



Corporate Styleguide

The Importance of Visual Identity

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Whether you term it graphics, branding or strategic marketing, creating a cohesive visual identity is to create the persona of a company. As we all know, InsureMe has a unique persona, shaped by our values—**Love, Integrity, Leadership and Innovation**—and the members of the InsureMe family.

This document provides general guidelines for using our brand to reflect our values, ambitions, characteristics and personality, which will ultimately provide us with visibility and notoriety in the agent, affiliate and consumer marketplace.

In order to achieve a physical manifestation of our brand, it's important that we're all on the same page. This guide will do exactly that—guide you with tips and requirements for:

- Logo use
- Corporate colors
- Typography
- External correspondence (e.g. emails to our customers)

The goal is not to restrict employees' creativity but rather to improve our corporate presence—and eventually dominate our sandbox.

"It's not what you look at that matters, it's what you see."
Henry David Thoreau

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I. Basic Elements

- Logo and use
- Usage of corporate [primary] colors
- Usage of secondary colors
- Typography (general font family)

Logo Use

InsureMe has two main logos which are to be used in external communications and media/marketing materials. All logos can be found at: S:\Creative\Logos

First, we have the horizontal logo (where the InsureMe “I” stands to the left of the text) seen here:



Secondly, we have the vertical or “stacked” logo (Where the InsureMe “I” stands on top of the text) seen here:



These images can be used together although they are both strong enough to stand alone. Horizontal and vertical logos can be changed to black and white when necessary.



There are no pre-set dimensions for logo use, but we ask that the logo not be redrawn, altered or unnecessarily distorted. While resizing of the logo may be necessary, we ask that it be done in a consistent and proportionate manner and that the InsureMe colors not be compromised. If you need to resize the logo, feel free to contact someone in Creative Services.



Combining InsureMe Logos with Those from Other Corporations





It is recommended that the InsureMe logo **not** be combined with other company logos unless approved by the director of marketing and/or brand manager.

I. Basic Elements Cont.:

Primary Corporate Colors

InsureMe has two primary colors; in Pantone, these colors are **crimson red** (PMS 187) and **khaki** (PMS 467). These are the staple colors of the InsureMe brand, which can be found in the logo.

Print Colors

Red		PMS 187 C0 M100 Y79 K20
Dk Red		PMS 188 C0 M97 Y100 K50
Khaki		PMS 467 C9 M15 Y34 K0
Lt Khaki		PMS 467 @ 55% C5 M8 Y19 K0

Secondary Corporate Colors

Secondary or supporting colors can be used to harmonize our main color palate. Creative Services retains the right to use supporting colors to keep our designs fresh and forward-looking.

Typography

InsureMe's main typeface involves the Arial font family. We currently use the Arial font on the lead site, main InsureMe site (and pages managed by Hot Banana), and both InsureMe blogs.

In order to streamline the look of our external correspondence (namely email), it's asked that anyone who makes regular written contact with our customers (agents, affiliates, consumers) use the 10-point Arial font in these communications.

Arial (10-point font):

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial bold (for headings, etc.):

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Internal communications and creative media are **not** subject to typography restraints. Go forth and be creative!

II. Business Materials

General guidelines for:

- (a) Letterhead
- (b) Corporate presentations

Letterhead


While formal business letters aren't a staple at InsureMe, when necessary, corporate letterhead will display InsureMe corporate colors—PMS 187 and PMS 467. Letters should be written in 10-point Arial font and formatted as seen in the example on the following page.

The letterhead PDF and an editable letterhead Word document can be found at:

<S:\Creative\2007 marketing literature and templates\Print\InsureMe\Corporate Letterhead\Customizable>

II. Business Materials Cont.:

[Letterhead example]



9800 South Meridian Boulevard | Suite 400 | Englewood, Colorado 80112 • phone: (800) 467.8736 | fax: (303) 741.6670 | www.insureme.com

Recipient's Name
Company Name
Address Line 1
Address Line 2

Date

Dear [Recipient's Name]:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque vel libero. Morbi non tortor. Vestibulum interdum. Praesent eget tellus a mi ultricies aliquam. Curabitur arcu erat, rutrum porttitor, adipiscing et, venenatis in, diam. Fusce vitae dolor vitae velit porta iaculis. Etiam lorem. Vestibulum dapibus ornare eros. Ut ac arcu ac leo placerat rhoncus. Suspendisse potenti. Proin tellus nisi, adipiscing vitae, ornare eu, bibendum eu, justo. Nunc at uma ut lacus convallis rhoncus.


Pellentesque magna pede, imperdiet vitae, tincidunt ut, tempus ut, augue. Nunc eget massa vel lacus luctus consectetur. Aliquam ac tortor quis metus scelerisque sodales. Sed vitae libero. Pellentesque in dui. Mauris et nunc. Suspendisse ut ante. Quisque ante arcu, hendrerit non, feugiat sit amet, hendrerit sit amet, ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce scelerisque velit. Nulla et est sit amet odio iaculis consectetur. Nulla ligula velit, egestas eget, varius nec, ultricies at, odio. Fusce ut libero sit amet metus mollis elementum.

Donec pellentesque, leo vitae rutrum ornare, leo ligula porta justo, eget accumsan libero massa sed diam. Sed adipiscing, ligula id placerat tristique, uma nisi vestibulum neque, mattis mattis mauris turpis sit amet enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum semper posuere augue. Sed ligula. In id sem et nibh interdum porta. Suspendisse in elit sit amet libero tempor volutpat.

Lorem ipsum,

[Sign name here]

[Type name, title here]



Helping People Find The Right Insurance

InsureMe's Letterhead

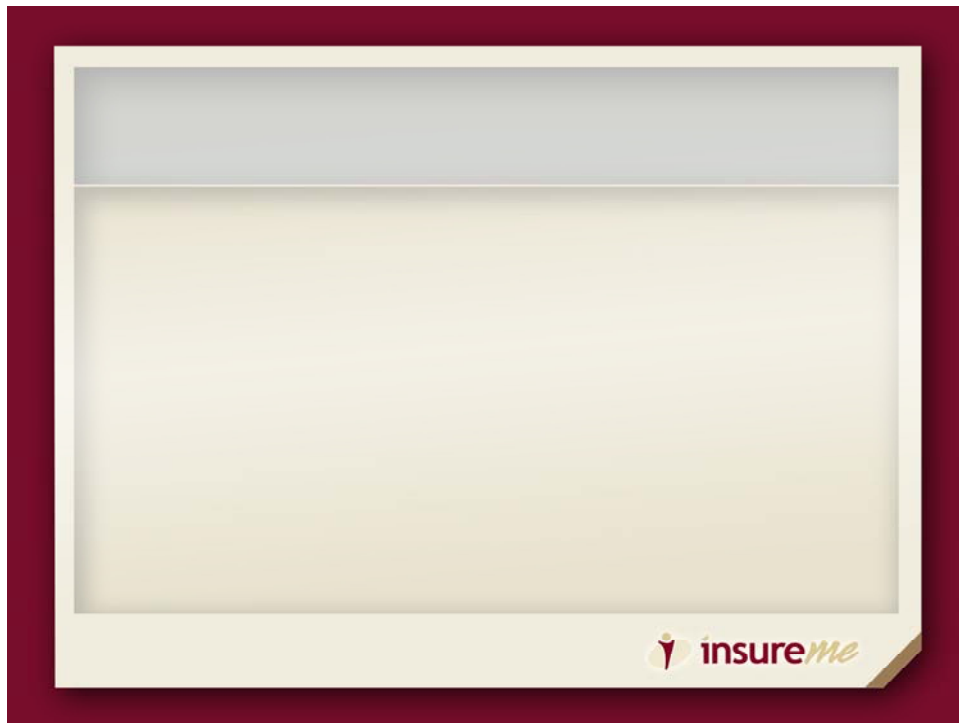
InsureMe Styleguide
Version 1.1

II. Business Materials Cont.:

Presentations

A corporate PowerPoint template has been created using InsureMe's primary colors. Nonetheless, it is our desire to keep InsureMe looking fresh and forward-looking, and therefore Creative Services can be tapped as a resource to help with innovative PowerPoint presentations and the like.

The corporate PowerPoint template is located here: <S:\Creative\2007 marketing literature and templates\Print\InsureMe\PowerPoint>



InsureMe's PowerPoint template

III. External Communications

- Email fonts, colors and stationary
- Email footers by department

In truth, those in the organization who make written daily contact with our customers have a larger impact on the InsureMe name and brand than we may have acknowledged in the past. It's for that reason that the external communications (email and written correspondence) will need to be more streamlined going forward.

Keep in mind that these guidelines are for external emails to agents, affiliates & consumers only—creative freedom reigns when it comes to anything else.

*For some helpful writing hints and tips, fast-forward to the **General Writing Tips** section at the end of the guide!*

III. External Communications Cont:

Email Fonts, Colors and Stationary

For external emails, we ask that the InsureMe organization use a 10-point Arial font in the default Outlook colors (which would be navy blue or black). IT has requested that we not apply Outlook stationary to our emails as it eats up bandwidth.

Furthermore, we ask that, depending on your department, you use the following email footer for outgoing emails:

CRM:



Megan L. Mahan
Customer Relations Manager
e. mmahan@insureme.com
p. 800.467.6194
f. 303.741.6670
blog: <http://insuremeblog.com/agent>

CDM:



Megan L. Mahan
Corporate Development Manager
e. mmahan@insureme.com
p. 800.467.6194
f. 303.741.6670
blog: <http://insuremeblog.com/agent>

Affiliate:



Megan L. Mahan
Affiliate Manager
e. mmahan@insureme.com
p. 800.467.6194
f. 303.741.6670
blog: <http://insuremeblog.com/affiliate>

IV. Marketing & Creative Services

- General guidelines for marketing media and materials
- Content Generation and Management
- Equal opportunity/nondiscrimination statements for marketing media and materials

General Guidelines for Marketing Media and Materials

Marketing and creative services will be responsible for promoting the InsureMe brand through fresh, forward-looking content and design which are reflective of the InsureMe mission, vision and culture. The creative team will incorporate primary and supporting corporate colors where and when appropriate, extending the InsureMe brand to all external communications, sales, marketing and media material.

Content Generation and Management

Creative marketing, namely copywriting, will be primarily responsible for generating new content and refreshing old content on InsureMe.com and the InsureMe blogs. Creative will also be primarily responsible for managing content through Hot Banana, as well as Moveable Type, the current blogging platform.

With help of the design team, copywriting will be responsible for keeping site content fresh, forward-looking, and search engine-friendly.

Equal Opportunity/Nondiscrimination Statements

InsureMe is an equal opportunity employer (EOE). Use of the EOE statement is advised in external media materials, especially those advertising current job openings at InsureMe (both online and print). We have created two versions—one long and one short—to use where and when necessary.

Long version:

“InsureMe is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, sexual orientation, age, disability, creed, religion or veteran status.”

Short version:

“InsureMe is an equal opportunity employer.”

V. Questions and Assistance

If you have questions about the new guide or how to apply these guidelines to your position, please contact any of the following people:

Brand implementation & general Inquiries:

Lori Reed

Director of Marketing

720-546-6178

lreed@insureme.com

Registered company names & trademarks:

Robin Paquette

Chief Operations Officer

720-546-6512

rpaquette@insureme.com

VI. General Writing Tips

We can appreciate that not everyone was born a Hemmingway. Nonetheless, it's important to have elementary grammar and punctuation bases covered as we communicate with our customers.

At InsureMe, we operate along the same lines (but not always **on** the same lines) as the AP Stylebook. This section is a quick reference guide to common errors, misconceptions and other InsureMe-related formatting issues.

Punctuation Helpers

Apostrophe ('):

(1) An apostrophe usually indicates the possessive. (*Women's rights, Beth's pants are orange.*)

(2) Plural nouns ending in "S": Add just an apostrophe at the end of the noun. (*The girls' rooms, the bears' honey pots.*)

Tip: When using a plural noun *and* a comma, place the comma outside of the apostrophe. (*It was the supervisors' decision, or maybe the managers', but ultimately the president was responsible.*)

(3) Singular nouns ending in "S": If the word in question is singular, always add an "S." This is also true if the word ends with an "s", "x" or "z". (*James's attitude was surly because he'd just finished a couple of Camus's essays over some grape juice. The juice wasn't Bordeaux's best.*)

(4) Omitted letters [contractions]: Apostrophes are used when contracting two words. (*Do not touch that dirty dish rag. **versus** Don't touch that dirty dish rag.*)

Comma (,):

(1) A comma is mostly commonly used a conjunction between two sentences. (*When Jeb grew tired of wearing pink to stand apart from the others, he started wearing blue.*)

(2) In a series: AP recommends not including a comma before the conjunction in a simple series. (*The American flag is red, white and blue.*) However, in a complex series, it's helpful to include a comma before the last conjunction. (*The main points to consider are whether the sandbox is big enough for all of us, whether there are enough shovels, and whether the snow will prohibit us from making a sand castle.*)

Dash (—):

(1) Dashes indicate an abrupt change or emphatic pause. (*I'd eat chocolate everyday—except white chocolate—if it weren't so high in fat.*)

Period (.):

(1) A period, as we all know, signifies the end of a sentence. (*It smells like hot dogs in here.*)

A word about spacing: Per the AP Stylebook, you should use only **one** space

VI. General Writing Tips Cont.:

between a period and the start of the next sentence. (*It smells like hot dogs in here. Hot dogs are my favorite!*)

Grammar, etc.

External emails should always be attentive to grammatical details. Here are a few guidelines and reminders to help you along.

Addresses

(1) Use the abbreviations *Ave.*, *Blvd.*, and *St.* only with numbered addresses. (*1600 Pennsylvania Ave.*)

(2) Spell out and capitalize *First* through *Ninth* when used in street names; use numbers for *10th* and above. (*107 Seventh St.*, *1780 22nd St.*)

(3) Abbreviate compass points in an address. (*825 E. 25th St.*, *1200 Pennsylvania Ave. N.W.*)

(4) Use periods in the abbreviation for post office box. (*P.O. Box 35*)

Capitalization

(1) Capitalizing the first word of a sentence is the way to go.

(2) When writing someone's name and title **in that order**, you shouldn't capitalize the title. (*We'll have you talk to Lori Reed, director of marketing for InsureMe.*) However, if you lead with the title, it should be capitalized. (*We'll have you talk to InsureMe Director of Marketing, Lori Reed.*)

(3) Always capitalize proper nouns. A proper noun constitutes the unique identification for a specific person, place or thing. (*Melissa, Robin, Denver, England, Red Robin*)

Other Helpful Tips & Distinctions

accept/except: *Accept* means to take something or to agree to something. (*Yes, I'll gladly accept your job offer.*) *Except* can mean to exclude or leave out, but its most common use is "other than." (*No one can go in there except for the managers.*)

affect/effect: As a verb, *affect* means "to influence." (*The loss will affect the Av's standings.*) As a verb, *effect* means "to cause." (*He will effect changes in the team.*) But *effect* is most commonly used as noun, meaning "result." (*Laaksonen miscalculated the effect of his actions on the team. The effect was overwhelming.*)

afterward: not *afterwards*.

it's/its: *It's* stands for "it is"; the apostrophe in this instance stands for the missing "i." (*It's so nice to get a day off for my birthday!*) *Its* represents a possessive pronoun. (*The dog gnashed its gnarly teeth.*)

VI. General Writing Tips Cont.:

Tip: if the word you want can be replaced by “it is,” *it’s* what you want.

internet: Lower case (except at the beginning of a sentence). (*The internet has changed our entire business.*)

irregardless: Is a double-negative (and not really a word). Use “regardless” instead.

fewer/less: Use *fewer* to indicate a smaller number of individual things. (*If you reduce your lead volume, you’ll receive fewer leads per month.*) Use *less* to indicate a smaller quantity of something. (*You’ll spend less money with InsureMe.*)

online: No hyphen, no capitalization. (*You can fill out our agent application online.*)

than/then: Use *than* when you’re comparing and contrasting things. (*We have a wider range of filters than InsWeb.*) Use *then* if something follows or results from another. (*If I eat a pound of chocolate then I’ll need to buy bigger pants.*)

there/their/they’re: *There* is an adverb indicating direction. (*We went there for dinner last night.*) *Their* is a possessive pronoun. (*Their rack of lamb was atrocious!*) *They’re* is a contraction of “they are.” (*They’re pretty expensive sheets.*)

web site: Two words, lower case. (*Our web site is www.InsureMe.com*)

who’s/whose: *Who’s* is short for “who is.” (*Who’s at the door?*) *Whose* represents a possessive pronoun. (*Whose glass is this?*)

Tip: If you can replace the word you want with “who is”, *who’s* is what you want.

[Source(s)]: AP Stylebook 2004, *Woe Is I: The Grammarphobe’s Guide to Better English in Plain English*