

Branding Guidelines

Primerica





The Primerica brand is important to all of us. Our identity is intended to represent our company's unique bond between the field, our clients and our company. It unifies the organization visually and assists in building brand recognition and equity. It also provides a framework for consistent and uniform presentation to our representatives, clients and business partners. But, brands aren't built with logos and colors alone. They are built with reputation, trust and a dedication to doing what's right.

We are proud of our history of doing what's right for families. It's this philosophy that will make Primerica one of the world's great brands.

Please join me in working with our branding team to ensure that the Primerica's story is always told well.

Glenn Williams
Primerica CEO

The trademarks and other proprietary indicia (trade names, logos, symbols, brand names, etc.) (“Marks”) are the intellectual property of Primerica, Inc. These Marks may not be used except with the written authorization by Primerica.

Active Primerica independent contractor representatives (“Representatives”) are authorized by contract to use these Marks in their Primerica businesses, but always in accordance with this Guide and other applicable requirements, including the Advertising Handbook.

Alteration of the Marks or use of Marks without written authorization violates the legal rights of Primerica and will not be permitted.

Our mission and values

The mission of Primerica is to help families earn more income and become properly protected, debt free and financially independent.

Primerica's clients are Main Street families. Our products and services are tailored to meet the needs of this demographic - the people who need us most.

With approximately 5 million lives insured through our life companies, we represent hope to families and help them realize that, by buying term life insurance and investing the difference, they can create a better future.

Our brand and what we stand for

The Primerica brand is simple: We represent hope, family, teamwork and the opportunity to live life on your own terms.

Our programs, products and marketing should reflect that image at every turn. In all communications with clients, representatives and business partners, these ideals should be at the forefront.

Visual Elements

Logo

The Primerica logo is the primary brand identity for the company. Our company benefits from a widely recognized Primerica brand, and adhering to these guidelines will help keep us from diminishing that equity.

Color

The colors carefully chosen to represent our company are Primerica Blue, Primerica Red, black and white.

Typography

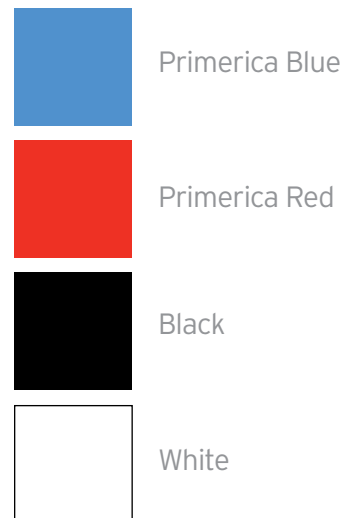
Our primary typeface fonts are Interstate or Adobe Garamond.

Details about our visual element rules are available further within this guide.

The Primerica Logo can be acquired from the Logos/Graphics section in the Download Center on Primerica Online.



Primerica Logo



ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &

Interstate Font

ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &

Adobe Garamond Font



Primerica Logo

The Primerica name and the tri-color rings are the key components of our branding system. They visually connect all Primerica businesses.

The logo is custom-designed artwork.

Always use the approved artwork, available for download from the Download Center on www.primericaonline.com

Never re-create the logo.



Primerica logo

Primerica Wordmarks

Individual wordmarks can be used for each business sector. Primerica will be the logo for each business or product. If using the wordmark it should **always** be used with the Primerica logo.

Wordmarks use the Interstate font.

Primerica

Primerica Life Insurance Company

Primerica Life Insurance Company
of Canada

PFS Investments Inc.

PFSL Investments Canada, Ltd.

Primerica Financial Services
Home Mortgages, Inc.

Primerica DebtWatchers™

Primerica Secure™

Primerica Legal Protection Program™

Business sector wordmarks

Wordmark & Logo Size Relationships

The logo must appear on all company communication pieces. When a wordmark is used together with the logo, the following size relationship guidelines should be followed.



Maximum Wordmark Relationship

The maximum relationship of the wordmark in proportion to the Primerica logo is .75 the height of the logo (represented by "x").



Minimum Wordmark Relationship

The minimum relationship of the wordmark in proportion to the Primerica logo is .5 the height of the logo (represented by "x").



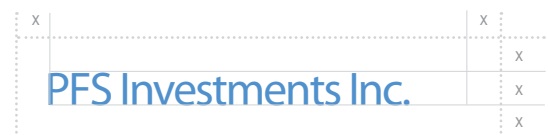
Wordmark Relationships

Minimum Clear Space Relationship

Clear space is the area surrounding the logo that must always be free of any text or graphics. The minimum clearspace shown here should always be maintained.

Whenever possible allow more clear space than the minimum.

The wordmarks can be placed to the right or left in relationship to the logo



Clear Space Relationships

Whenever possible allow more clear space than the minimum.

National Benefit Life Logos

NBL will retain its current logo.



The logo is custom-designed artwork.

Always use the approved artwork, available for download from the Download Center on **www.primericaonline.com**

Never re-create the logo.

Wordmark & Logo Incorrect Uses

Incorrect uses of the logo and wordmark are illustrated here.

Do not alter colors of any part of the logo.

Do not alter the scale of any element of the logo or wordmark

Do not alter the position of any element of the wordmark

Do not use substituted text for any wordmark or logo.

Do not use the Primerica trademark without the wordmark

“Trademark only” use permitted for merchandise with permission.

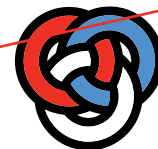
~~PFS INVESTMENTS~~

~~PFS
INVESTMENTS INC.~~

~~PFS Investments~~



~~PRIMERICA®~~



Color

Color is one of the key elements used to aid brand recognition. Our color palette represents our brand personality and has been carefully selected to differentiate us from our competitors.

Core Colors

Primerica Blue and Primerica Red are the core colors of our color palette. These are the colors of the logo. Black and White are also an important part of the core color system.

Secondary Colors

Secondary colors may be used to extend and complement the core colors.

Color Matching

Use the color formulas to the right for the following applications.

PMS - Use the PANTONE® colors when reproducing in spot color.

CMYK - Use these values when printing in full color process.

RGB - Use these values when reproducing the logo for the web.



Primerica Blue

PANTONE 279
CMYK: 70 / 35 / 0 / 0
RGB: 51 / 153 / 255



Primerica Red

PANTONE 485
CMYK: 0 / 100 / 100 / 0
RGB: 255 / 0 / 0

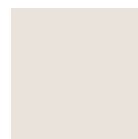


Black



White

Primerica Core Colors



Primerica Light Gray

PANTONE Warm Gray 2
CMYK: 15 / 10 / 15 / 0
RGB: 204 / 204 / 204



Primerica Dark Gray

PANTONE Warm Gray 9
CMYK: 60 / 50 / 50 / 0
RGB: 102 / 102 / 102



Primerica Light Blue

PANTONE Pantone 283
CMYK: 40 / 10 / 0 / 0
RGB: 153 / 204 / 255



Primerica Navy Blue

PANTONE 288
CMYK: 100 / 85 / 10 / 25
RGB: 0 / 0 / 102

Primerica Secondary Colors

Typography: Print

Typography is also a key element of the identity system. Using approved Primerica typefaces presents a unified look for all our designs.

Interstate and Adobe Garamond are the approved Primerica typefaces. They blend the modern and the classic for a unique typographic voice. Use these typefaces in all communications.

Use color, size and weight to create an information hierarchy.

ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &

Interstate Light

**ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &**

Interstate Regular

**ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &**

Interstate Bold

ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &

Adobe Garamond Regular

**ABCDEFGHIJKLMN
OP
abcdefghijklmnopqr
stuv
0123456789 # \$ % &**

Adobe Garamond Bold

Typography: Digital & Online Media

Open Sans and Rockwell are the approved typefaces for Primerica mobile and web applications. They blend the modern and the classic for a unique typographic voice. Open Sans is a modern font with a variety of weights that can be implemented as a web friendly font.

Use color, size and weight to create an information hierarchy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #\$\$%&

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #\$\$%&

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #\$\$%&

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #\$\$%&

Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #\$\$%&

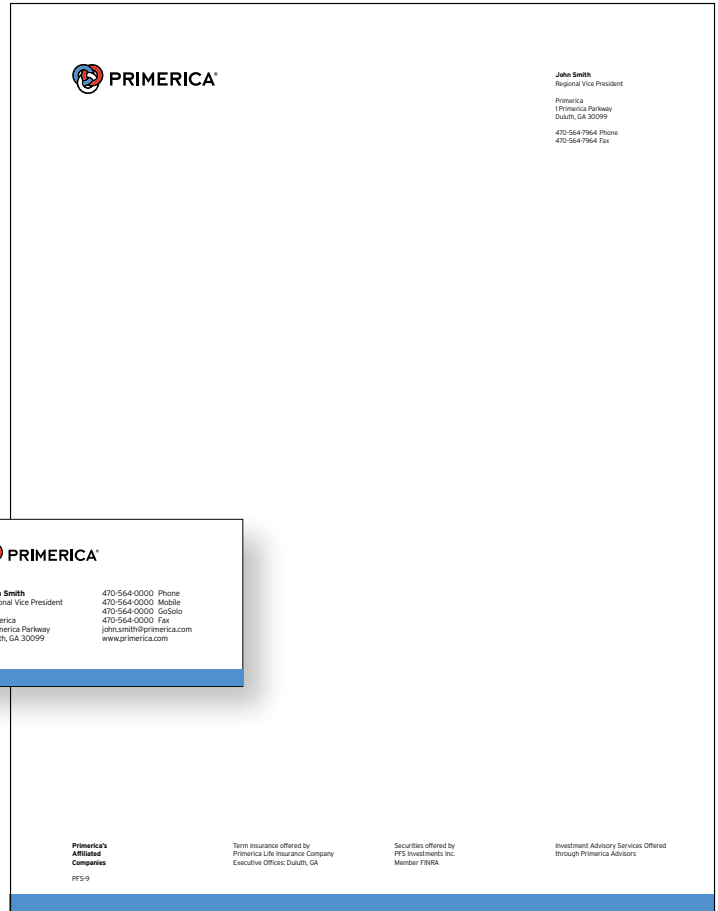
Rockwell Regular

Stationery: Overview

The Primerica stationery system is one of our most widely used communication tools.

These guidelines serve as a visual overview for letterhead, business cards and envelopes.

You can order approved Primerica stationery for your line of business from the Company Store on Primerica Online.



Stationery: Key Elements

The stationery key elements have been designed to work together to support the Primerica Brand.

The key elements are:

Logo

The Primerica logo should appear on all stationery.

Core Colors

Stationery utilizes the core colors: Primerica Blue, Primerica Red, and black

Typography

Interstate should be used for all stationery. Use only weights and styles shown here.

All body copy should be black to ensure legibility.

Use Arial and Georgia typefaces for word processing documents and for html text online.



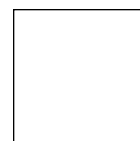
Primerica Blue
PANTONE 279



Primerica Red
PANTONE 485



Black



White

ABCDE abcde 123 #

Interstate Light

ABCDE abcde 123 #

Interstate Bold

Stationery: Business Cards

Business cards represent our business on a multitude of levels. They impact clients, partners, and representatives. Consistent production of cards supports our unified image.

Size

3.5" wide X 2" high

Colors

Primerica Logo:
PANTONE 279
PANTONE 485
Black

Text:

Black



Front



Back example with multiple licenses

Stationery: Letterhead

Letterhead is available for representatives licensed in various Primerica lines of business.

Size

8.5" wide X 11" high

Colors

Primerica Logo:

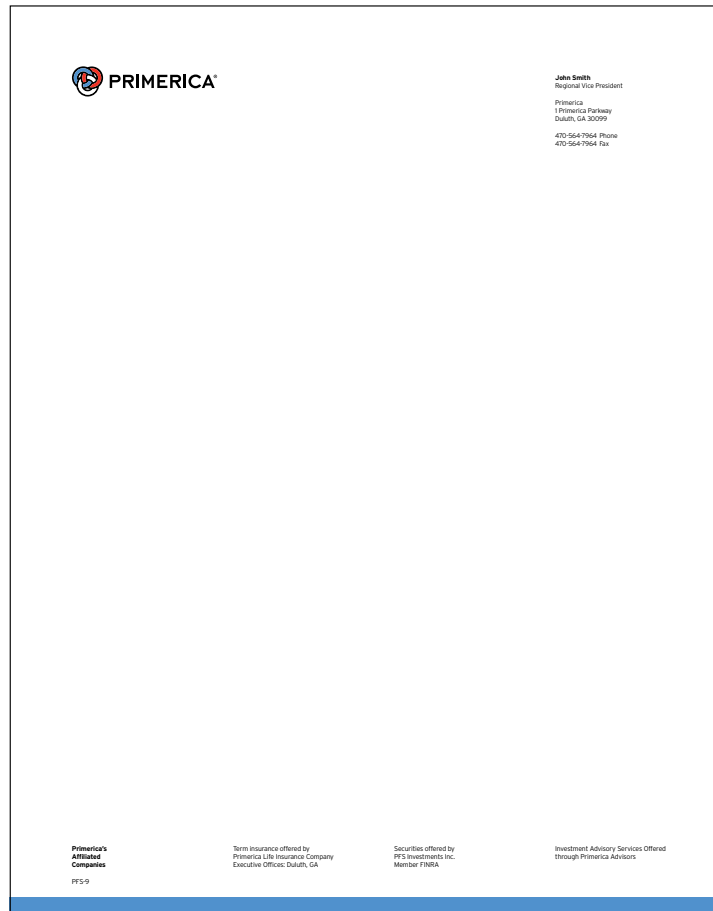
PANTONE 279

PANTONE 485

Black

Text:

Black



Primerica representative letterhead

Stationery: Envelopes

Size

U.S. #10 9.5" wide X 4.125" high

Colors

Primerica Logo:

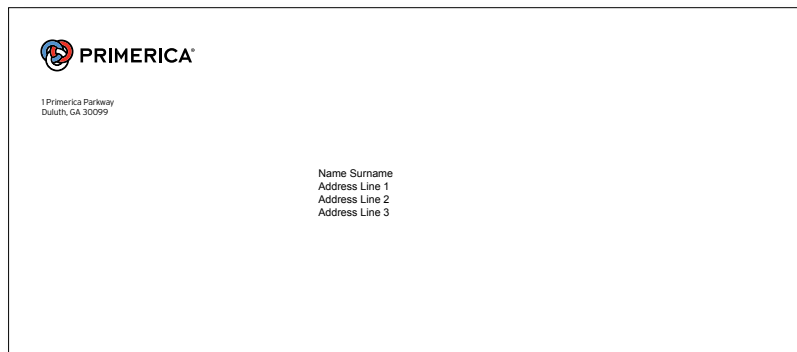
PANTONE 279

PANTONE 485

Black

Text:

Black



Primerica

Print

The Primerica Communications Department creates quality print materials that can be obtained from the Company Store.

Print materials are based on the key elements of the branding system, including color, secondary colors, typography, logos and imagery.



ABCDE abcde 12345
ABCDE abcde 12345
ABCDE abcde 12345

ABCDE abcde 12345
ABCDEFGHIJKLMN**OP**

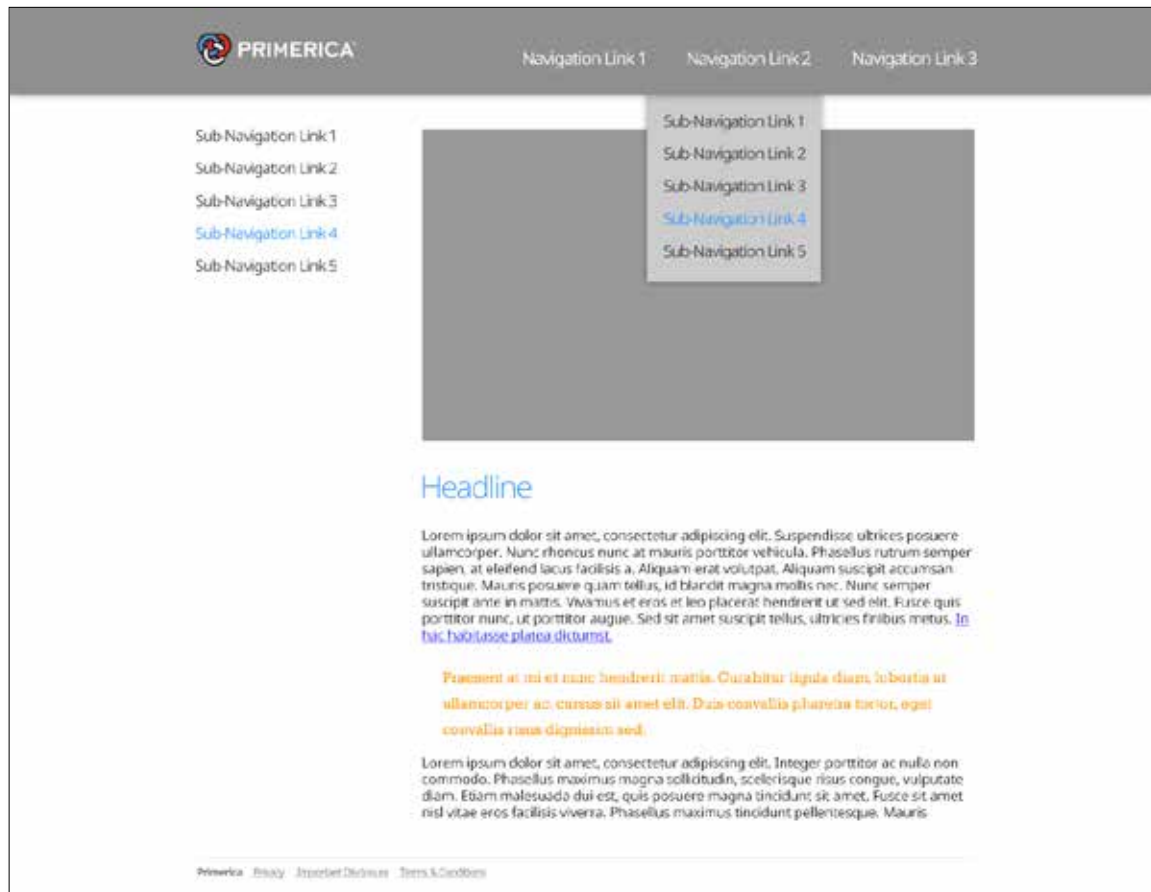












Mobile & Web Overview

The Internet is more than a means to do business. It is, for many, a core component of the business. To be sure that we are competitive in the marketplace, Primerica has established a prominent presence on the World Wide Web. It's vital, however, that we maintain a professional, consistent appearance as we navigate and participate in Internet marketing. The following guidelines will help you do just that.

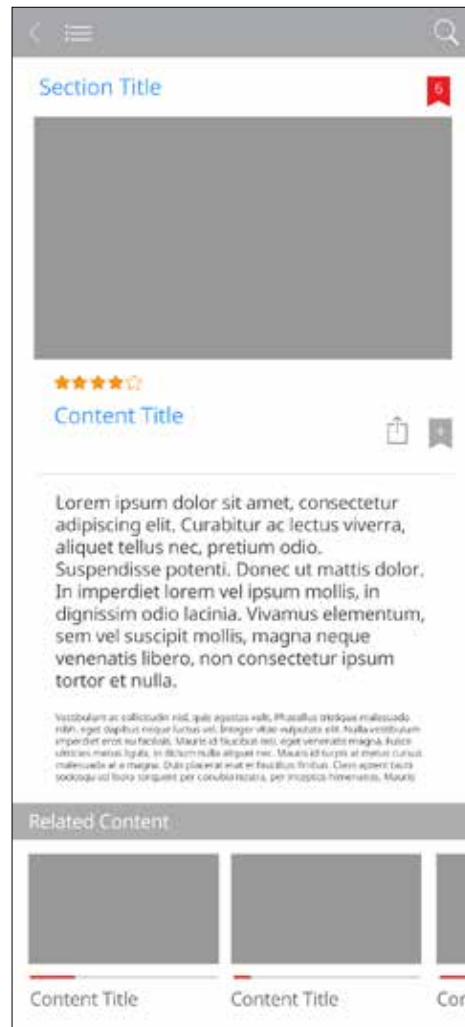









Web Page Example



Headlines	Open Sans	2.25 em	3399FF		
Subheads	Open Sans	2 em	666666		
Body Text	Open Sans	1 em	000000		
Header & Footer	Open Sans	.8 em	CCCCCC		
Top Navigation	Open Sans	1.25 em	FFFFFF		
Sub Navigation	Open Sans	1.125 em	000000		Rollover 3399FF 
Callouts	Rockwell	1.2 em	FF9900		
Links	Open Sans	--	000066		
Rules	--	1 px	CCCCCC		

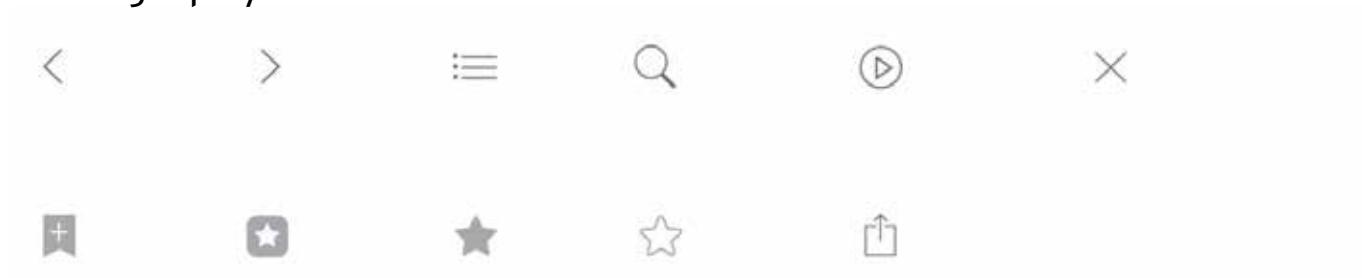
Mobile Example



Headlines	Open Sans	2 em	000000	
Subheads	Open Sans	1.6 em	666666	
Section Header	Open Sans	1.6 em	3399FF	
Body Text	Open Sans	1 em	000000	
Small Text	Open Sans	.7 em	666666	
Highlights	--	--	F36E21	
Accents	--	--	FB0404	

UI Elements

Iconography



Buttons

<p>Default</p> <p>Hex# adadad</p> <p>RGB 173 173 173</p>	<p>Default</p> <p>Hex# 3399ff</p> <p>RGB 51 153 255</p>	<p>Default</p> <p>Hex# 3399ff</p> <p>RGB 51 153 255</p>	<p>Default</p> <p>Hex# ff9900</p> <p>RGB 255 153 0</p>	<p>Large</p> <p>179 x 54px</p>
<p>Pressed</p> <p>Hex# 666666</p>	<p>Pressed</p> <p>Hex# 0265c7</p>	<p>Pressed</p> <p>Hex# b21f24</p>	<p>Pressed</p> <p>Hex# d48207</p>	<p>Small</p> <p>102 x 42px</p>

Forms

The FontAwesome library (<http://fontawesome.io>) is an approved web icon font library for conventional icons that are recognizable. Such is the case in the iconography example above. Try to use the icons in most cases if applicable.

Broadcast

The Primerica logo should always appear first and last during any broadcast or video production. The logo should always appear horizontal and facing the viewer at end of any presentation.

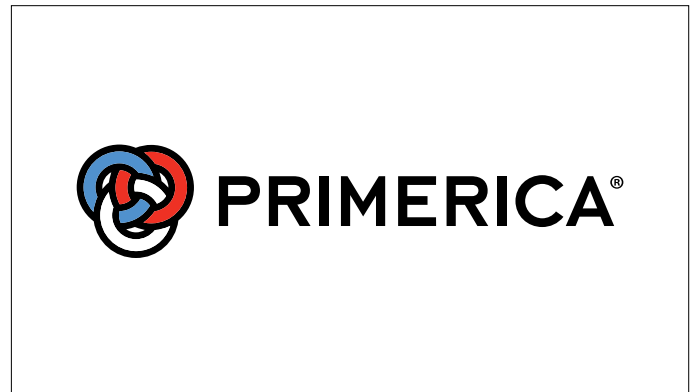
The Primerica logo should be displayed in color whenever possible. For specific color values to use in RGB, refer to the Color Palette section. White is the most effective background on which to display the color logo because it provides a clean, crisp contrast for the logo's color and elements.

The logo can also be displayed on a dark background. In this case, the type should be white while the rings remain in color.

A one-color version of the logo in black or white is also an option when other situations do not fit.

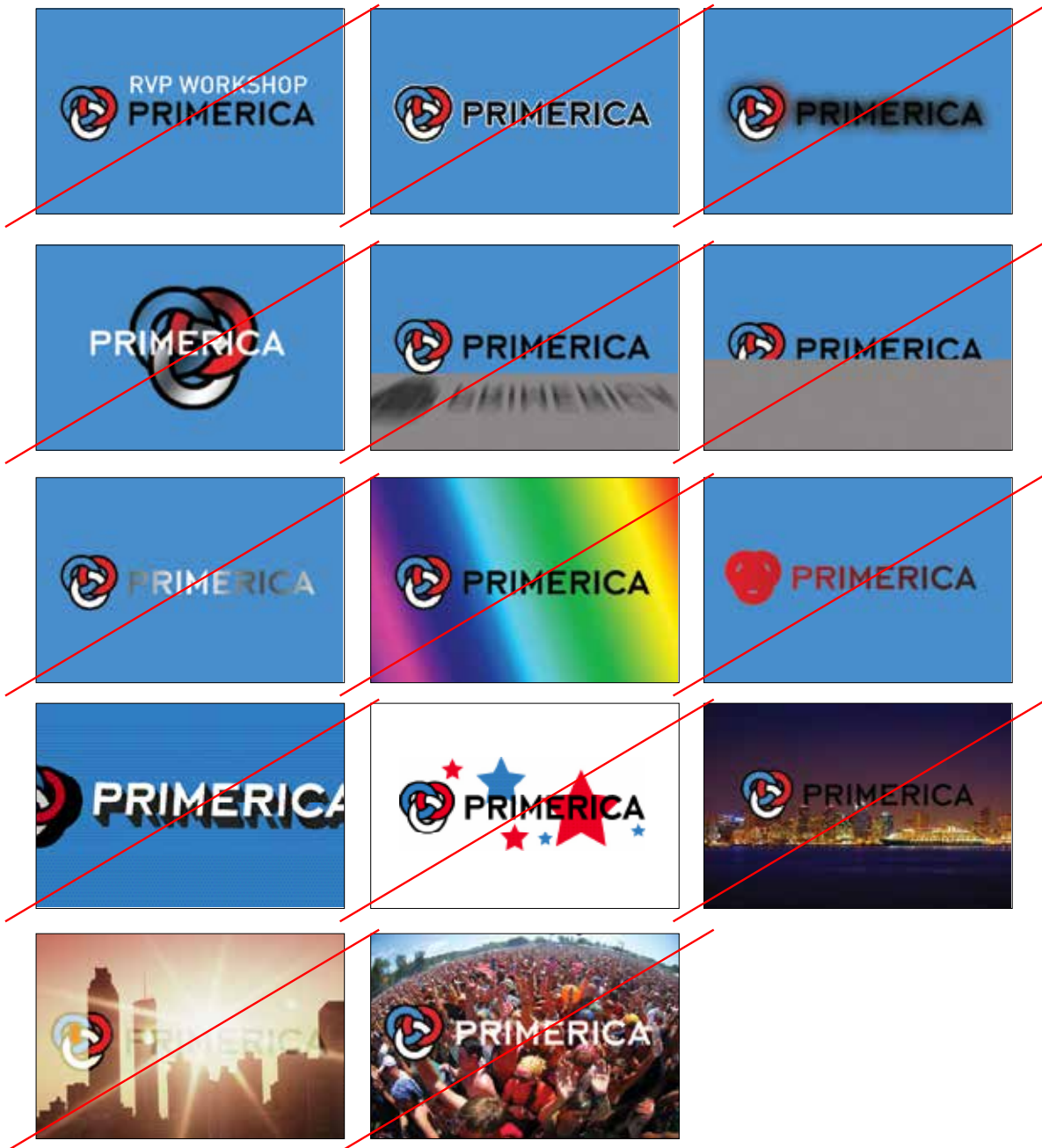
When the Primerica logo is placed on a photographic image or video the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

An approved 3-D version of the logo is available and must not be altered from its current version. This includes but is not limited to depth, color, shading etc.



Broadcast

The Primerica logo should not be altered or displayed in any way that allows the logo to become illegible.



Logo Items



When printing or embroidering merchandise or apparel, colors may be coordinated with the color of the material on which the logo is applied. Do not alter the logo in any way. The easiest way to avoid these issues is to order your custom or standard merchandise from PrimericaStore.com.

Signage



Signage

Any questions regarding signage should be referred to Primera's Marketing Advisory by emailing – us_marketingadvisory@primera.com.

Contact

For inquiries about logos, colors or typography,
contact:

470-564-7900

oneteamonedream@primerica.com