



ManhattanLife Company Branding Guidelines

For Agent and Partner Use Only



ManhattanLife[™]
Standing By You. Since 1850.

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Introduction

We strive to preserve the integrity of the ManhattanLife brand. In an effort to support successful and long-term relationships with you and your clients, we are providing you with these branding guidelines.

Branding consistency builds trust and strengthens credibility, creating a uniform and professional image. Adherence to these guidelines helps establish a strong brand, increasing positive customer perceptions and building long-term relationships.

Company Name and Logo

Name

The company name "ManhattanLife" is a registered trademark and is an umbrella term used when referring to all seven ManhattanLife companies which includes:

- The Manhattan Life Insurance Company
- Family Life Insurance Company
- ManhattanLife Insurance and Annuity Company
- ManhattanLife of America Insurance Company
- Western United Life Assurance Company
- Standard Life & Casualty Insurance Company
- Western Skies MGU

As is often the case though, when referring to ManhattanLife as a whole and our products and services, it should only be written as a single word: **ManhattanLife**.

Logo

The ManhattanLife logo may be used and placed in your marketing pieces. Avoid any alterations or misuse that may compromise the company's visual identity and brand integrity. Logos available upon request at media@manhattanlife.com.

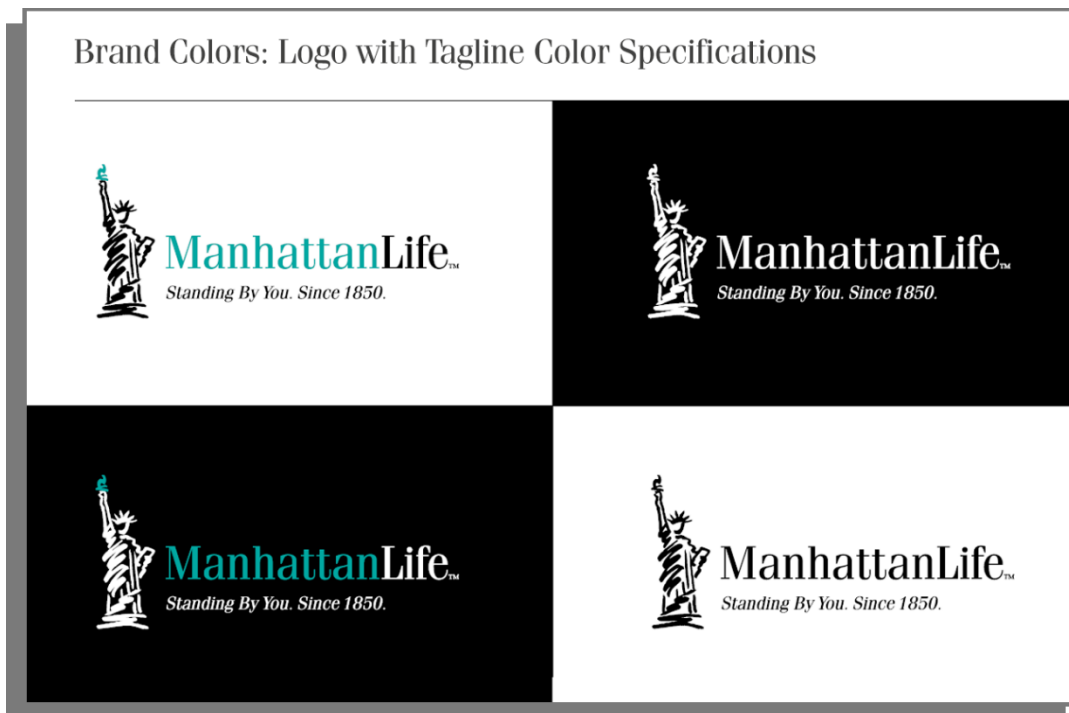
Logo, continued

Logos must adhere to:

- High and clear resolutions
- Acceptable color variations (white, black, color, and inverted)
- Acceptable color backgrounds (white and black)
- A protective space (a blank margin around the logo)
- Aspect ratios



DOs







DOs, continued

Brand Colors: Logo with Tagline Color Specifications

 <p>ManhattanLife™ <i>Standing By You. Since 1850.</i></p>	 <p>ManhattanLife™ <i>Standing By You. Since 1850.</i></p>
 <p>ManhattanLife™ <i>Standing By You. Since 1850.</i></p>	 <p>ManhattanLife™ <i>Standing By You. Since 1850.</i></p>

DON'Ts

Brand Logo & Tagline: Incorrect Usage

 <p>DO NOT print logo on dark backgrounds</p>	 <p>DO NOT crop the logo and/or use for a product of ManhattanLife</p>
	

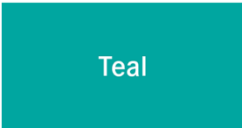

Color Palette

ManhattanLife’s color palette consists of specific primary and secondary colors. Although not required, we encourage you to use these brand colors to complement your marketing piece.

If you would like additional clarification or assistance selecting the appropriate color(s), please don't hesitate to contact us at media@manhattanlife.com.

Note: We understand that all printers are not calibrated the same. Therefore, even when printing using the color codes above, colors may still appear different on your own printed document(s).

Primary Colors

	Pantone/Print	CMYK/Print	RGB/Digital	HEX/Digital
	Pantone 326	C: 80 M: 10 Y: 43 K: 0	R: 0 G: 167 B: 161	#00A7A1
	Black	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000

Secondary Colors

We also include the suggested color for every type of product.

Product	Pantone/Print	CMYK/Print	RGB/Digital	HEX/Digital
Accident	Pantone 136	C: 0 M: 28 Y: 86 K: 0	R: 254 G: 189 B: 62	#FFBF3D
Critical Illness & Cancer	Pantone 1575	C: 0 M: 63 Y: 86 K: 0	R: 254 G: 189 B: 62	#FF8030
Hospitalization	Pantone 314	C: 100 M: 33 Y: 27 K: 0	R: 254 G: 189 B: 62	#007DA5
Life	Pantone 7682	C: 63 M: 43 Y: 8 K: 0	R: 254 G: 189 B: 62	#6986B7
DVH & Disability	Pantone 360	C: 61 M: 0 Y: 86 K: 0	R: 254 G: 189 B: 62	#5CC151
Short-Term Care	Pantone 279	C: 71 M: 37 Y: 0 K: 0	R: 254 G: 189 B: 62	#4891DC

Using Marketing Collateral

Corporate Communications is responsible for creating up-to-date marketing collateral on ManhattanLife’s message, its products, and its services.

This includes (but is not limited to) physical and digital marketing items such as:

Brochures	Flyers	Posters	PDF Flyers	Email Blasts
Social Media Posts	Infographics	Articles	Blogs	Landing Pages

Each of the above items includes text and graphics that is pre-approved, in compliance, and reflective of ManhattanLife’s mission.

We work to ensure that agents and partners are equipped with the marketing collateral they need to properly present and educate clients about our products and services. If you plan to utilize marketing collateral for sales purposes or branded content for social media that promotes ManhattanLife, please use one of the 3 options below:

1. Pre-Approved Collateral

For pre-approved collateral, please visit the [Agent Resource Center](#) to download the desired material.

For graphics: Agent Resource Center → Agent Tools → Media Gallery

For all other collateral: Agent Resource Center → Downloads → Product Downloads

You may also email us directly at media@manhattanlife.com for your specific request.

As with our logos, please do not alter collateral as this may compromise the company's visual identity and brand integrity, and may render the collateral non-compliant.

2. Requested Collateral

For our assistance in creating your marketing piece, email media@manhattanlife.com with a detailed description of the desired work. Don't worry, our team will collaborate with you from start to finish. We have a team of experts specialized in graphic design, copywriting, and video.

3. Submitted Collateral

For marketing collateral you have created, we ask that you submit it to **media@manhattanlife.com** for review before distribution to clients or prospects.

Social Media

We encourage the promotion of ManhattanLife products across all popular social media platforms like LinkedIn, Facebook, X (formerly Twitter), YouTube, Vimeo, in addition to blogs and websites. Please visit the ManhattanLife social media pages for examples of posts using our branding guidelines.

[LinkedIn](#)

[Facebook](#)

[Vimeo](#)

[Blog](#)

Branded Hashtags for Social Media

Our company agents can leverage the strategic use of branded hashtags to bolster their online presence and cultivate a cohesive brand identity. When posting relevant content about ManhattanLife and its products, please use following hashtags:

ManhattanLife	#manhattanlife
Personal Accident Indemnity Delivery (PAID)	#accidentinsurance #accidentprotection #accidentcoverage #accidentindemnity
Affordable Choice (AFC)	#affordablechoice #AFC #hospitalizationinsurance #hospitalindemnity
Cancer and/or Heart and Stroke (CHAS)	#chas #cancerinsurance #cancercoverage #cancercareinsurance #cancerprotectionplan #cancerinsuranceplan
Dental Vision & Hearing (DVH)	#dvh #dvhinsurance #dentalvisionhearing #dentalvisionhearingplans #dentalvisionhearinginsurance
Home Health Care Select (HHCS)	#hhcs #hhc #homehealthcaresselect #homehealthcare #homehealthinsurance #homecareprotection
Short-Term Care (STC)	#stc #shorttermcare #stcinsurance #shorttermcareinsurance #stchealthinsurance #shorttermcareplans
Supplemental Health Insurance	#supplementalhealthinsurance #supplementalhealthcoverage #supplementalhealthplans

Video Library

Enhance your online presence by sharing videos from our video showcases. These informative and engaging videos are designed to support your efforts in educating clients on ManhattanLife products and services.

Watch our videos at the following links:

<u>Corporate</u>	<u>Individual and Family Products</u>	<u>Voluntary Benefits</u>	<u>Voluntary Benefits (Spanish)</u>	<u>The Advantage Series</u>
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As with our logos, please do not alter collateral as this may compromise the company's visual identity and brand integrity, and may render the collateral non-compliant.

Paid Advertising

All print and digital paid advertising must first be approved by ManhattanLife. We generally do not approve of any type of paid advertising on behalf of the company but may offer exceptions on a case-by-case basis. Please email [**media@manhattanlife.com**](mailto:media@manhattanlife.com) with your inquiry before moving forward.

Contact Us

If you have any concerns or questions regarding these guidelines, please email [**media@manhattanlife.com**](mailto:media@manhattanlife.com).

We sincerely appreciate your cooperation and your continued partnership with ManhattanLife.