

# Bankers Life brand guidelines

This document includes basic guidelines on how to represent the Bankers Life brand through our graphic elements.



*Pantone 281 (blue)/363 (green)*




*Black*




*Reverse (white)*


## Unacceptable uses




Do not apply colors other than Pantone 281/363, black or white.




Do not change the proportion of the horizontal and vertical scale.




Do not remove or reposition elements.




Do not position the logo at an angle.




Do not apply different fonts to the logo.



Do not place a drop shadow behind the logo.




Do not place the logo on a patterned background.



Do not place the logo on a busy area of a photo.


## Minimum size and clear space

**Print applications**




Minimum size  
1.5625"

**Online and screen applications**




Minimum size  
230px


**Standard Sizes**



2.25" wide




1.875" wide



1.5625" wide

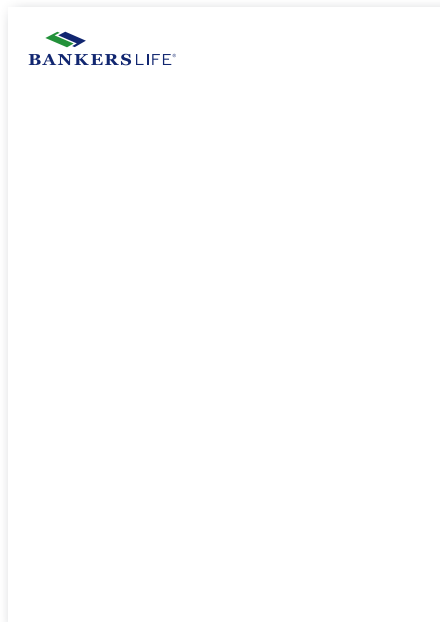
**Minimum clear space**



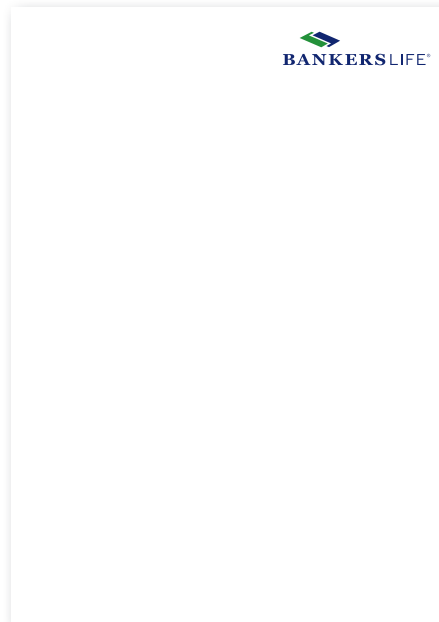
## Logo placement

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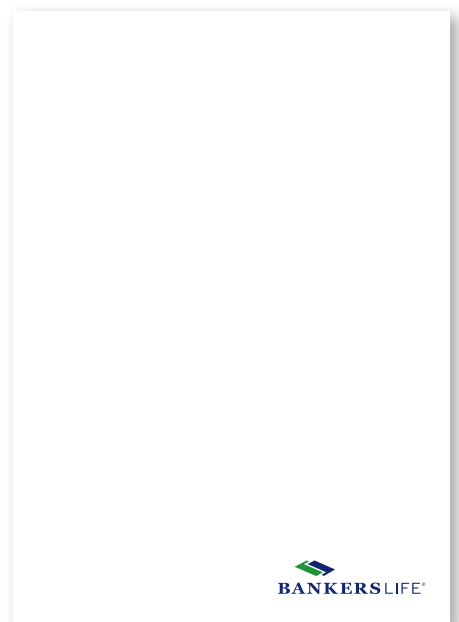
### Upper left placement



### Upper right placement



### Lower right placement



## Bankers Life primary colors

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<b>Bankers Life blue</b> <b>PMS 281</b> CMYK: 100/74/0/45 RGB: 0/32/91 HEX: 00205B	<b>Bankers Life green</b> <b>PMS 363</b> CMYK: 67/0/100/27 RGB: 66/131/33 HEX: 428321
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## Typography

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### Body copy fonts

Sabon

ITC Franklin Gothic

### Headline copy fonts

Frutiger LT Pro

## Website reference

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When referring to our website in copy, drop the protocol reference <http://>, and “www” and capitalize Bankers Life. Example: BankersLife.com

**QUESTIONS: Contact Corporate Communications at [SusanJudith.Villalobos@CNOinc.com](mailto:SusanJudith.Villalobos@CNOinc.com)**

**BankersLife.com**