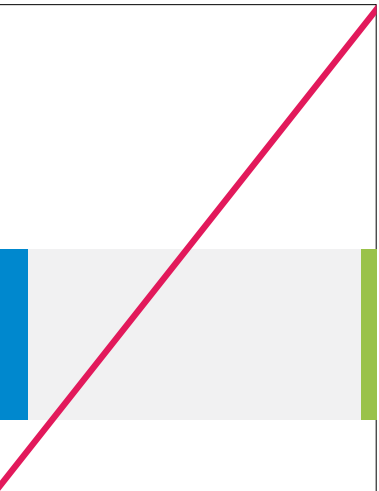
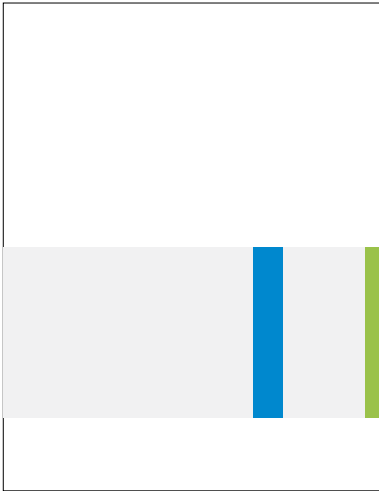
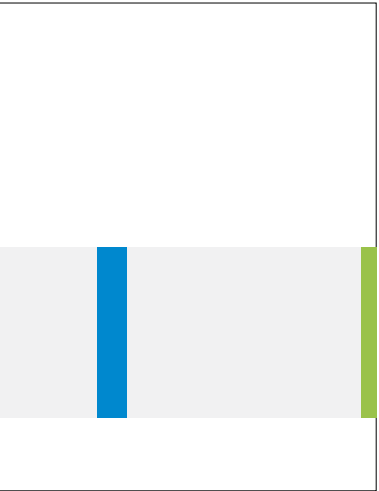
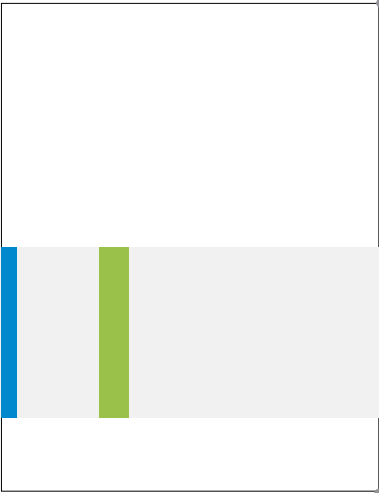
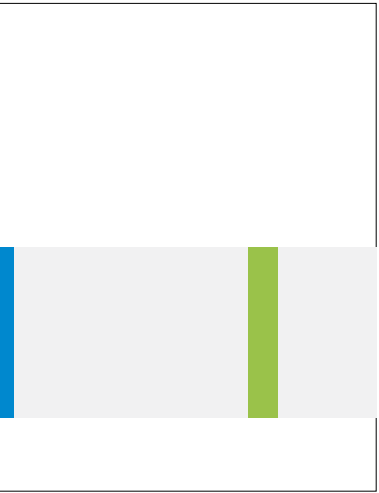
Color bars may be positioned on the left edge, where two images or color fields meet, or on the right edge of a filmstrip. Opaque color bars may be positioned on the left or right edge of a filmstrip. Never frame the two ends of a filmstrip with color bars.

Color

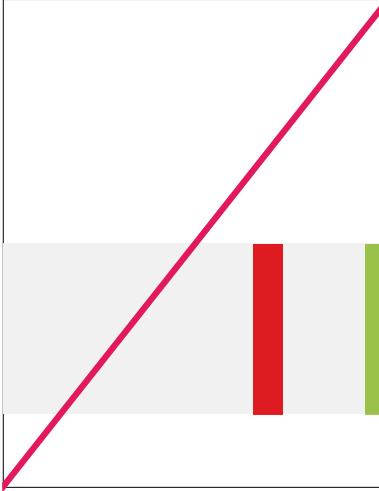
Color bars are either MetLife Blue or MetLife Green when applied to filmstrips containing imagery. Color bars should appear in the same order as the colors in our symbol: MetLife Blue on the left; MetLife Green on the right. When creating filmstrips using only color fields, middle color bars are MetLife Dark Blue.

Single Images

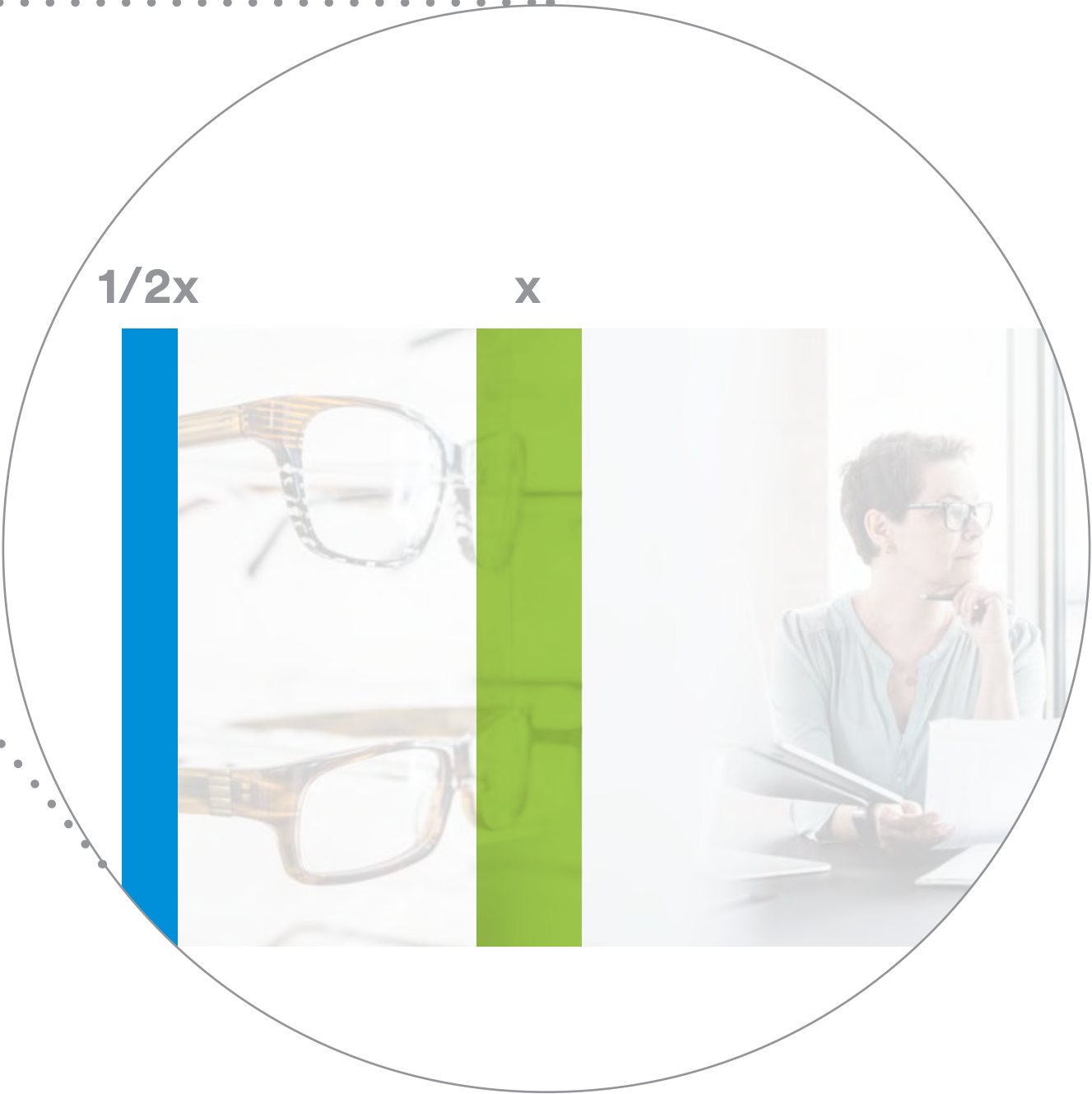
In digital media, it might be useful to apply one color bar to the end of a single image to simulate a filmstrip effect. Per the filmstrip proportions, the bar should be 5% of the width of the image.



⊗ Do not bookend



⊗ Do not use Am Red



Building a Filmstrip With Grids

Grid Types: An Introduction

To provide consistency across formats, there are three different grid types:

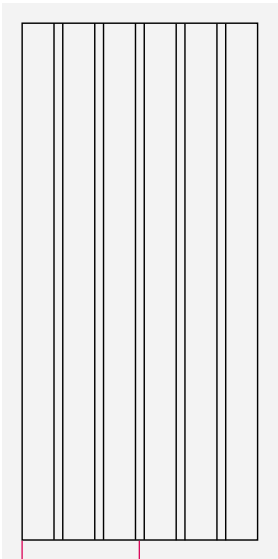
- Narrow
- Portrait and Square
- Landscape

Please use these grids as guidance when creating printed materials, such as multi-products and general purpose communications.

When designing for large poster sizes, please scale these grid proportions proportionally.

For communications that feature AmMetLife products please refer to [to come...](#)

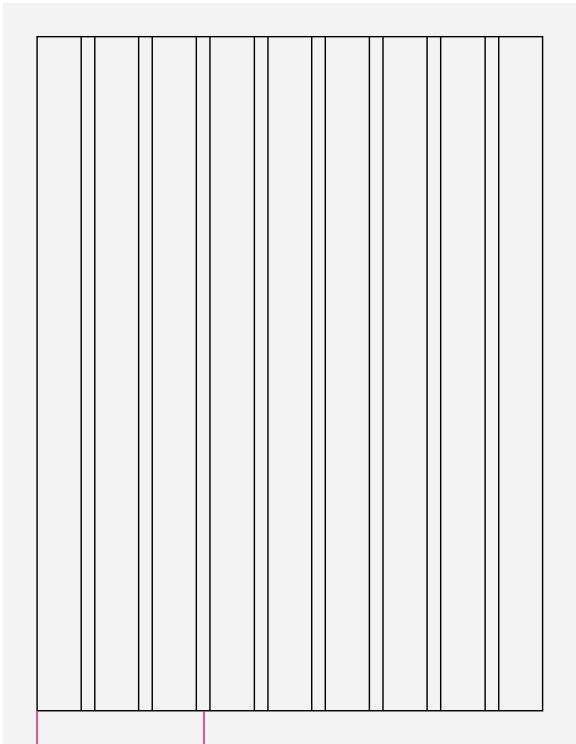
	Narrow Format ≤6in width
Columns	6
Margin	0.3in
Gutter	0.13in



Margin: 0.3in

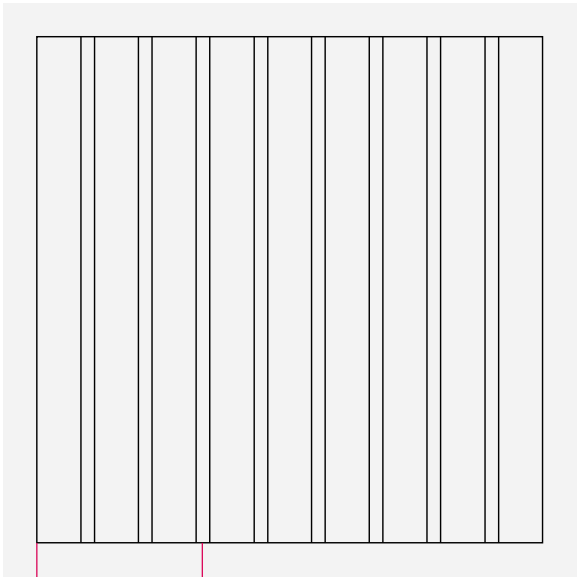
Gutter: 0.13in

	Portrait and Square Format >6in width, ≤11in width
Columns	9
Margin	0.5in
Gutter	0.2in



Margin: 0.5in

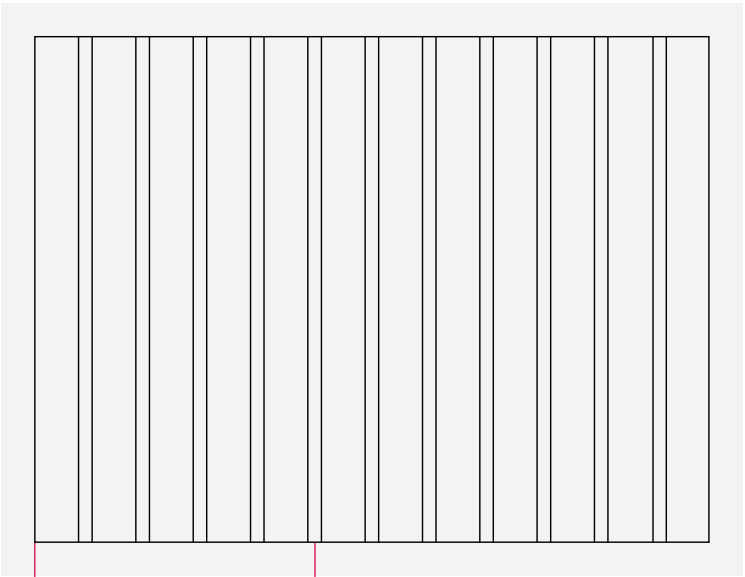
Gutter: 0.2in



Margin: 0.5in

Gutter: 0.2in

	Landscape Format >11in width
Columns	12
Margin	0.5in
Gutter	0.2in



Margin: 0.5in
(same as portrait style)

Gutter: 0.2in
(same as portrait style)

Grid Types: Narrow Format

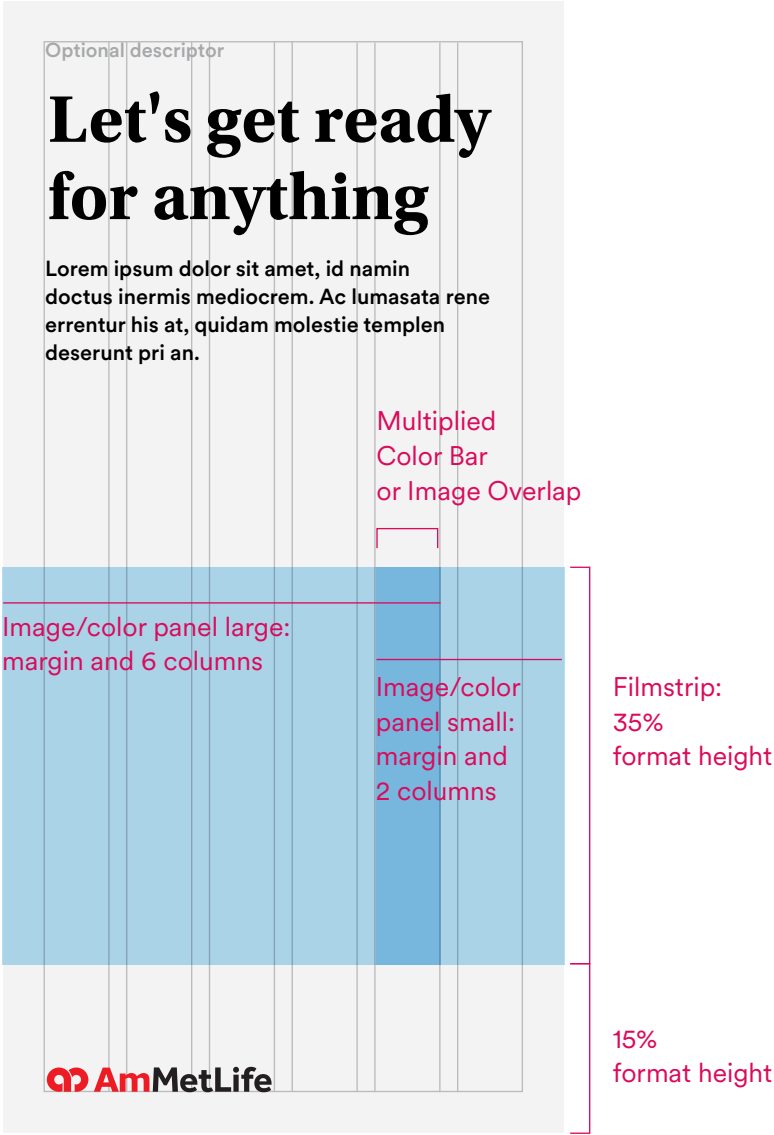
Narrow Grids
There are two narrow grids for sizes that are six inches wide or less. Narrow grids are suitable for applications such as trifold or standing, pull-up banners.

Narrow Size A allows for longer copy content, while Narrow Size B is deeper and allows for larger photos within the filmstrips. Please choose accordingly when creating layouts.

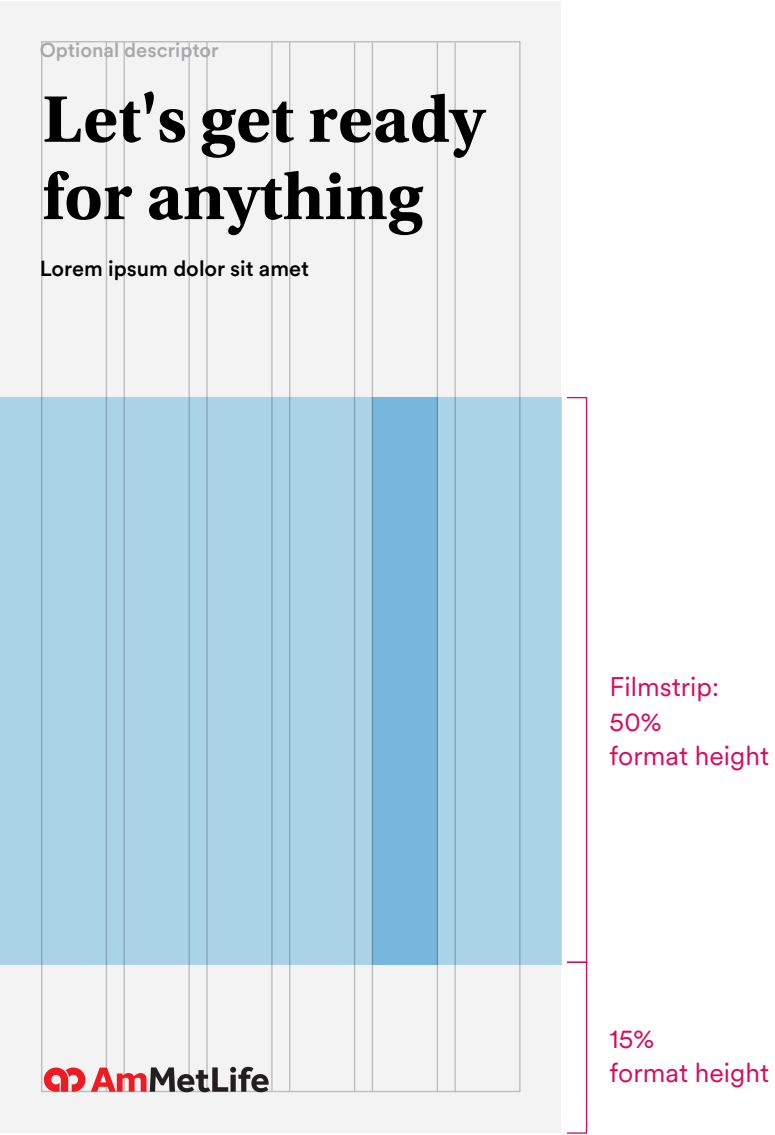
Narrow Size B has two options for filmstrip positioning. Position 1 allows copy to sit separately and above the strip, while position 2 allows for copy to sit within the strip.

The overlapped column is where:
a. photos overlap or
b. a color bar lives

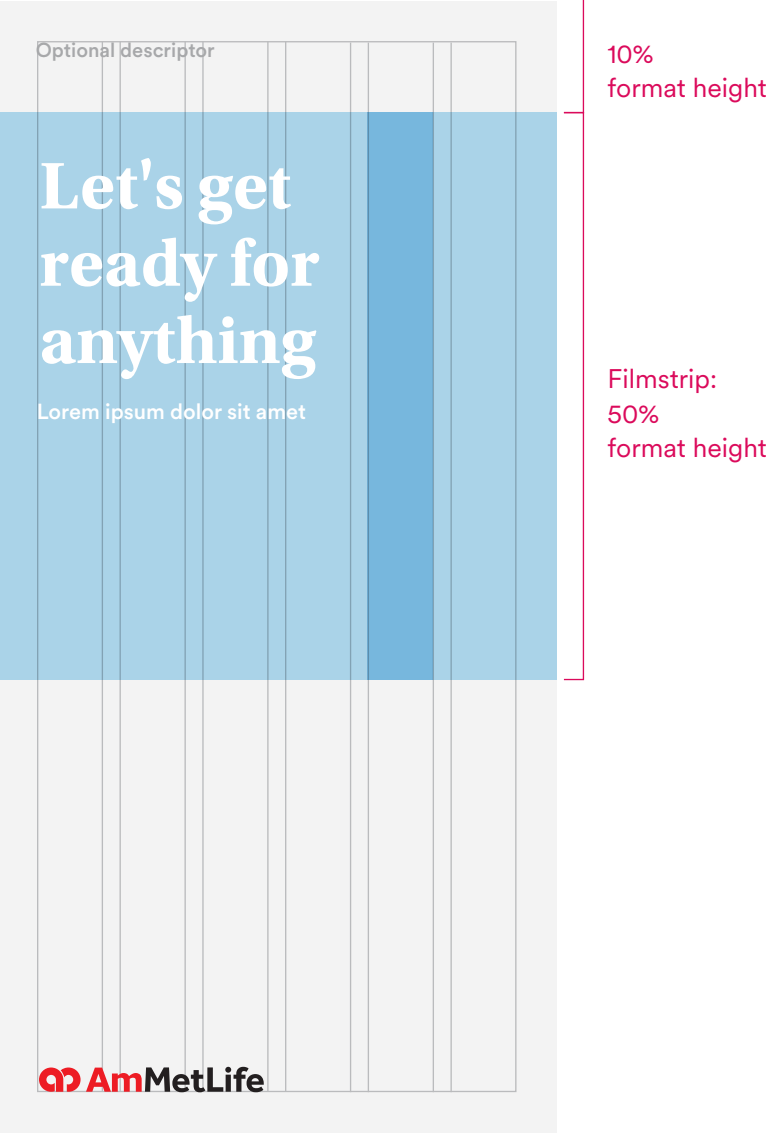
Narrow Size A



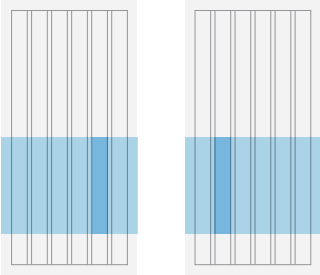
Narrow Size B Position 1



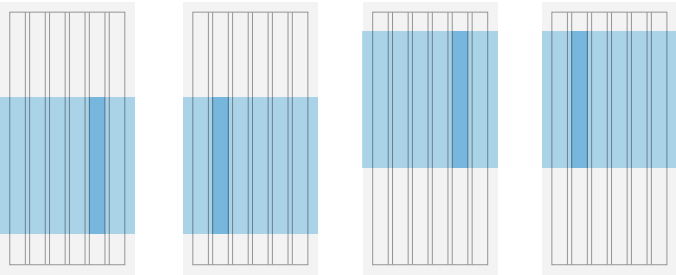
Narrow Size B Position 2



Narrow Size A Layout Options



Narrow Size B Layout Options



Grid Types: Portrait Format

Portrait Grids

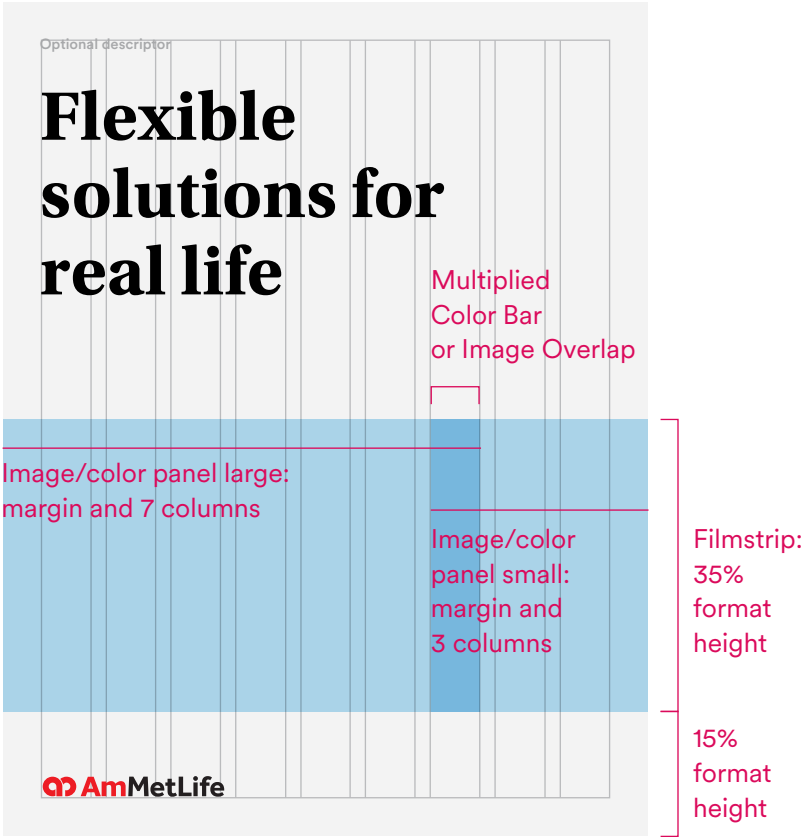
There are two portrait grids for sizes that are between 6 and 11 inches. This style is suitable for applications such as portrait brochure covers and posters.

Portrait Size A allows for longer copy content, while Portrait Size B is deeper and allows for larger photos within the filmstrips. Please choose accordingly when creating layouts.

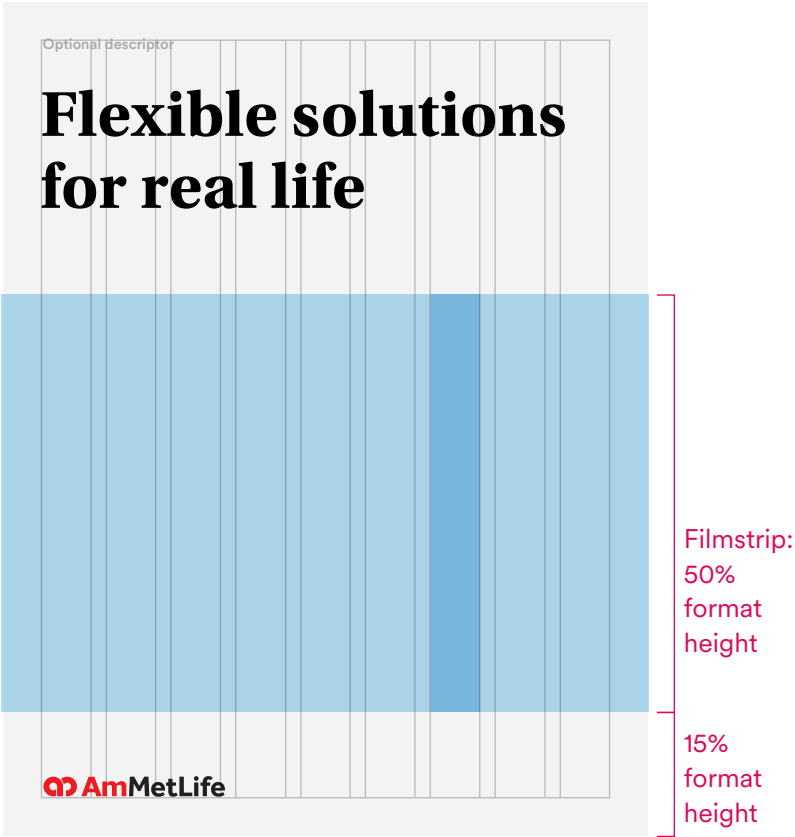
Portrait Size B has two options for filmstrip positioning. Position 1 allows for copy to sit separately and above the strip, while position 2 allows for copy to sit within the strip.

The overlapped column is where:
a. photos overlap or
b. a color bar lives

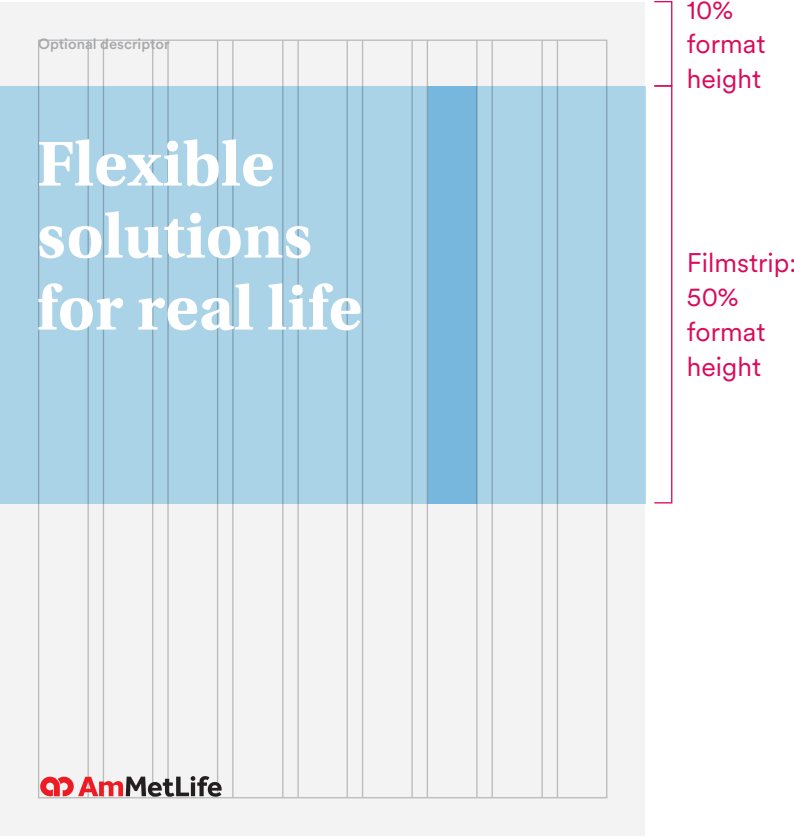
Portrait Size A



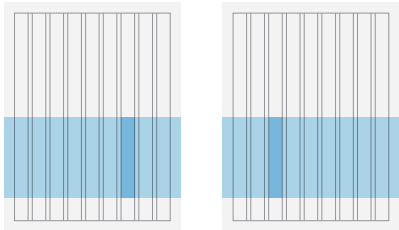
Portrait Size B Position 1



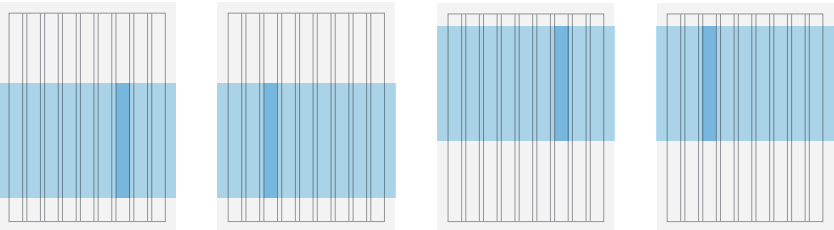
Portrait Size B Position 2



Portrait Size A Layout Options



Portrait Size B Layout Options



Grid Types | Square Format

Square Grids

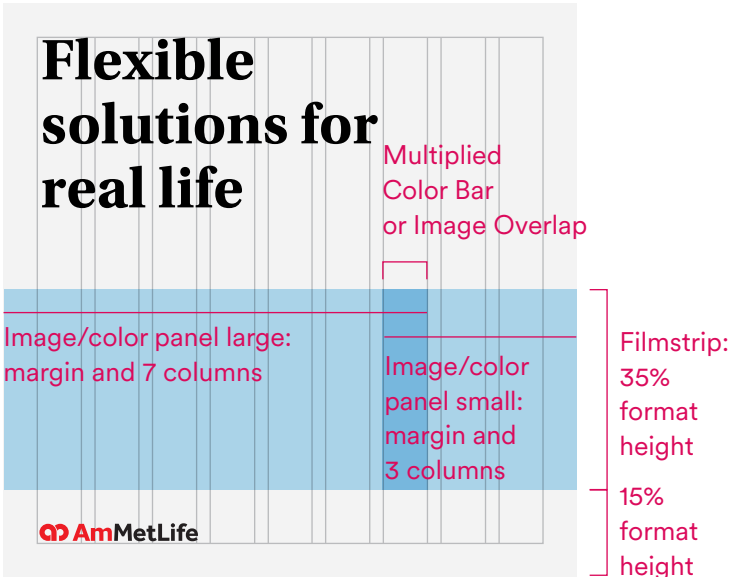
There are two square grids that are suitable for applications such as holiday cards, direct mail, and promotion pieces.

Square Size A allows for longer copy content, while Square Size B is deeper and allows for larger photos within the strip.

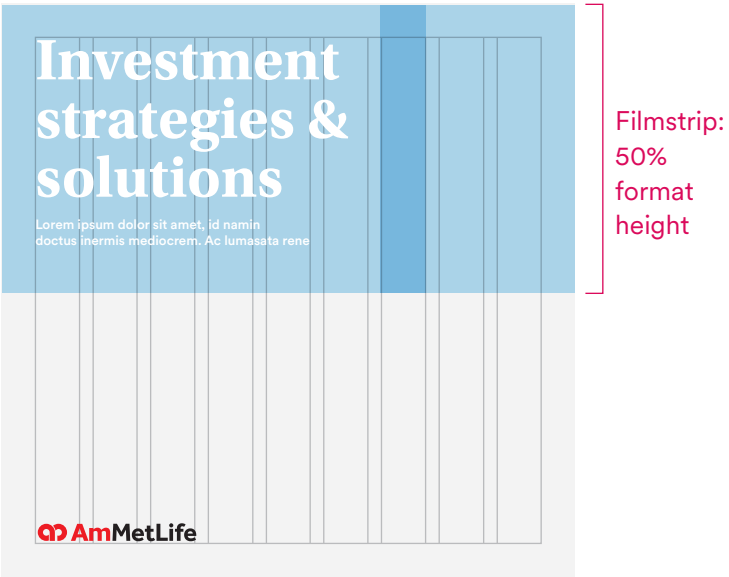
Square Size B, due to minimal space, requires headline copy to sit within the filmstrip.

The overlapped column is where:
a. photos overlap or
b. a color bar lives

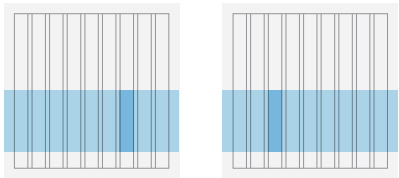
Square Size A



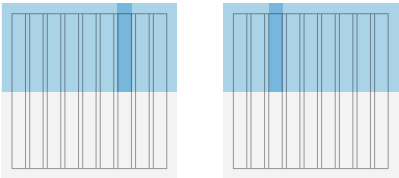
Square Size B



Square Size A Layout Options



Square Size B Layout Options



Grid Types: Landscape Formats

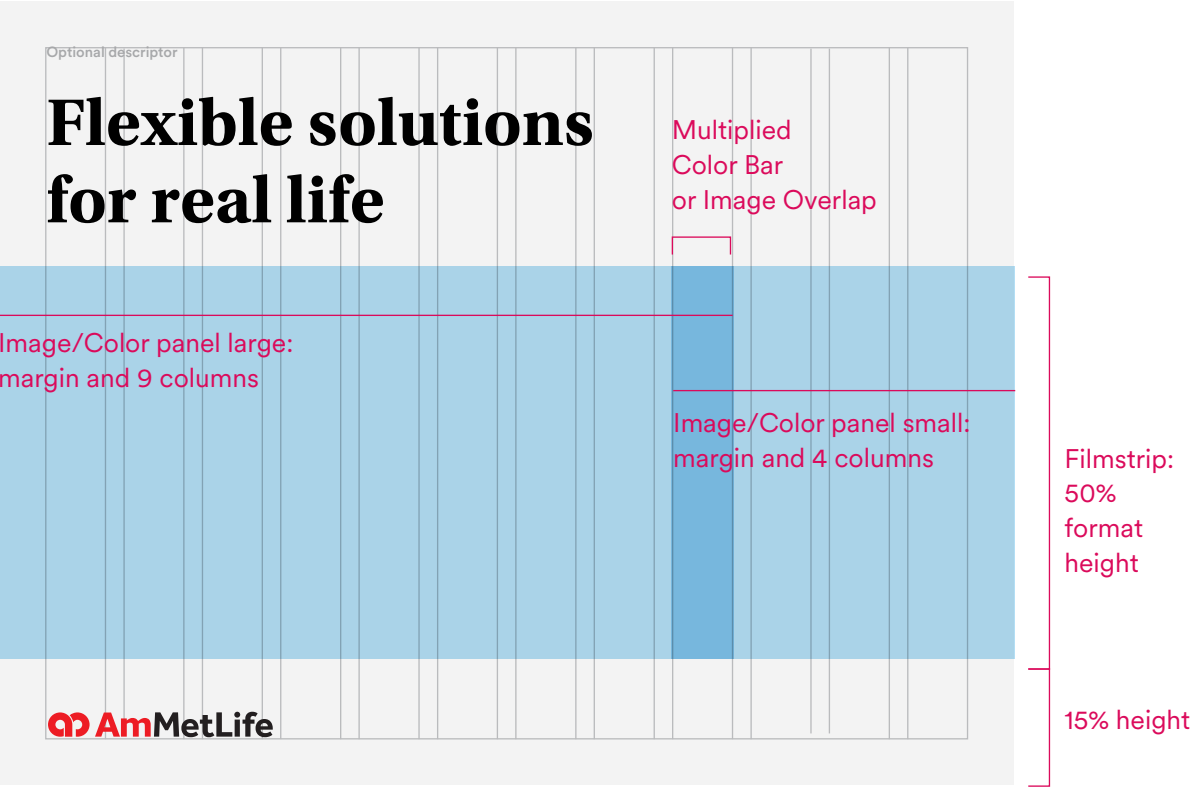
Landscape Grids

Landscape grids are for filmstrips that are 11 inches wide or more. This style is suitable for landscape brochure covers or landscape posters and billboards.

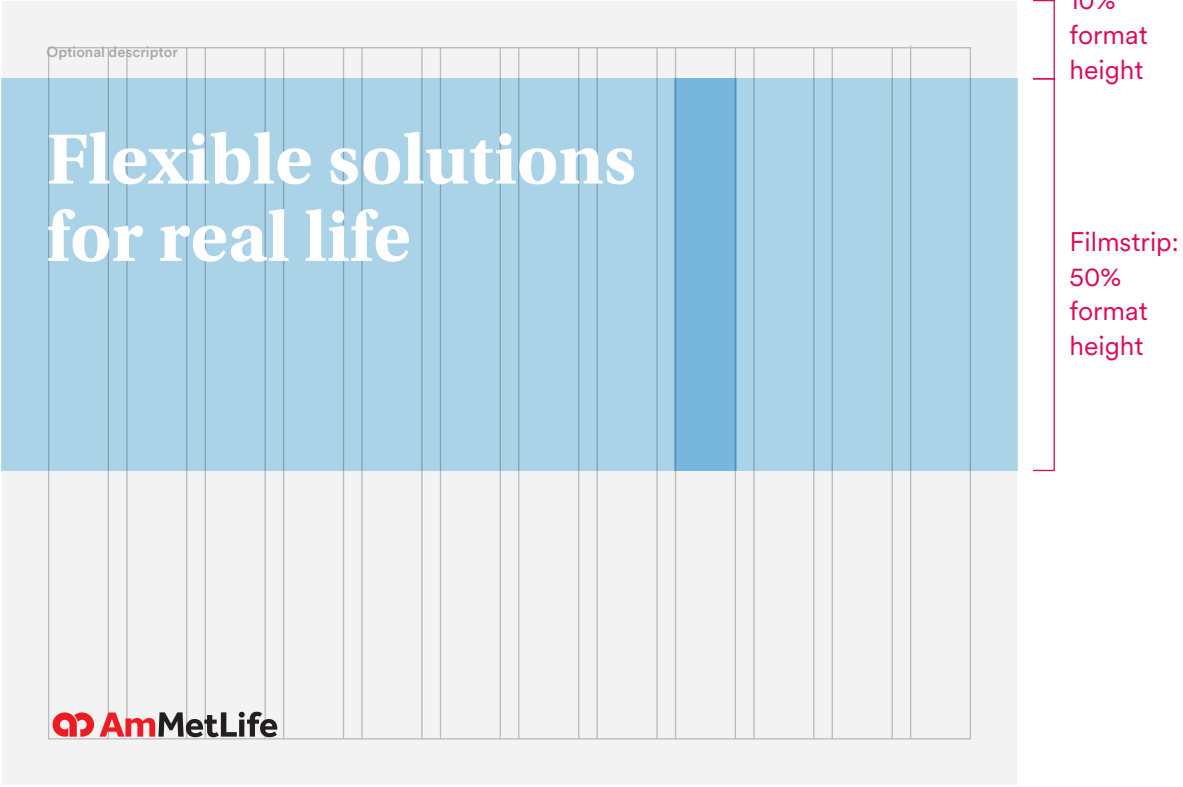
There are two options for landscape filmstrip positioning. Position 1 allows for copy to sit separately and above the strip, while position 2 allows for copy to sit within the strip.

The overlapped column is where:
a. photos overlap or
b. a color bar lives

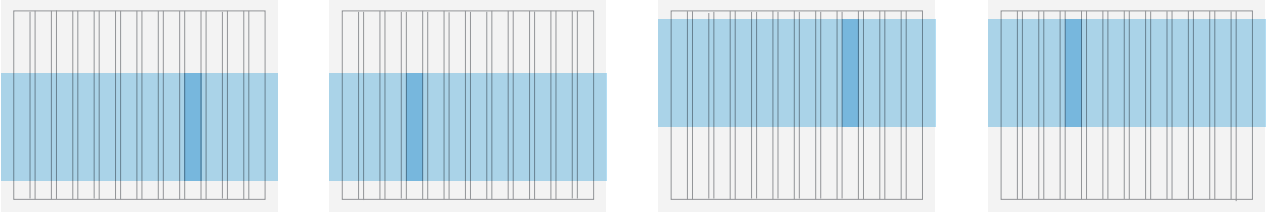
Landscape Size A Position 1



Landscape Size A Position 2



Landscape Size A Layout Options



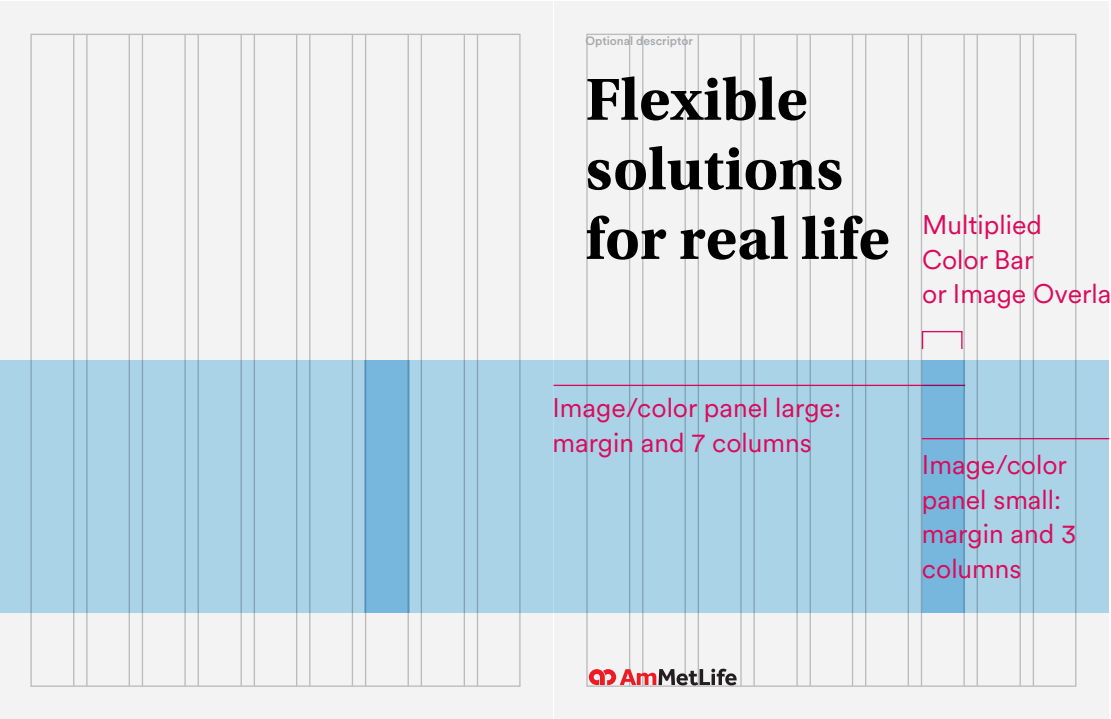
Grid Types: Portrait Format for Front and Back Covers

Portrait Covers:
Use this grid when the filmstrip continues onto the back cover in a portrait format. This scenario allows three photos within the filmstrip, split between the two covers.

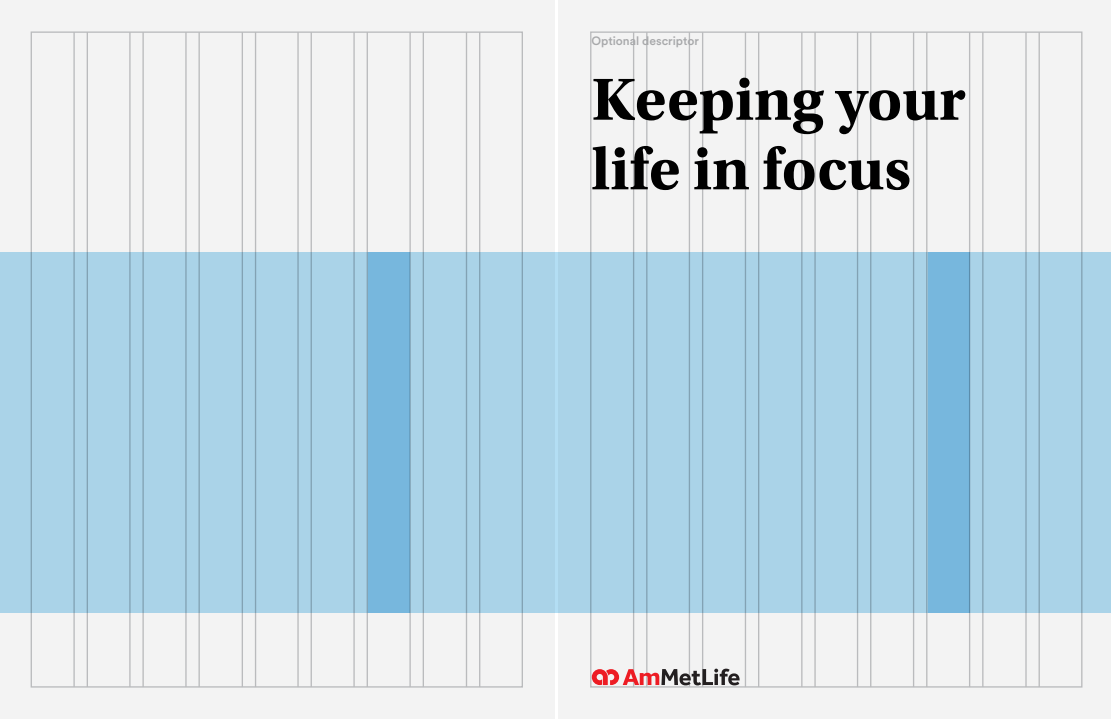
There are two filmstrip size options. size A allows for longer copy content, while size B is deeper and allows for larger photos within the filmstrips. Please choose accordingly when creating layouts.

The overlapped column is where:
a. photos overlap or
b. a color bar lives

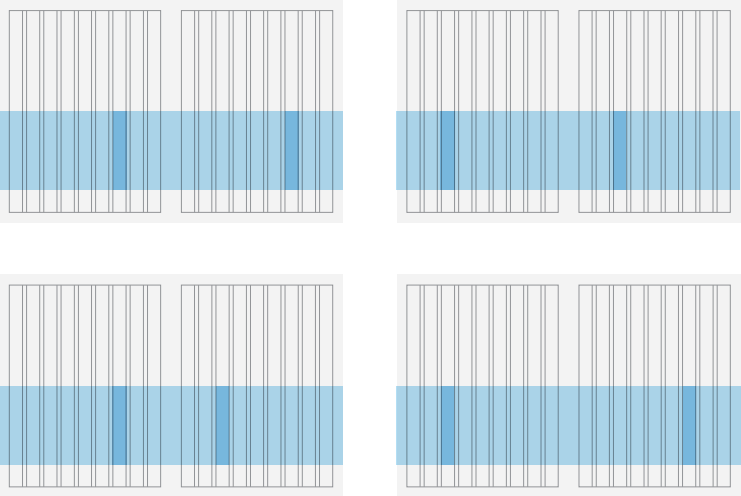
Portrait Cover Size A



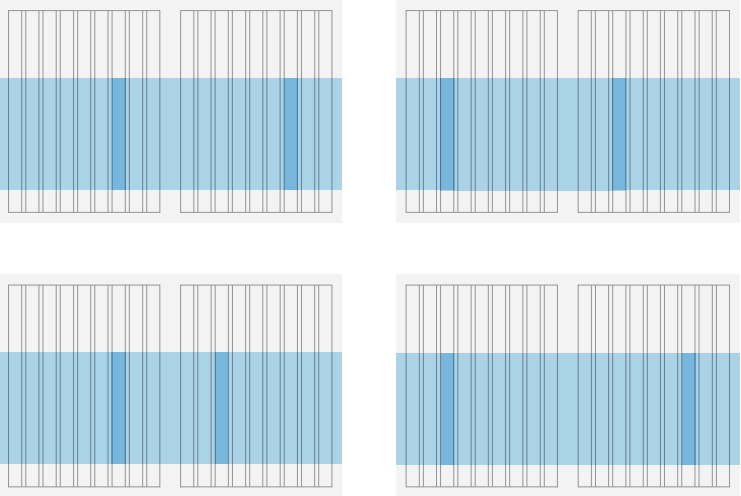
Portrait Cover Size B



Filmstrip Size A Layout Options



Filmstrip Size B Layout Options

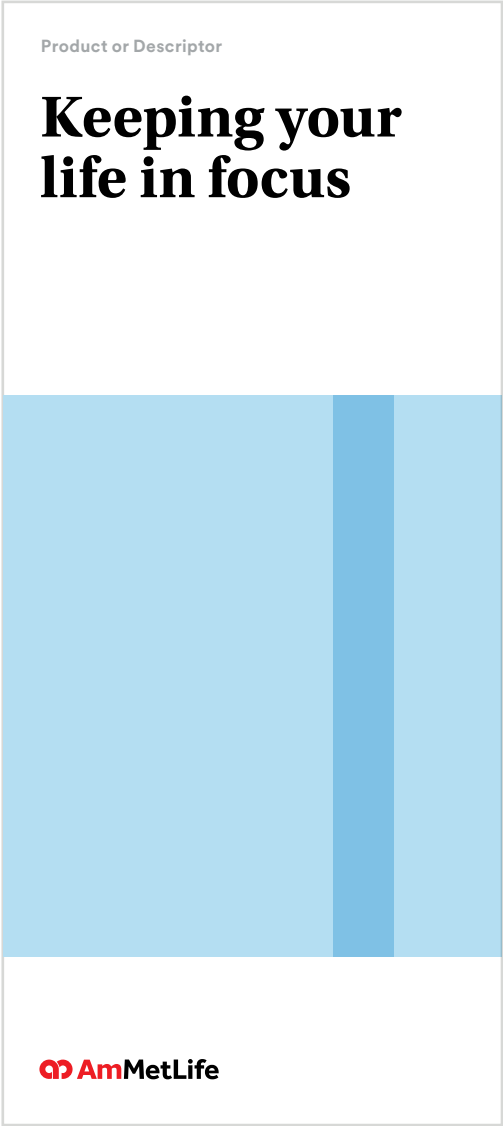


AmBank logo placement

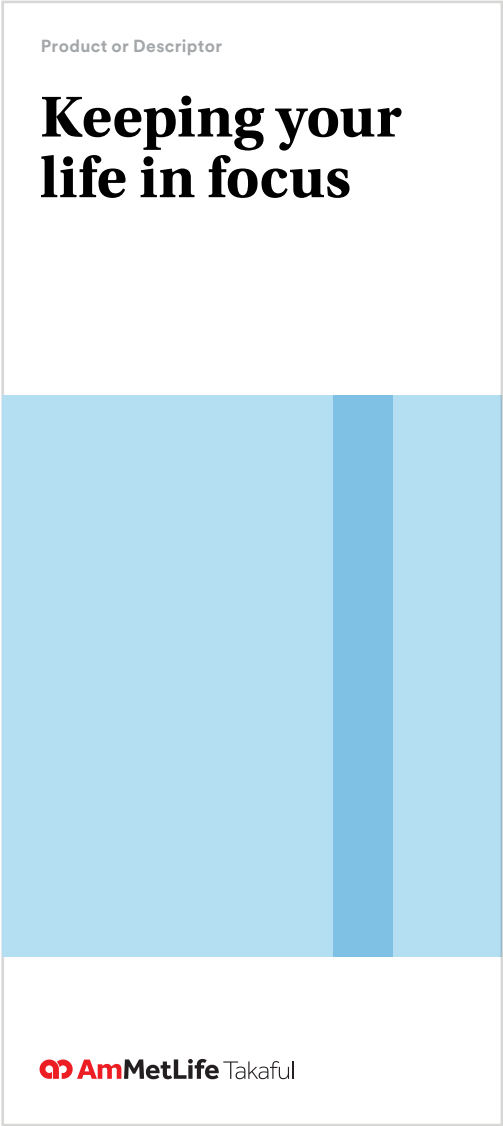
For covers where the AmBank logo appears along with AmMetlife, the AmBank branding system should be followed.

The AmMetLife logo should move from the left corner to the right, and sit above the AmBank logo bar. The descriptor phrase "Managed by" appears directly above the AmMetLife logo, left-aligned.

AmMetLife



AmMetLife Takaful



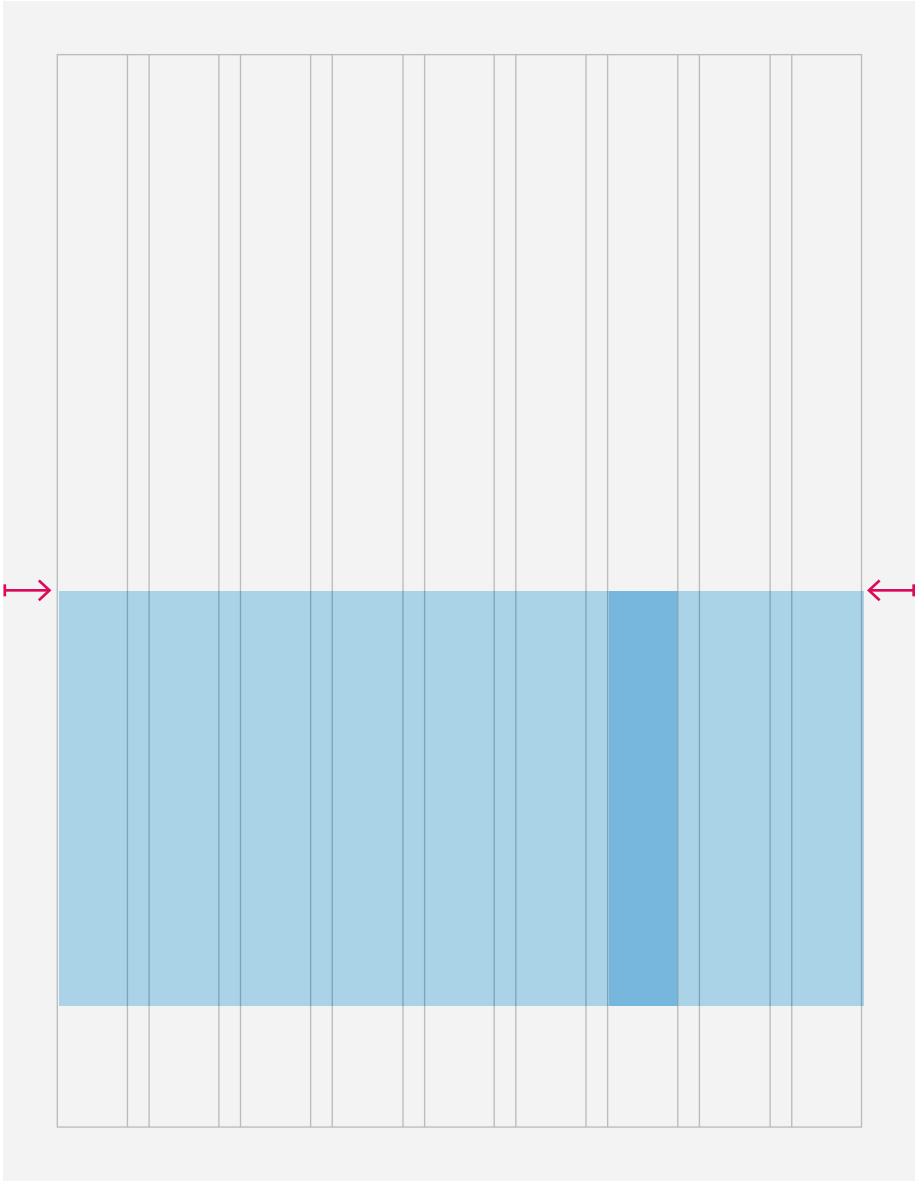
Special Case, Non-Bleed Formats

For all non-bleed formats, please refer to the same grids and rules on the previous pages with the exception of adjusting the filmstrip width by aligning the filmstrip edge to the margin.

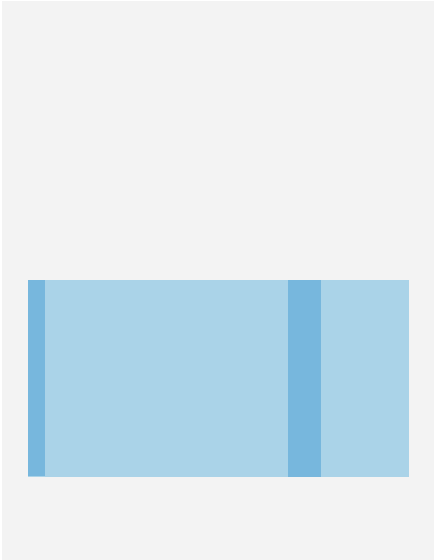
Please note: When using two color bars in this format, they must have the greatest distance between them without bookending the filmstrip.

For all special non-bleed formats that are not addressed and illustrated here, please adjust with the same principles and proportions in mind.

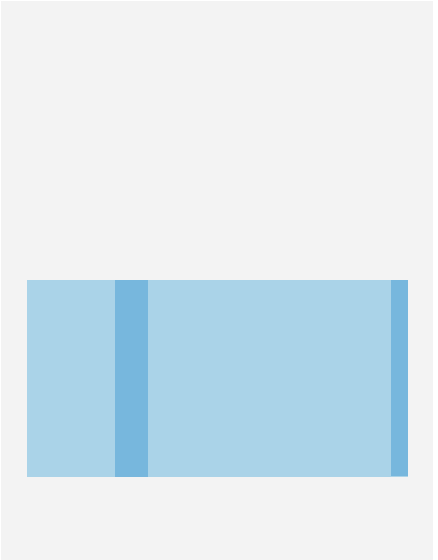
The overlapped column is where:
a. photos overlap or
b. a color bar lives



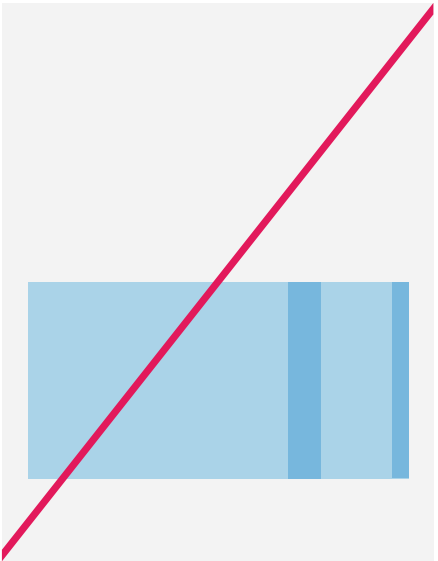
Adjust filmstrip and align with the margins for all non-bleed formats.



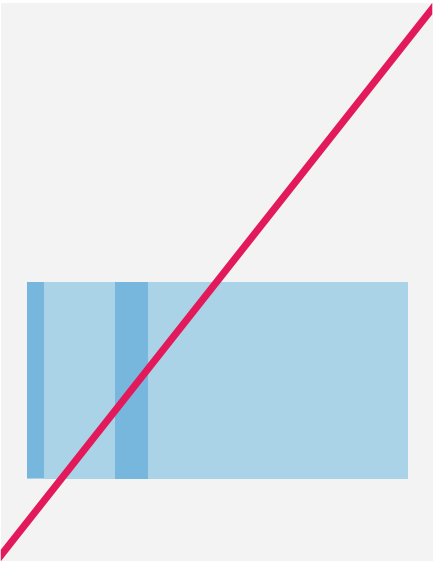
✓ In a non-bleed format, position the bars with the greatest distance between them, without bookending the filmstrip.



✓ In a non-bleed format, position the bars with the greatest distance between them, without bookending the filmstrip.



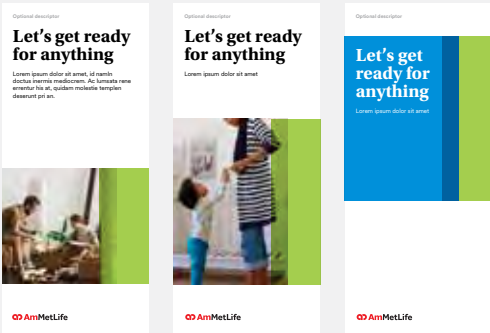
✗ In a non-bleed format, do not position the bars close together.



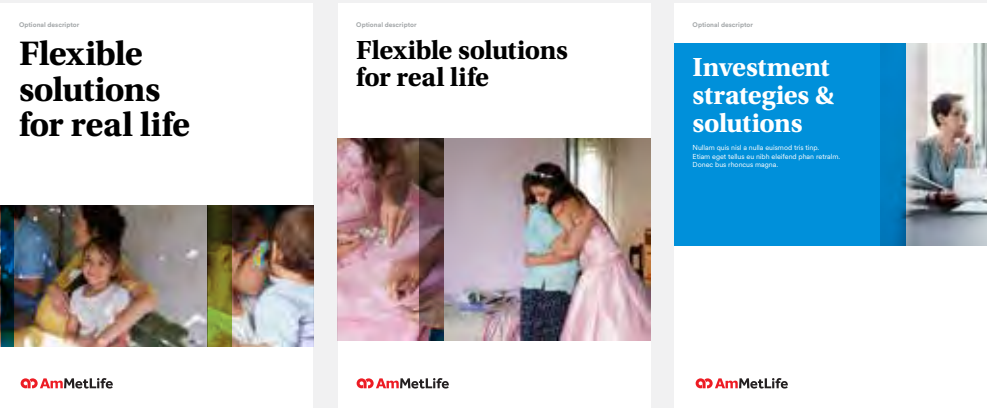
✗ In a non-bleed format, do not position the bars close together.

Filmstrip and Grid Options
in Application

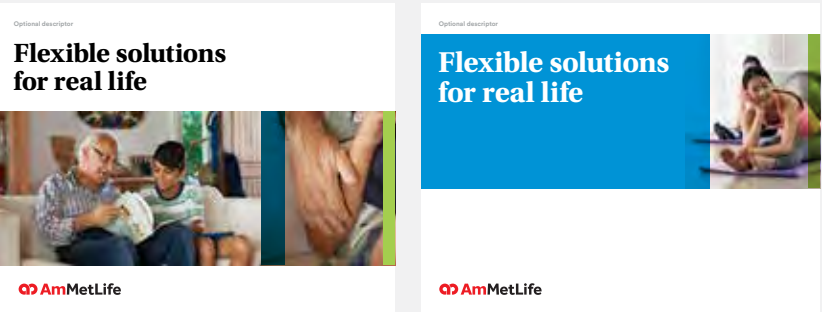
Narrow Format



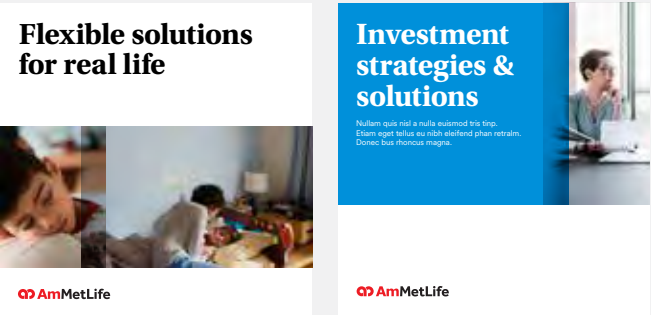
Portrait Format



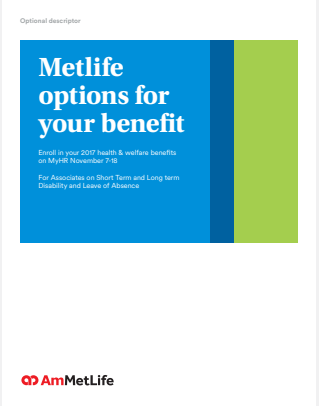
Landscape Format



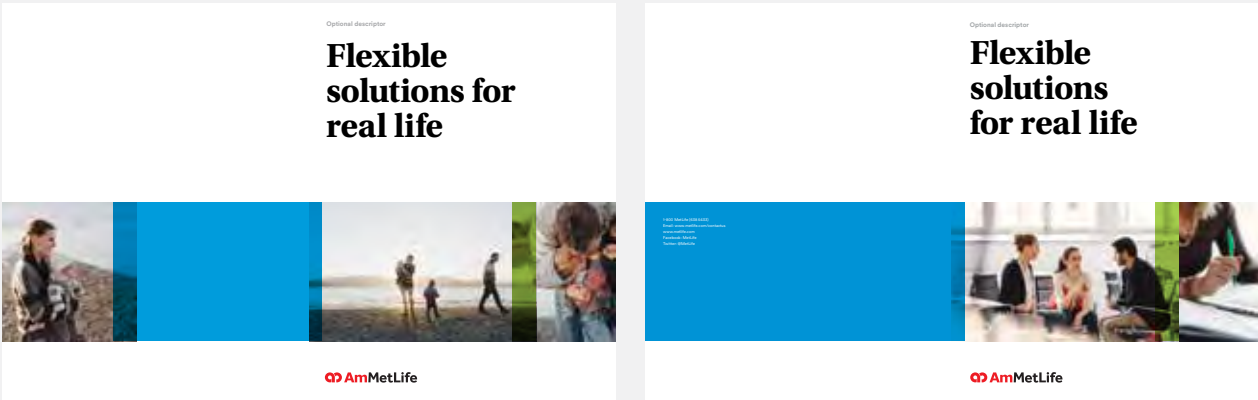
Square Format



Non-bleed Portrait Format



Portrait Format with Front and Back Cover



9. AmMetLife Digital Experience

- 9.1 Introduction
- 9.2 Digital Framework and Patterns
- 9.3 Global Elements
- 9.4 Use of Logo
- 9.5 Digital Typography in Application
- 9.6 Color Palette ADA Compliance Scores
ADA Compliance Contrast Ratio Overview
- 9.7 Color in Call-to-Actions
- 9.8 Use of Color
- 9.9 Iconography
- 9.10 Email Campaigns

Introduction

The guide provides details on how to apply standard patterns and brand design elements to web environments.

Digital Framework and Patterns

The new design framework is about creating patterns that are usable, modular and scalable.

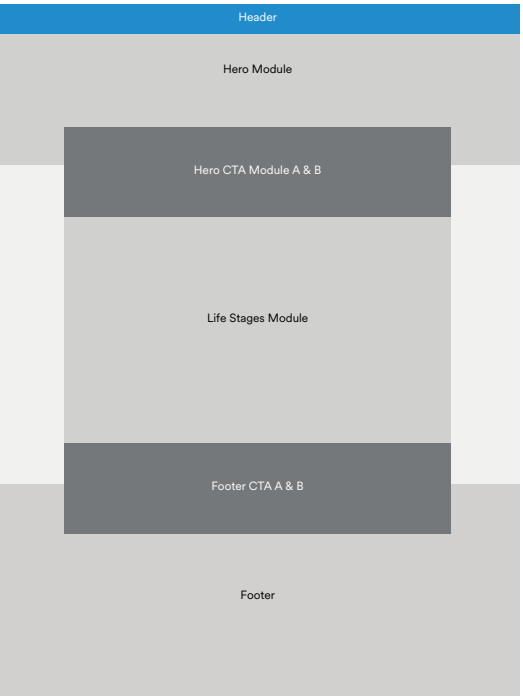
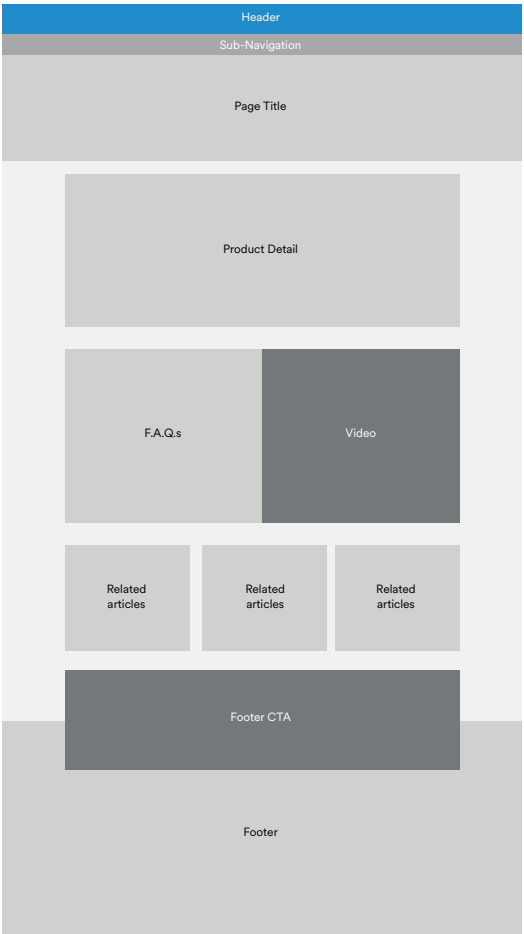
It showcases our brand and supports the changing shape of our business, while delivering intuitive, reproducible experiences.

Download Resources

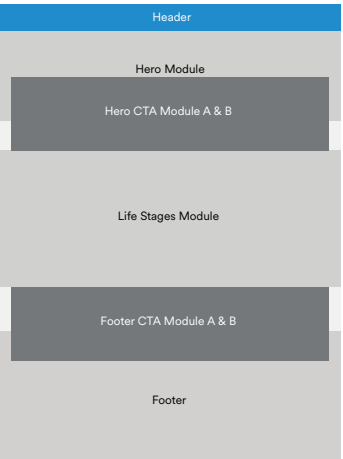
[UX Prototype & Patterns Global](#)

[Elements – Prototype](#)

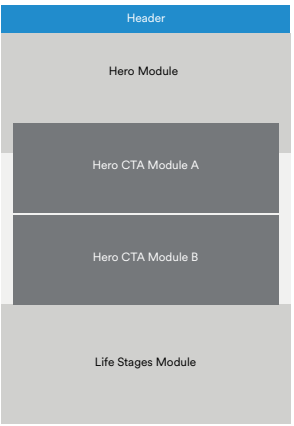
1280



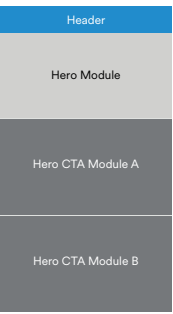
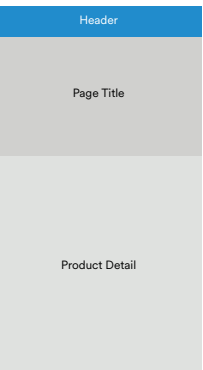
768



600



320



Global Elements

- Naviagtion
- Mega Menu
- Login
- Contact Slider
- Buttons
- Footer

Download Resources

[UX Prototype & Patterns](#)

[Global Elements – Prototype](#)



Use of Logo

The positioning is centered within the top header for the web.

This is the only place the white space to the logo is minimized.

Desktop



Tablet



Mobile



Digital Typography in Application

For web applications Georgia and Noto Sans replace Utopia and AmMetLife Circular.

For Headlines

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? \$%# @*

For Body Copy

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? \$%# @*

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789? \$%# @*

Georgia and Noto Sans should be used by desktop users and administrative personnel who create communications developed in e-mails and Microsoft Office® applications and for whom acquiring Utopia and MetLife Circular is impractical. While less desirable than Utopia and MetLife Circular, Georgia and Arial represent a minimum standard that is not burdensome, as they are pre-installed on all PC and Mac computers.

Color Palette
ADA Compliance Scores

Note:
Following ADA compliance is a best practice in the USA. Please remove if not applicable.

Using White Text on Color

<div>MetLife Blue 3.4</div>	<div>MetLife Dark Blue 6.3</div>	<div>MetLife Green 2.0</div>	<div>MetLife Purple 9.3</div>	<div>MetLife Berry 5.0</div>	<div>MetLife Yellow 1.6</div>	<div>MetLife Teal 2.8</div>	<div>MetLife Light Gray 1.2</div>	<div>MetLife Gray 1.5</div>	<div>MetLife Medium Gray 2.4</div>	<div>MetLife Dark Gray 4.4</div>
AA 18pt+	AA 18pt+/- AAA 18pt+	✗ Do not use white text.	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	✗ Do not use white text.	AA 18pt+

Using Black Text on Color

<div>MetLife Blue 6.0</div>	<div>MetLife Dark Blue 3.2</div>	<div>MetLife Green 10.5</div>	<div>MetLife Purple 2.3</div>	<div>MetLife Berry 4.2</div>	<div>MetLife Yellow 13.3</div>	<div>MetLife Teal 7.4</div>	<div>MetLife Light Gray 17.0</div>	<div>MetLife Gray 13.6</div>	<div>MetLife Medium Gray 8.8</div>	<div>MetLife Dark Gray 4.7</div>
AA 18pt+/- AAA 18pt+	AA 18pt+	AA 18pt+/- AAA 18pt+/-	✗ Do not use black text.	AA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+

ADA Compliance Contrast
Ratio Overview

7:1
AAA

Required contrast if information is essential or descriptive.

Allowed with text size below 18pt. If type is 18pt or higher, a 4.5:1 ratio is allowed to achieve the AAA standard.

4.5:1
AA

Allowed if the text or information is recognizable and easy to understand.

Allowed with text size below 18pt. If type is 18pt or higher, a 3:1 ratio is allowed to achieve the AA standard.

OK to use if the color indicates inactive user interface or if it is used for decoration.

3:1
A

Allowed if the color of an icon or a button has a description or other cues.

Allowed if the color is purely decorative and can be omitted without losing the function.

Color in Call-to-Actions

Using WCAG 2.0 level AA Compliance standards

The Web Content Accessibility Guidelines (WCAG) are part of a series of web accessibility guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the internet. They are a set of guidelines that specify how to make content accessible, primarily for people with disabilities, but also for all users.

Primary CTAs

Default State



#007ABC

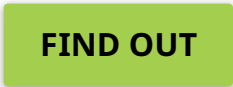
Hover State



#0090DA

Blue buttons are not used on blue background

Secondary CTAs



#A4CE4E



#B7DD58

Green buttons are used on blue background

Links

Text Link

#0061A0

Text Link

#0090DA

Global Link Rules

- All text links (eg body copy text links, footer links, FAQ, Breadcrumb, secondary text CTA etc)

Default: Blue #0061A0 (no underline)
Hover: Color #0090DA with underline
- Note: Secondary Text Link Size needs to be D: 13px T: 12px M: 13px

- Major headers or Titles which are hyperlinks (#333333) in color (top header, related, promo on mega menu etc) Default: #333333
- Letter spacing: .5px
Hover: #0090DA with underline

Primary CTA Buttons

- Default: #007ABC with shadow: box-shadow: rgba(0, 0, 0, 0.2) 0px 2px 3px 0px;
- Corner-Radius: 2px;
- Letter spacing: .5px
- Hover: #0090DA with underline, no shadow;
- Font –size: D: 12px T: 11px M:12px;

Secondary CTA Buttons

- Default: font color#333333:
- Letter spacing: .5px
- Background color: Default: #A4CE4E with Shadow
- Hover: #B7DD58 with underline; no Shadow;
- Font –size: D: 12px T: 11px M:12px;
- Default: #A4CE4E Hover: #B7DD58

Use of Color

Blue is used for primary CTAs and to highlight promos and lead forms.

Promos and Lead Forms



Lead forms have blue backgrounds.



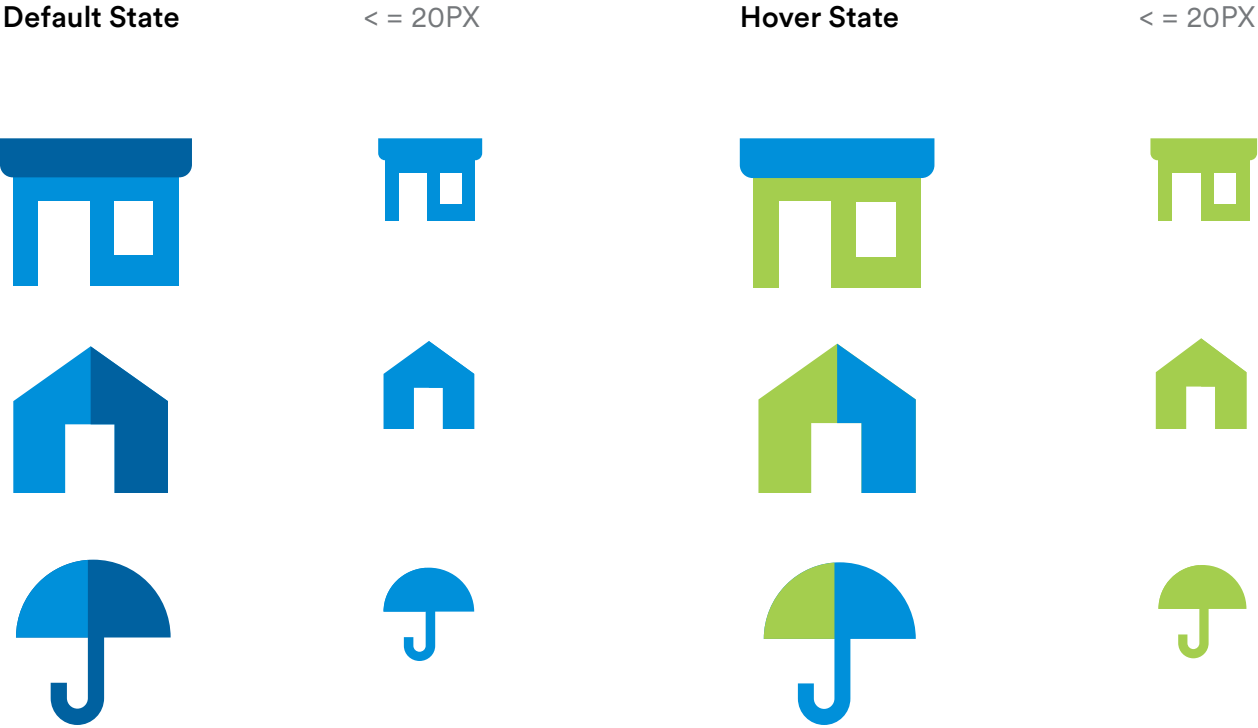
Promos have white backgrounds.



Only Featured Promos have blue backgrounds.

Iconography

Web Icons have been developed to aid users navigation and product attributes.



Download Resources

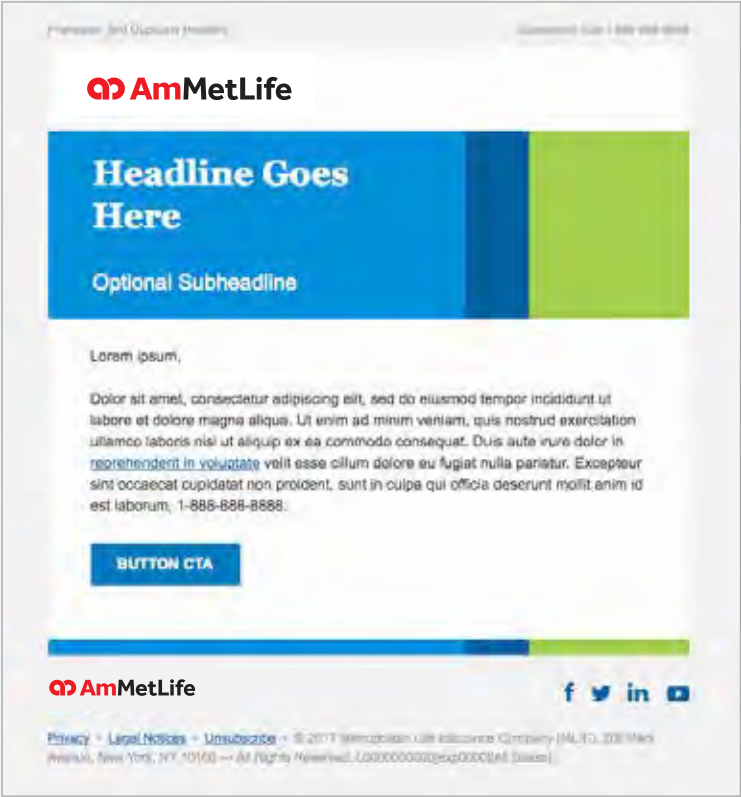
[Icon Library](#)

[How to Create](#)

Email Campaigns

Defined templates

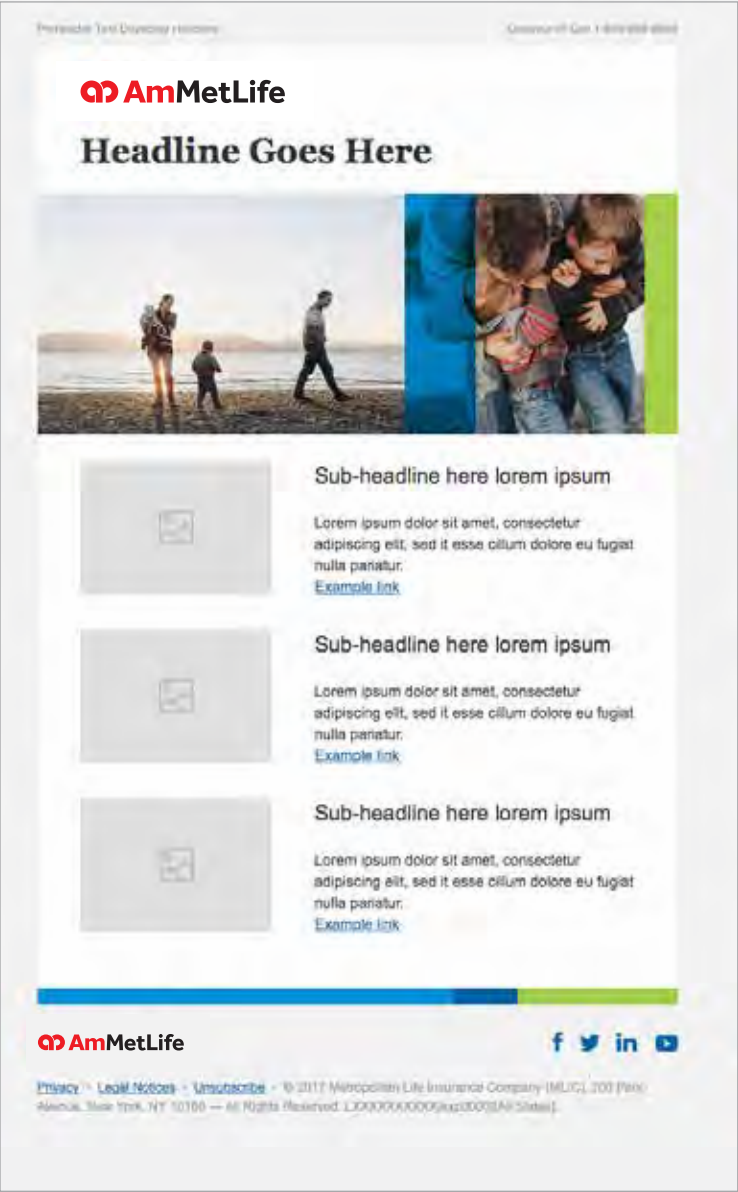
Text Emails



Email with Banner



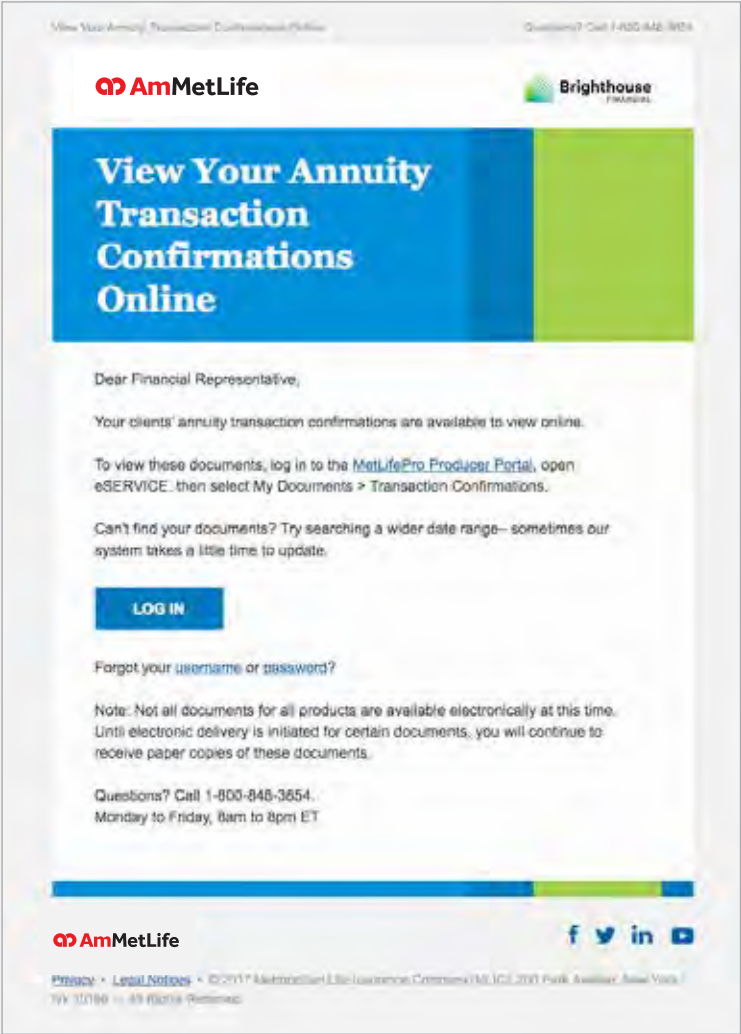
Newsletter



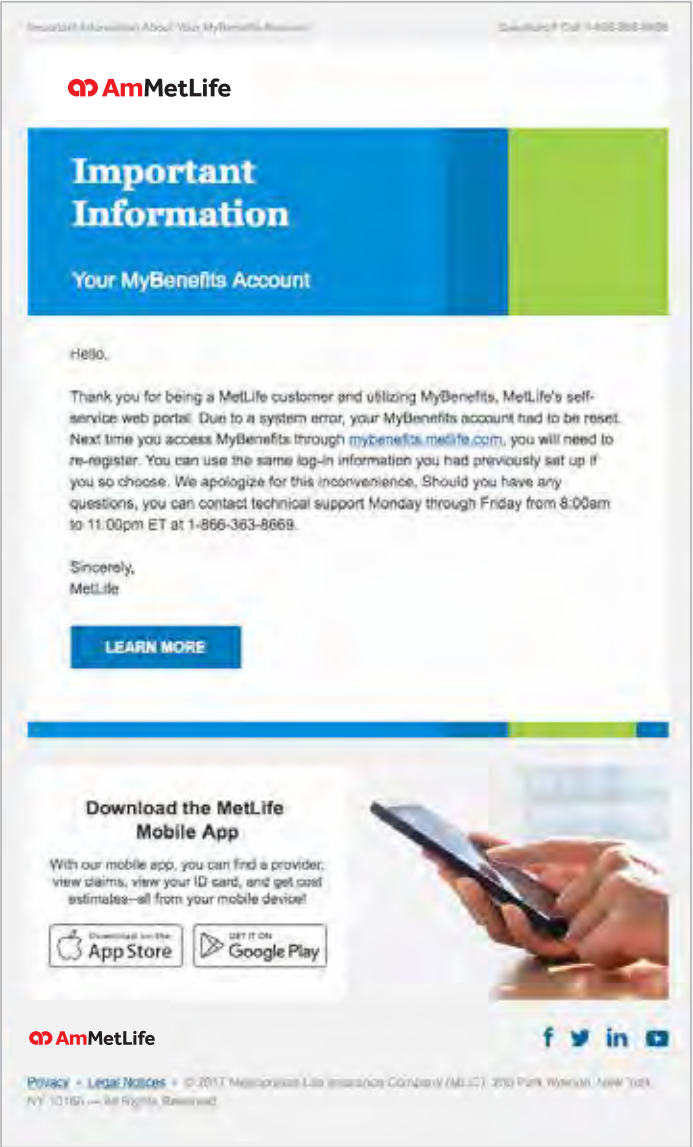
Email Campaigns

Defined templates

Co-branded Email



Filmstrip Heading



10. Primary Signage

- 10.1 Primary Signage Overview
- 10.2 Signage Family
- 10.3 Building Signage Placement
 - 10.3.1 Size Application
 - 10.3.2 Types
 - 10.3.3 Illumination Construction
- 10.4 Billboard
- 10.5 Monument Signage
- 10.6 Reception Signage Size Application
 - 10.6.1 Placement
 - 10.6.2 Types
- 10.7 Alternate Signage Applications

Primary Signage Overview

Main types of signage applications

1
Building
Signage

2
Monument
Signage

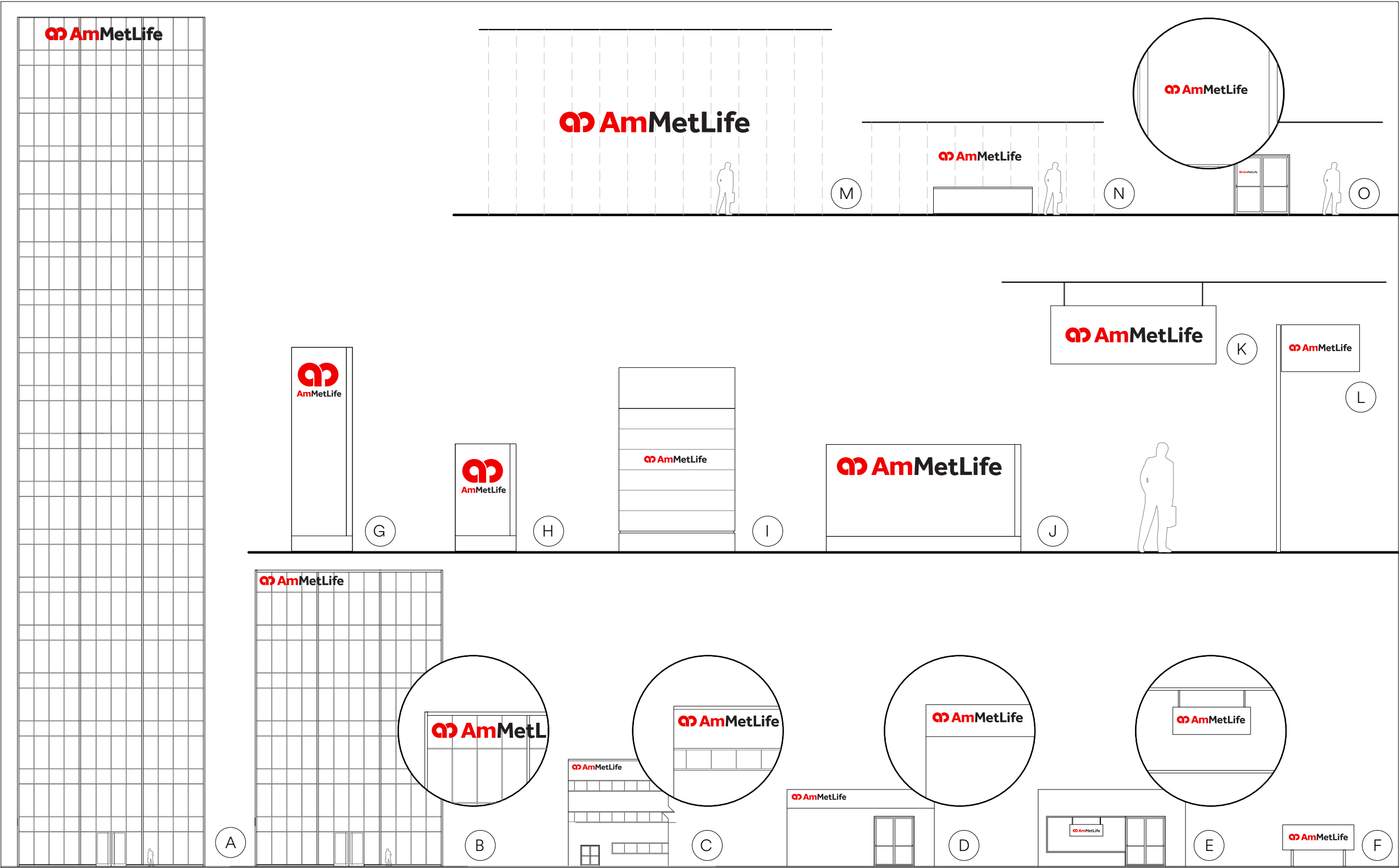
3
Reception
Signage



Signage Family

Key

- A. High-rise building sign
- B. Mid-rise building sign
- C. Low-rise building sign
- D. Mounted panel sign
- E. Window sign
- F. Post sign
- G. Tall pylon sign
- H. Short pylon sign
- I. Tenant sign
- J. Monument sign
- K. Horizontal banner sign
- L. Horizontal flag sign
- M. Multistory lobby sign
- N. Reception sign
- O. Window & door decal sign



Illustrative example

Building Signage Placement

Building signage should be clearly visible and thoughtfully designed site, using the following guidelines in order to create a consistent language across all building types.

The fixed dimension of clear space on either side of the AmMetLife logo should be $\frac{3}{4}$ the letter “A” height, with the AmMetLife logo either left-aligned or right-aligned with the face of the building. The dimension of clear space above the AmMetLife logo should be no less than $\frac{3}{4}$ the letter “A” height; the remaining space below the logo tag line can vary.



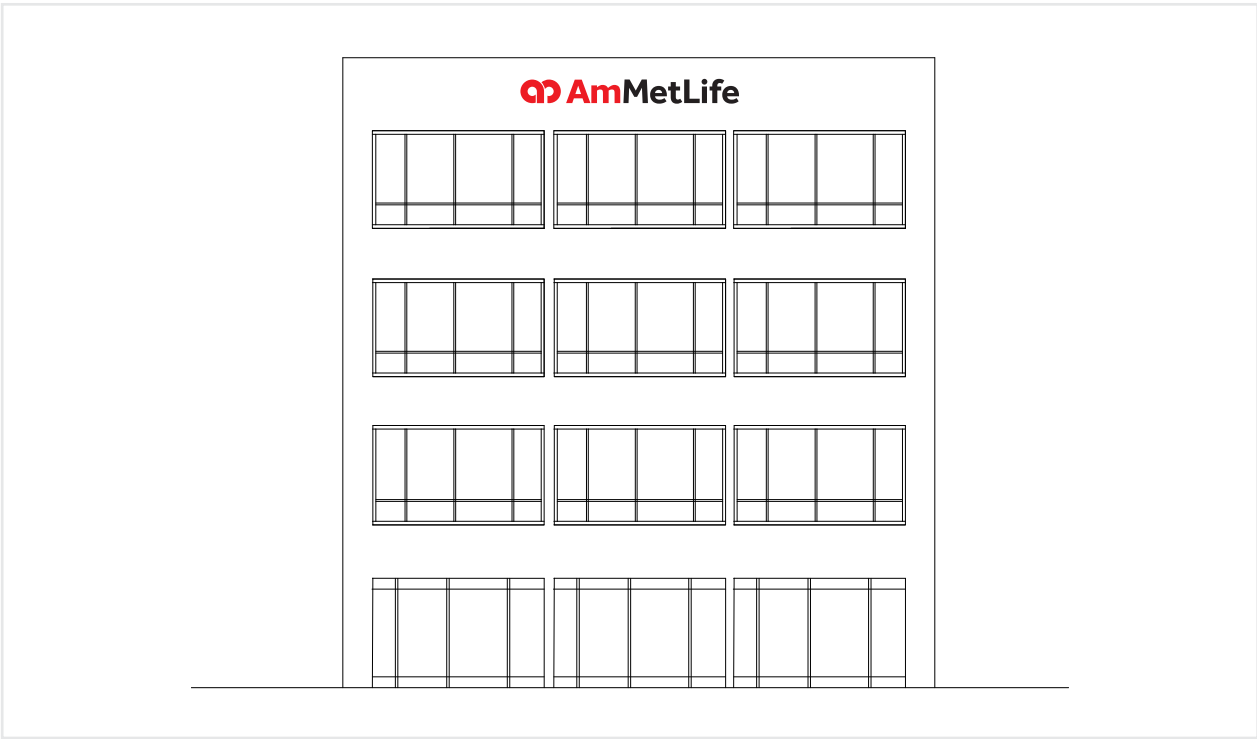
Left aligned signage



Right aligned signage



Left aligned signage clear space diagram



Centered signage

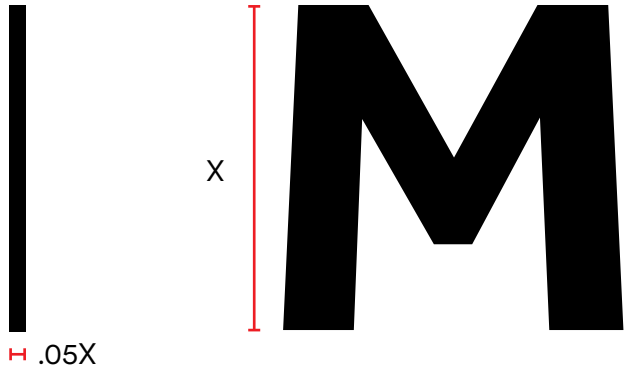


Centered signage clear space diagram

Size Application

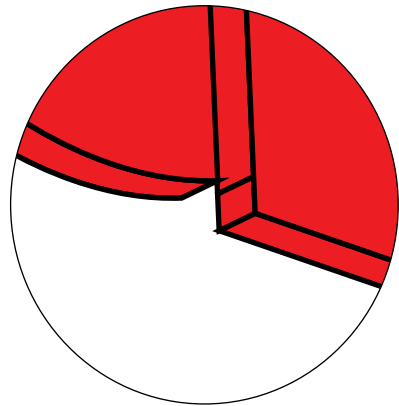
The size of the AmMetLife logo should be legible. Once the full dimension of the building fascia is determined, derive the size of the AmMetLife logo from the placement standards shown here.

The ratio of depth to height is 1:20 and should be determined using the letter M in the Wordmark.

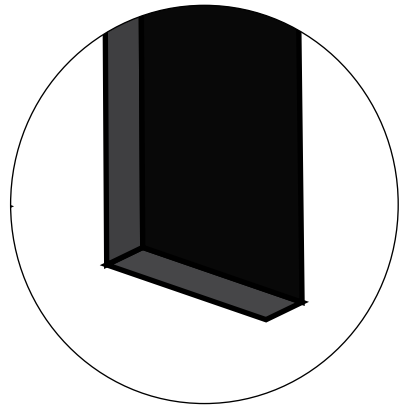


Letter M
Side elevation

Letter M
Face elevation



Am Sign
Enlarged axonometric



Letter M
Enlarged axonometric



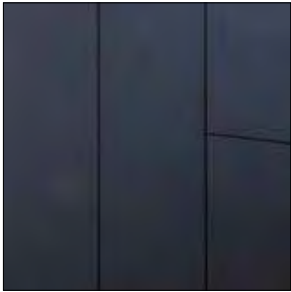
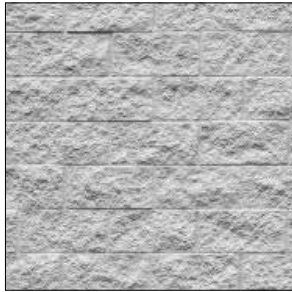
Axonometric illustration
Return color to match face color

Types

When a darker material (20-100% on a grayscale) exists as the main building material, use the reverse logo for signage.

When a lighter material (0-20% on a grayscale) exists as the main building material, use the primary logo for signage.

The middle zone of the grayscale can accommodate either the reverse or the primary logo for signage.



Use the BLACK wordmark when against a light material (20% to 0%)

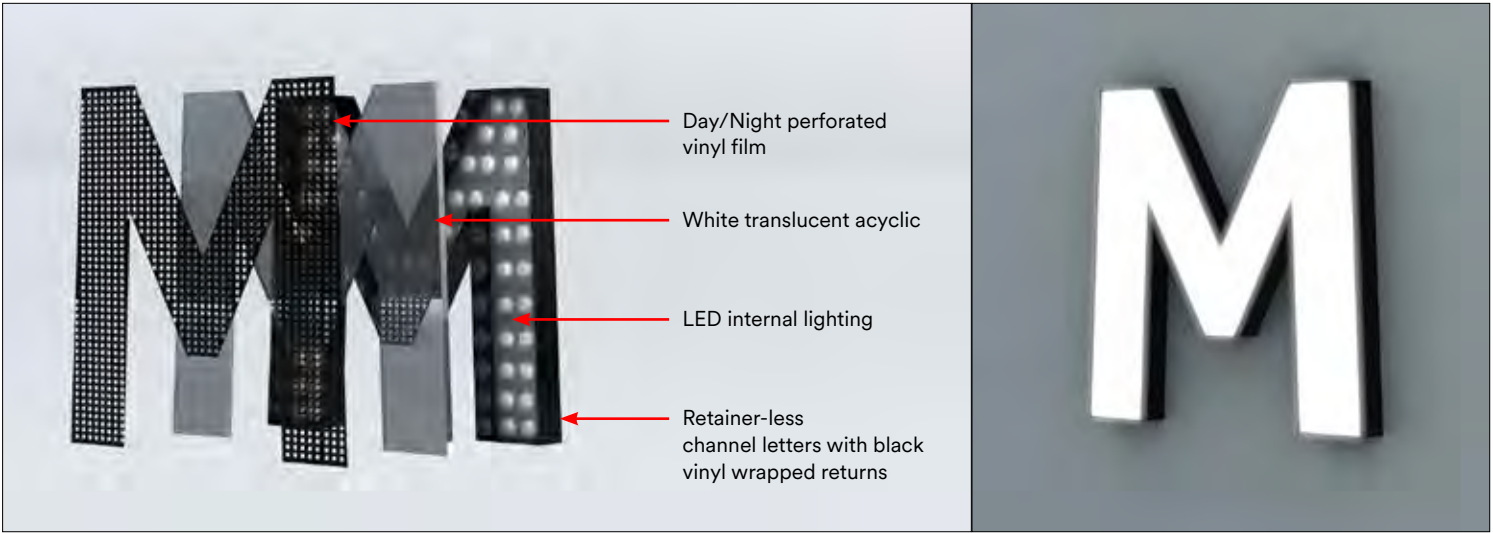
Use the REVERSE wordmarks when against a dark material (100% to 20%)

Illumination Construction

For the Partnership "M" symbol, use a painted metal frame, without a retainer, as the return. The color of the return should correspond to the face. The face of the symbol should be a translucent plastic material, with an applied color film that matches the return.

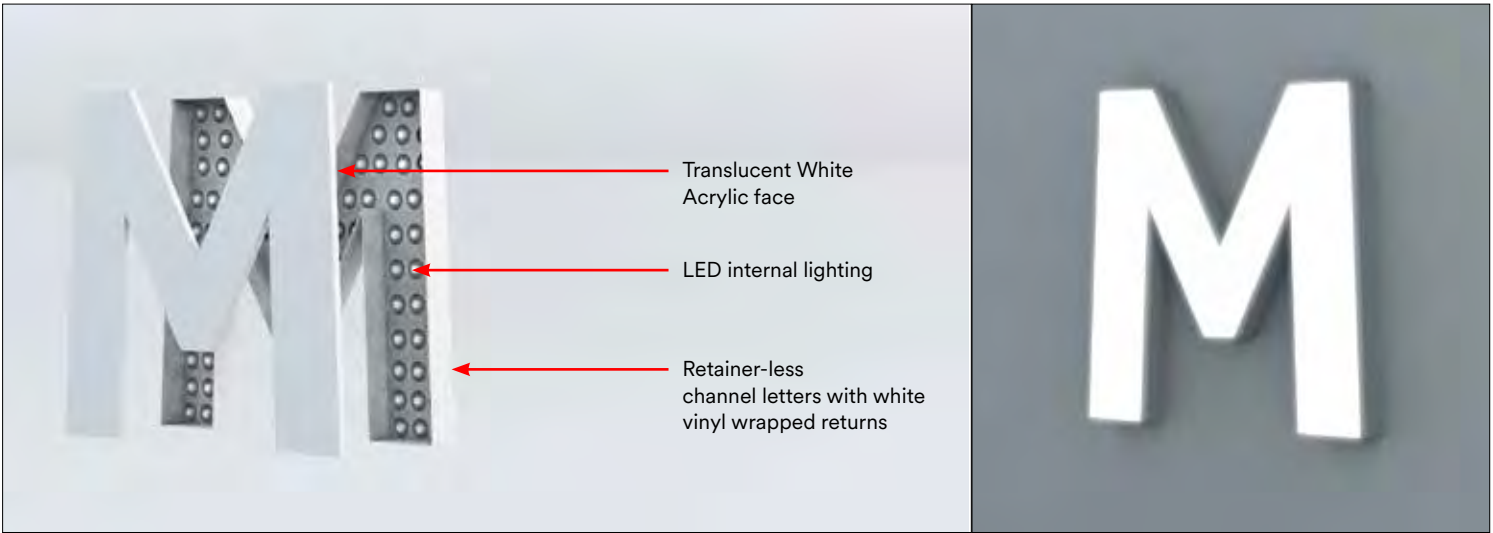
For the primary logo, use a black painted metal box, without a retainer, as the letter material. Cover the inside face of the letters in a black, day/night, perforated film material.

For the reverse logo, use a white painted metal box, without a retainer, as the letter material. Cover the face of the letters with a translucent plastic material tinted white to match the return.



Axon diagram of letter M – reverse logo

Illuminated



Axonometric diagram of letter M – reverse logo

Illuminated

Billboard

The preferred method of building signage application is on the face of the building as demonstrated in the previous pages of building signage. If channel letters are not possible on the face of the building, an existing or new billboard may be updated with the primary logo as shown on this page.

For a new billboard the fixed dimension of clear space on all sides of the AmMetLife logo should be $\frac{3}{4}$ the letter “A” height as shown in the diagram to the right.

For an existing billboard the dimension of clear space on either side of the AmMetLife logo should be no less than $\frac{3}{4}$ the letter “A” height, and the remaining dimensions above and below the logo tag line should be equal.

For buildings that are 1-6 stories tall, use the 'A' height of 3'-0" to size the logo.

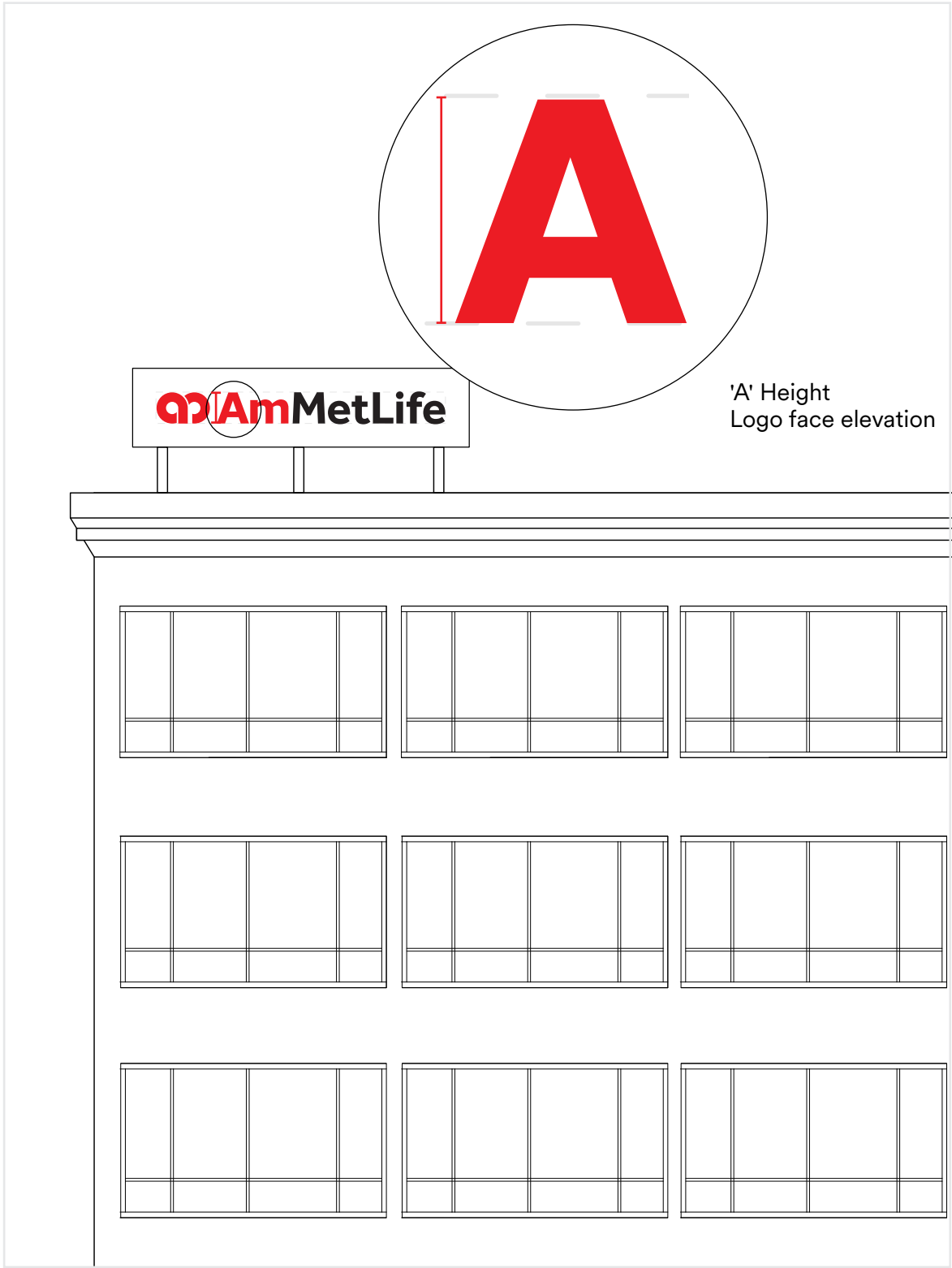
For Buildings that are 6-12 stories tall, use the 'A' height of 4'-0" to size the logo.



New billboard logo placement



Existing billboard logo placement



Illustrative example

Monument Signage

The fixed dimension of clear space on either side of the AmMetLife logo should be $\frac{3}{4}$ the letter “A” height, and center justified. The dimension of clear space above the AmMetLife logo should be no less than $\frac{3}{4}$ the letter “A” height.

Monument signage should be clearly visible and thoughtfully designed for each site, using the following guidelines in order to create a consistent language across all applications.



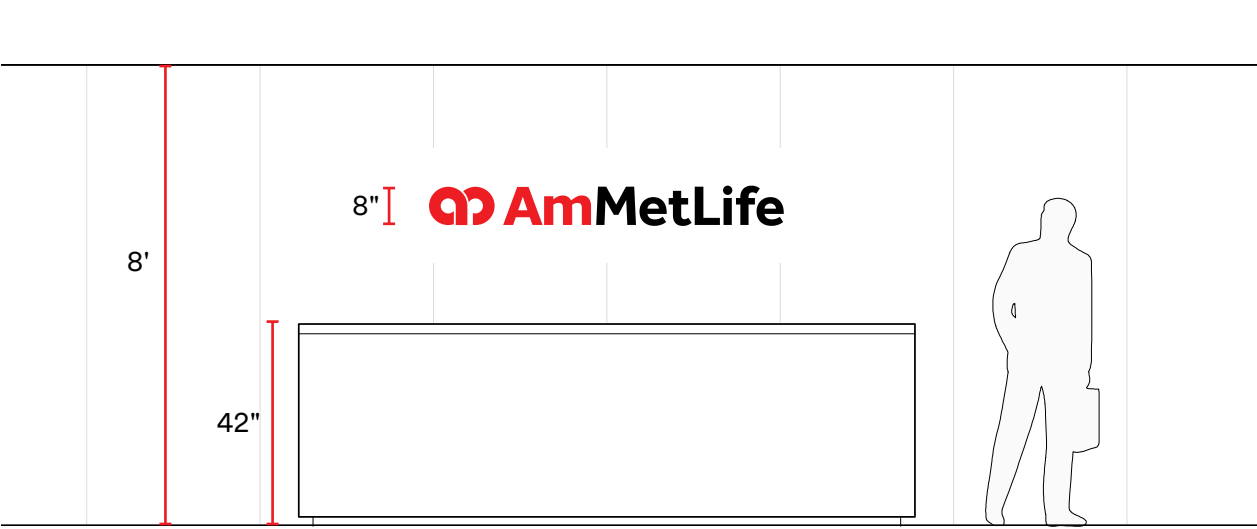
Clear space diagram

Reception Signage
Size Applications

Reception wall signage should be clearly visible and thoughtfully designed for each site, using the following guidelines in order to create a consistent language across all environment types.

Use the three standard sizes shown to the right to appropriately size the AmMetLife logo according to the height of the space and the desk.

For rooms up to **8' tall**, use a logo with an **A height of 8"**. For rooms between **8' and 10' tall**, use a logo with an **A height of 10"**. For rooms **10' tall or larger**, use a logo with an **A height of 13"**.



Reception Elevation: 8" Logo



Reception Elevation: 10" Logo



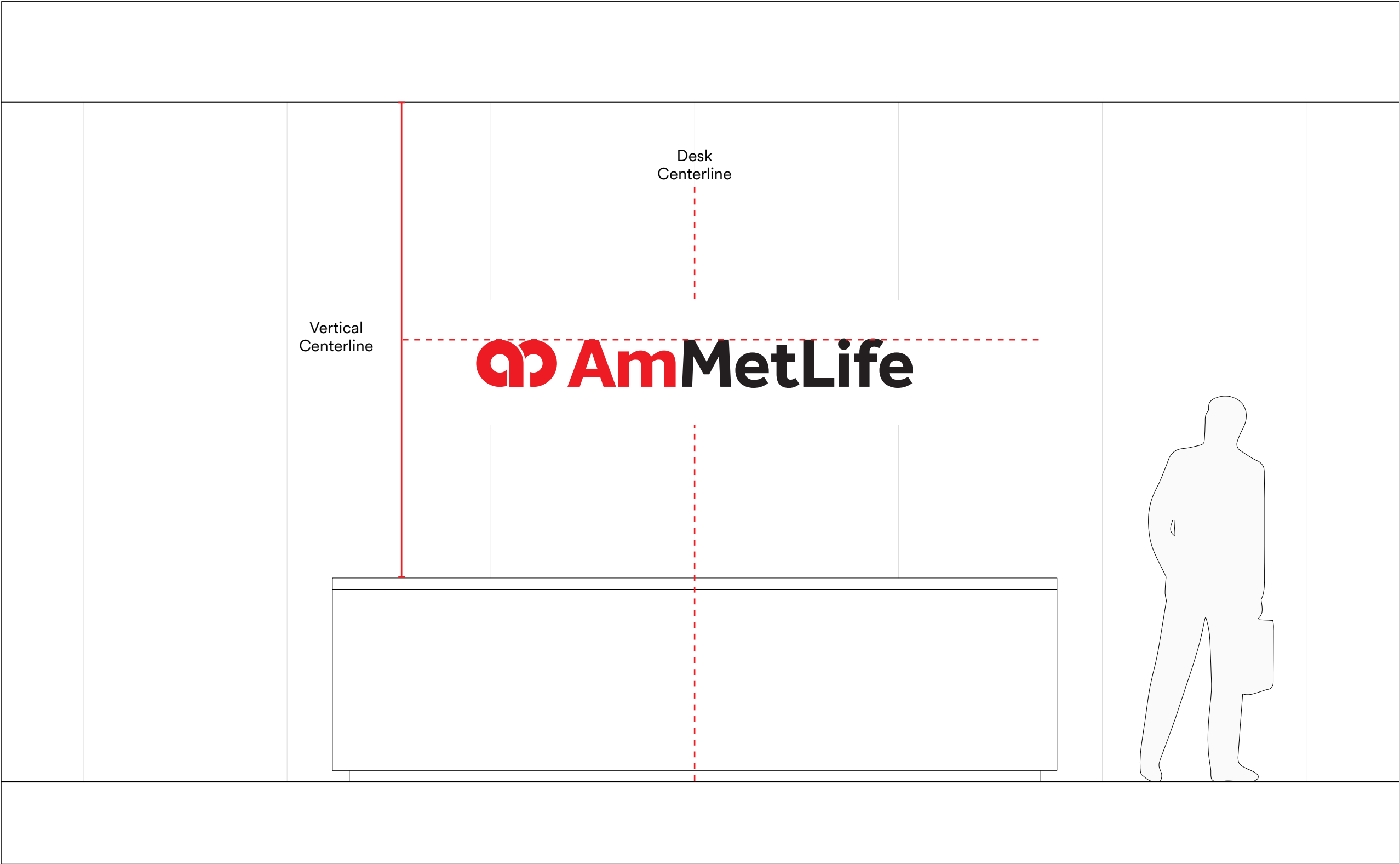
Reception Elevation: 13" Logo

Feet	1"	5"	1'0"	5'0"	10'0"
mm	25.4	127	305	1,524	3,048

Placement

Center the AmMetLife logo horizontally on the main wall of the reception area.

The top of the A in AmMetlife should sit at the center point between the ceiling and the top of the reception desk.



Reception elevation

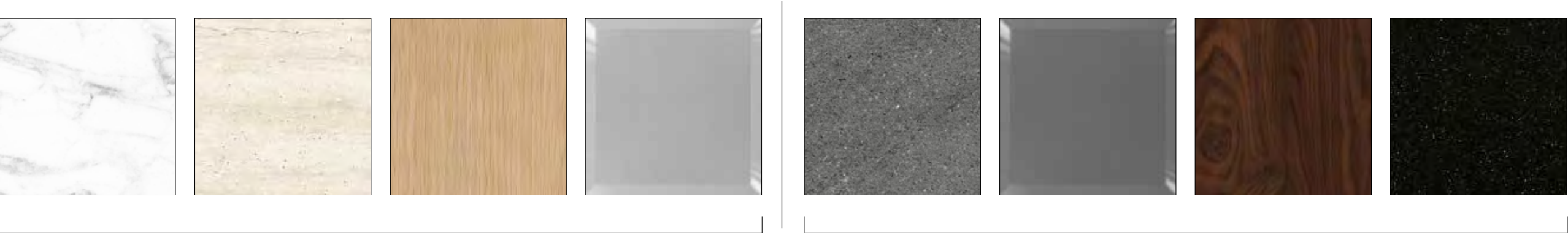
Types

When a lighter material (0–20% on a grayscale) exists as the main reception wall material, use the primary logo for signage.

When a darker material (20–100% on a grayscale) exists as the main reception wall material, use the reverse logo for signage.

The middle zone of the grayscale can accommodate either the reverse or primary logo for signage, but we recommend the primary logo in that case.

To the right are examples of reception wall materials, illustrating the recommended use of the primary and reverse logo. Follow the guideline from the previous page to determine which logo to use.



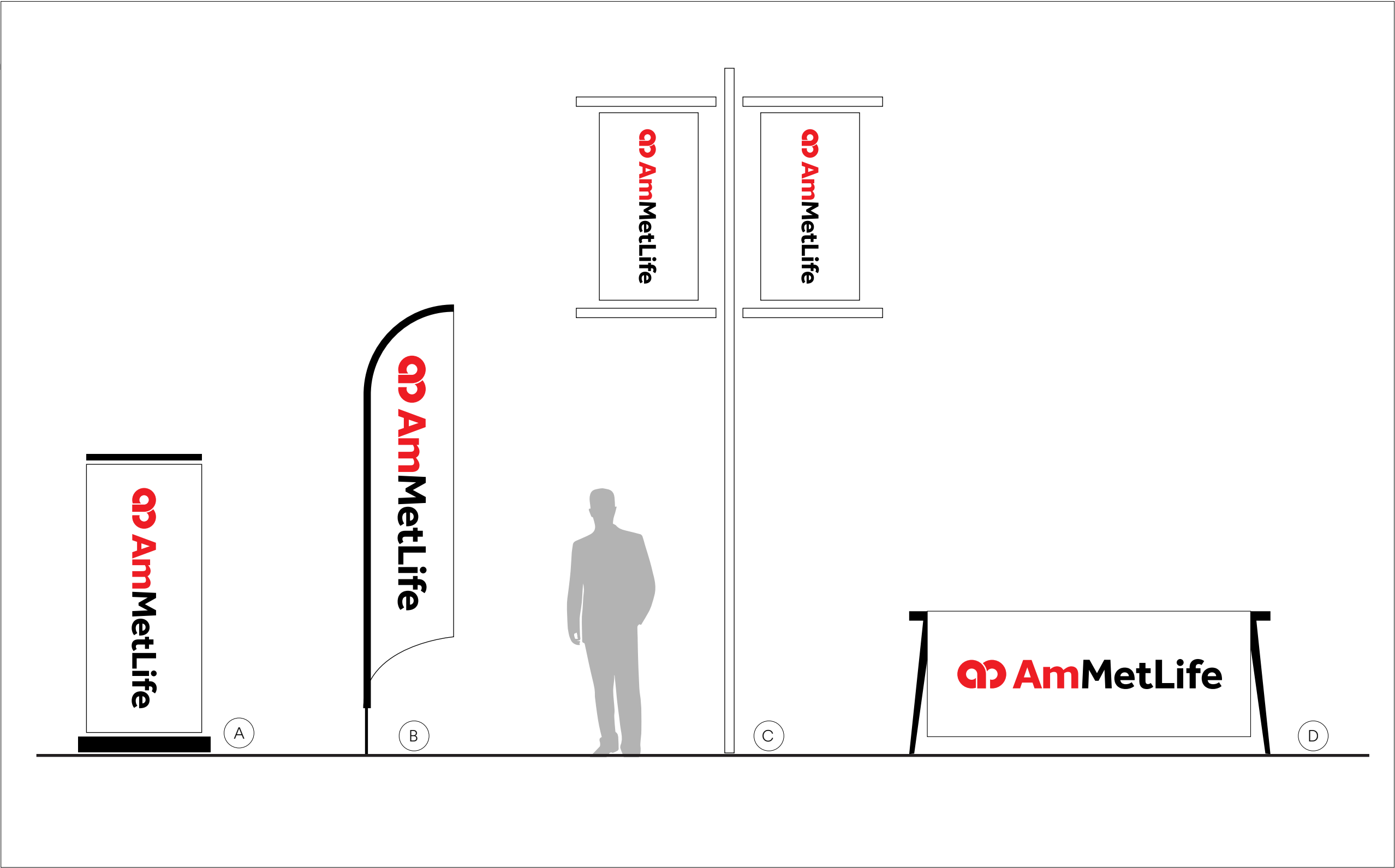
Use the BLACK wordmark when against a light material (20% to 0%)

Use the REVERSE wordmarks when against a dark material (100% to 20%)

Alternate Signage Applications

The sizing and placement formulas from the previous pages can be applied to other forms of banners, as well. Use the same clear-space design to these other types of banners:

- Key:
- A. Pull-up banner
 - B. Wind sock
 - C. Pole banner
 - D. Table skirt



Elevation – Additional banner types

11. Appendix

11.1 Master Artwork

11.2 Contact Information

Master Artwork:

Master Artwork
Always use master artwork for reproduction of the AmMetLife logo.

File Format
Master artwork is in vector format (Adobe Illustrator EPS or native file), which may be scaled up or down to a desired size without compromising image quality.

For PPT presentations, use JPG or PNG formats.

For on-screen touchpoints, use EPS format.

Contact
Please contact your Marketing Department or email Jeremy Stevens at jstevens3@metlife.com for master artwork files of the AmMetLife logos.

Color Options

EPS and AI Files for Graphic Designers
- Special (or spot) color for coated and uncoated stock
- Four-color process (CMYK) for coated and uncoated stock

JPG Files With Solid Backgrounds
- RGB and grayscale JPGs

PNG Files With Transparent Backgrounds
- RGB PNGs
- Grayscale PNGs
- Transparent PNGs

RGB EPS Files for On-Screen Developers
- RGB EPS

For detailed brand color specifications, please refer to page 4.2.

File Naming
Our master artwork files use a simple naming system. Using the chart on these pages, select the appropriate master artwork file for each individual logo application.



1. Brand	2. File Descriptor	3. Color Space	4. Format
MetLife	logo logotagline tagline logo-rev reversed logo	grayscale cmyk rgb pantone	.eps Vector .png Raster .jpg Raster

Logo	Description	File Name
	Special (or Spot) Color – Coated and Uncoated Stock (For Graphic Designers)	ammetlife_logo_pantone.eps
	Four-Color Process (CMYK) – Coated and Uncoated Stock (For Graphic Designers)	ammetlife_logo_cmyk.eps
	RGB EPS (For On-Screen Developers)	ammetlife_logo_rgb.eps
	RGB PNG (Transparent Background)	ammetlife_logo_rgb.png
	RGB JPG (Solid Background)	ammetlife_logo_rgb.jpg
	Reverse Special (or Spot) Color – Coated and Uncoated Stock (For Graphic Designers)	ammetlife_logo_rev_red_pantone.eps
	Reverse Four-Color Process (CMYK) – Coated and Uncoated Stock (For Graphic Designers)	ammetlife_logo_rev_redcmyk.eps
	Reverse RGB EPS (For On-Screen Developers)	ammetlife_logo_rev_red_rgb.eps
	Reverse RGB PNG (Transparent Background)	ammetlife_logo_rev_red_rgb.png
	Reverse – (For Graphic Designers)	ammetlife_logo_rev.eps
	Reverse PNG (Transparent Background)	ammetlife_logo_rev.png
	Grayscale EPS (For Graphic Designers)	ammetlife_logo_grayscale.eps
	Grayscale JPG (Solid Background)	ammetlife_logo_grayscale.jpg
	Grayscale PNG (Transparent Background)	ammetlife_logo_grayscale.png
	1-color EPS (For Graphic Designers)	ammetlife_logo_1color.eps
	1-color JPG (Solid Background)	ammetlife_logo_1color.jpg
	1-color PNG (Transparent Background)	ammetlife_logo_1color.png

Contact Information

For Assets and Brand Approvals

To ensure brand design consistency, and alignment with Global brand standards all work must be submitted for **Global Brand Review**. This process includes brand reviews for the following types of creative work: print, video, digital (websites, landing pages, emails, banners and apps), environments, and promotional items. You’ll access this submission form through the online platform Workfront, via the link below:

<https://metlife.my.workfront.com/requests>

For access to brand assets such as logos, photography, iconography, illustration and templates you can visit out brand asset portal at:

<https://metlifeglobal.brand-portal.adobe.com>

AmMetLife Official Fonts

Utopia Bold

Utopia Bold may be purchased at:

myfonts.com/fonts/adobe/utopia/bold

MetLife Circular

Metlife Circular may be purchased by contacting:

service@lineto.com

We recommend the following weights:

MetLife Circular Bold

MetLife Circular Medium

MetLife Circular Normal

MetLife Circular Light

All third parties, external customers/service companies working for MetLife, and internal departments within MetLife who are not part of the 1000 licensed users must purchase a license for MetLife Circular directly from the sole distributor lineto.com, by contacting service@lineto.com, including the tagline 'MetLife Circular' in the subject header.

Thank you.