unum®

Brand Guidelines

CONTENTS

1 OVERVIEW | BRAND PRINCIPLES

As one of the world's leading employee benefits companies, Unum helps protect more than 20 million people and their families. As a Fortune 500 company, Unum prides itself on being there for working families when they're injured or ill and need our benefits most.
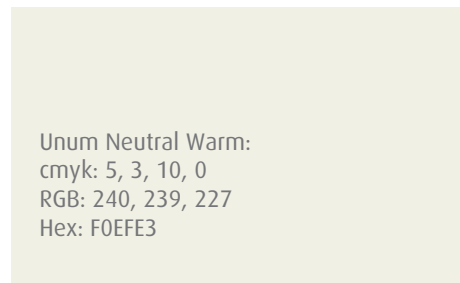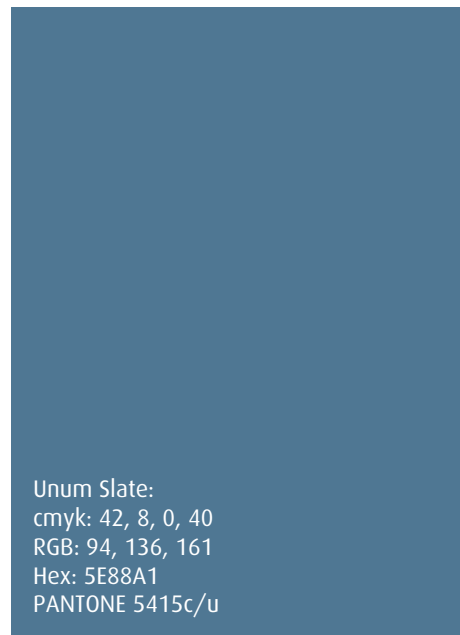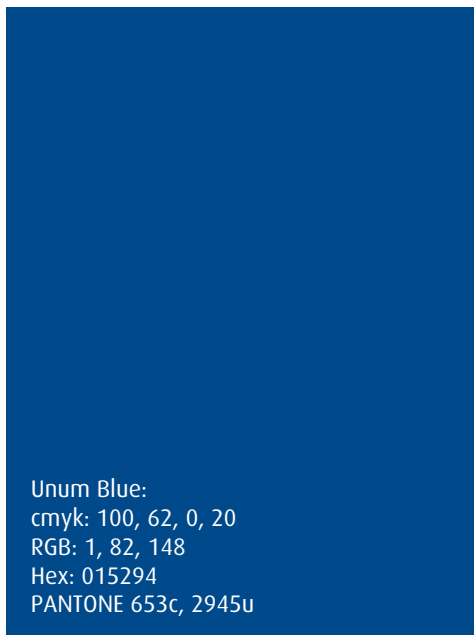
More than 100,000 companies trust Unum to provide outstanding benefits programs for their employees. And by offering an innovative range of plans, products, tools and services, we deliver on our promise of "better benefits at work."

At our core, we are a company that is passionate about helping people protect their families and their lifestyles. We take that responsibility very seriously. If your company partners with Unum, you share our values of protecting your most important asset — your people. Unum's work must reflect our personality. It must be intelligent, passionate, caring and most of all, professional.
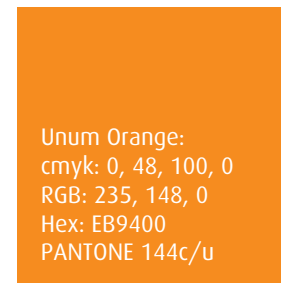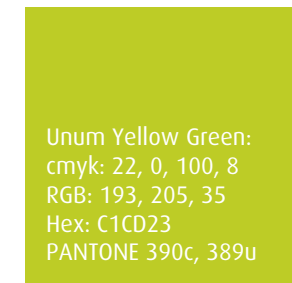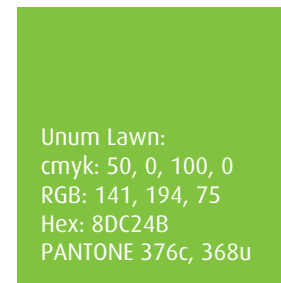
2 COLOR PALETTE

Primary Palette

Unum Blue:
cmyk: 100, 62, 0, 20
RGB: 1, 82, 148
Hex: 015294
PANTONE 653c, 2945u

Unum Slate:
cmyk: 42, 8, 0, 40
RGB: 94, 136, 161
Hex: 5E88A1
PANTONE 5415c/u

Unum Gray:
cmyk: 0, 2, 0, 68
RGB: 114, 122, 128
Hex: 727A80
PANTONE COOL GRAY 11

Unum Neutral Warm:
cmyk: 5, 3, 10, 0
RGB: 240, 239, 227
Hex: F0EFE3

Secondary Palette

Unum Sky:
cmyk: 96, 0, 11, 0
RGB: 0, 166, 215
Hex: 00A6D7
PANTONE 312c/u

Unum Pool:
cmyk: 56, 0, 26, 0
RGB: 71, 180, 188
Hex: 47B4BC
PANTONE 325c, 3252u

Unum Lawn:
cmyk: 50, 0, 100, 0
RGB: 141, 194, 75
Hex: 8DC24B
PANTONE 376c, 368u

Unum Yellow Green:
cmyk: 22, 0, 100, 8
RGB: 193, 205, 35
Hex: C1CD23
PANTONE 390c, 389u

Unum Orange:
cmyk: 0, 48, 100, 0
RGB: 235, 148, 0
Hex: EB9400
PANTONE 144c/u

Unum Gold:
cmyk: 0, 29, 91, 0
RGB: 253, 187, 48
Hex: FDBB30
PANTONE 1235c, 1225u

3 FONTS

Dax is the Unum corporate typeface and should be used whenever possible, particularly in communications that are professionally printed, such as stationery, brochures, advertisements and trade show displays. Other than for foreign language translations, there are no acceptable substitutes for Dax on professionally produced materials. Please note that the Dax font family is not owned by Unum and must be purchased from the manufacturer directly.

Dax

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567 890 "?!";:&

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567 890 "?!";:&

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567 890 "?!";:&

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567 890 "?!";:&

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
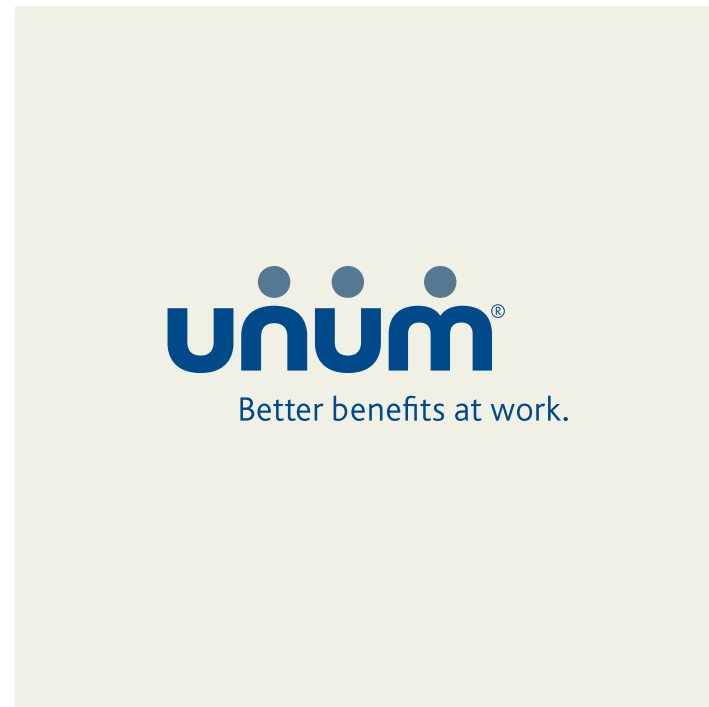*1234567 890 "?!";:&*

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567 890 "?!";:&

4 LOGO USAGE | LOGO/TAGLINE COMBINED

This logo/tagline combination is approved for marketing usage only. For all other executions, use logo only, without tagline.
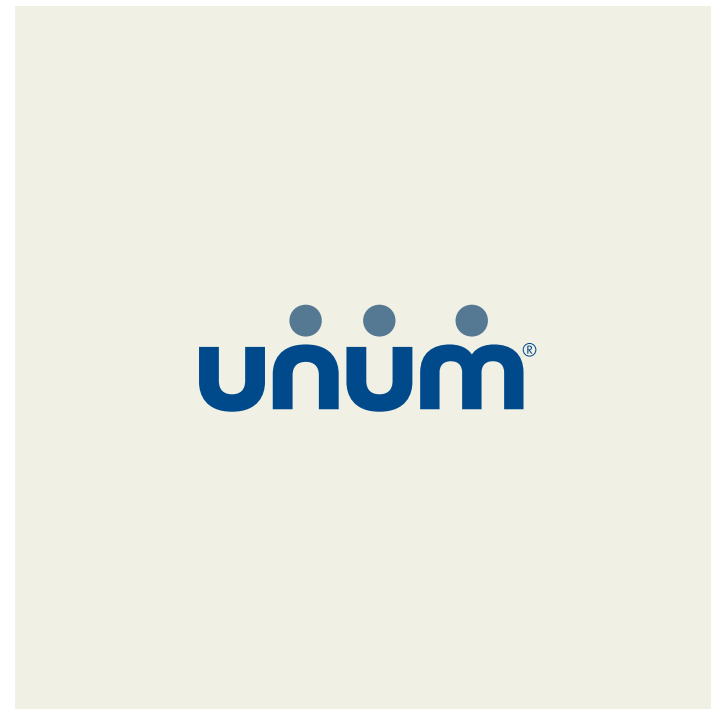
LOGO REVERSED ON DARK BACKGROUND COLOR

COLOR VERSION ON LIGHT/WHITE BACKGROUND

4 LOGO USAGE | ALTERNATE SIGNATURE/NO TAGLINE

The Unum corporate signature without the tagline is used on stationery, folders and Microsoft® PowerPoint® presentations.

LOGO REVERSED ON DARK BACKGROUND COLOR

COLOR VERSION ON LIGHT/WHITE BACKGROUND

4 LOGO USAGE | PLACEMENT AND MISUSE

Shown to the right is the minimum clear space required for the Unum logos.

COLOR CHANGE
Do not change the colors in the identity

POSITION SHIFT
Do not place the identity on an angle.

DISTORTION
Do not disproportionately scale the identity.

ALTERATION
Do not alter the individual "pieces" of the identity.

KNOCK OUT
Do not knock out (or reverse out) the identity.

PATTERN
Do not repeat the identity to create a pattern

5 IMAGERY | PHOTOGRAPHIC

Photographs are not required in all Unum communications, but when they are used they should have a realistic, journalistic style. They should be well-lit and appear natural and spontaneous rather than posed or staged — i.e., not obviously "stock." Images should be modern and dynamic, and should most often include a human element — either a person or the "suggestion" of human presence, such as a hand, a foot, part of a face, etc. Our library of images should include diverse types of people. Except in very special circumstances, color photography should be used.