MetLife Brand Design System

ABBREVIATED GUIDELINES

MetLife

The following provides essential guidelines for visual design at MetLife. The examples that are shown have been selected to provide context and represent standards and best practices.

This document is not exaustive and therefore not meant to be referenced for detailed design. For more detailed design direction please reference The Global Brand Identity guidelines.

Overview

Our brand strategy is our North Star for all visual and verbal guidance. Through an integrated global effort, we have transformed the way our brand looks, speaks, feels, and acts.

MetLife Brand Strategy

Visual Expression

Design Philosophy and Brand Guidelines

Verbal Expression

Voice and Messaging Guidelines

This document outlines the principles and tools for how we want our brand to engage with our customers.

The verbal guidelines give our global teams a consistent way to express the MetLife brand.

The MetLife Brand

Our visual expression starts with our logo. Reflecting our role as our customers' trusted partner, our new logo comprises two simple shapes that come together to create an "M." The blue color reflects our brand heritage, while the vibrant green— new to our color palette—represents growth and vitality.

MetLife

Navigating life together

To tell our story to the world, we've created a new tagline that articulates the role we play in customers' lives: **Navigating life together.**

Our Design Elements

Logo

In a fast-changing world, we all need a partner we trust to support us through life's twists and turns. Our new mark represents the partnership between MetLife and our customers by combining two simple shapes that come together to create an "M."

Whenever possible, reproduce our logo in full color on a white background.


Photography

We use photography to illustrate the human benefit of our products and services. Our photo style is candid, honest, and authentic, with images reproduced in full color. We have three different image types: single image, image pair, and portrait. We use portraiture only when it accompanies customer quotes in order to humanize the voice of the customer.

Single Image

Image Pair
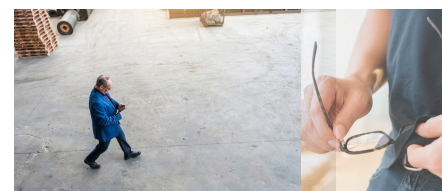
Portrait

Typography

The two primary fonts in our visual system help set our brand apart from our competitors.

Utopia is a contemporary serif that we use to communicate with our customers in a friendly, approachable manner. We use Utopia as the lead typeface when introducing ourselves and speaking to our existing customers. We use Utopia primarily for headlines.

MetLife Circular is a friendly sans serif with unmistakable character yet universal appeal. We use MetLife Circular for body copy.

Utopia Bold

MetLife Circular Bold
MetLife Circular Medium
MetLife Circular Normal
MetLife Circular Light

Filmstrip

The filmstrip is a graphic element that helps bring our design elements together and creates a unique identifier for our brand. The filmstrip is used to capture moments in time and to tell customer stories. A single picture represents a single moment, while an additional photograph can tell a broader story. The pairing of images creates a unique photographic approach that reinforces our core brand idea of being a trusted partner for our customers. The filmstrip images can feature color overlays to connect to our core brand palette.
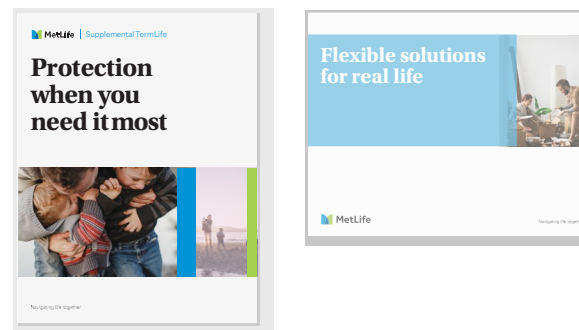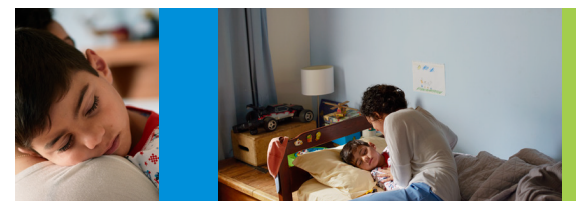
Color

Our primary color palette consists of blue and green. Blue represents our heritage and symbolizes trust, loyalty, and truth. Green represents vitality, growth, and the opportunity that we have to help our customers. Neutrals are used to support our primary colors and when tonal colors are necessary. Our secondary color palette is used sparingly to bring a pop of color when required.
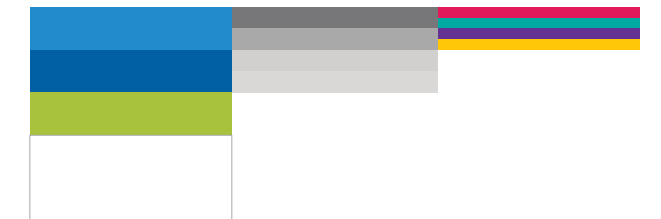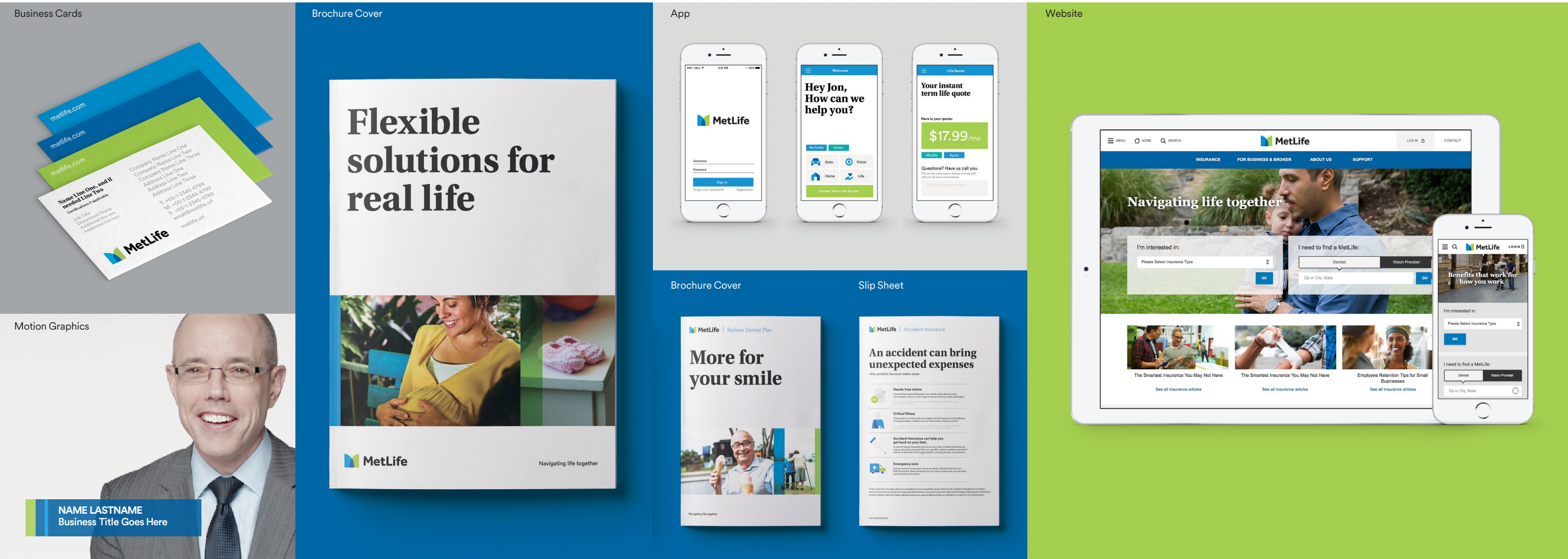

Pictograms

Our pictograms help tell a story by visualizing key concepts and information in an approachable, human way.

Used in a supportive role, pictograms help emphasize and navigate important information and make concepts simple and easy to understand.

Our Design Elements in Application

Business Cards

Brochure Cover

Flexible solutions for real life

Navigating life together

App

Motion Graphics

NAME LASTNAME
Business Title Goes Here

Brochure Cover

More for your smile

Slip Sheet

An accident can bring unexpected expenses

Website

Navigating life together

Bringing all elements of the design system together in the right balance creates a consistent expression of our brand across a range of varying applications.
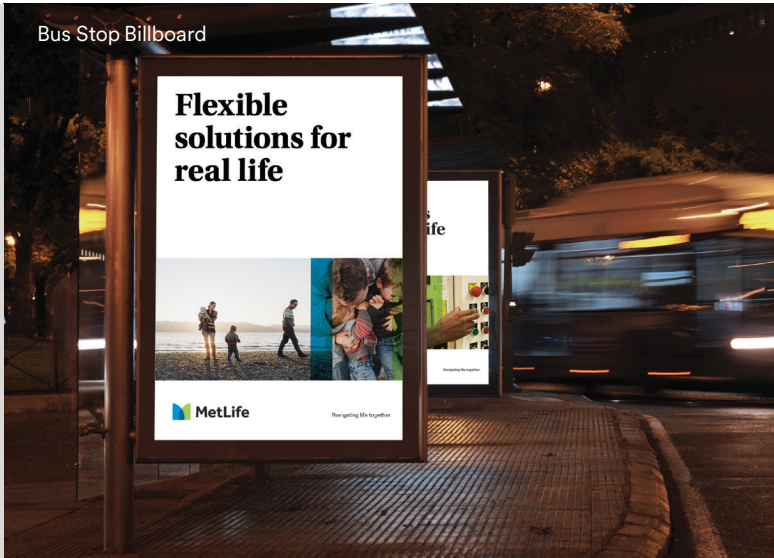
Whether for print, digital, video, or brand experiences, we must express our brand personality and use our design essentials throughout every touchpoint.

Our Design Elements in Application

Web Banner

Bus Stop Billboard

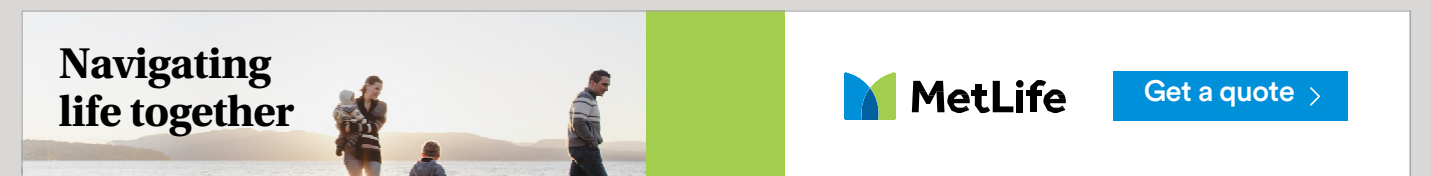Web Banner

Playbook

Brochure Spread

Poster

Newsprint Insert

Anniversary Book

Web Banner

Creative Checklist:

1

Are you using the correct logo?

Use the full-color version of the MetLife logo whenever possible. Use transparent or grayscale versions only when the application does not permit the full-color version.
All other logo versions require approval from the MetLife brand team.

2

Are you using the MetLife fonts?

In customer-facing communications, use the MetLife fonts (Utopia and MetLife Circular) whenever possible. In digital media or for internal communications (such as Microsoft PowerPoint® or Word®), it is permissible to use Georgia as a replacement for Utopia and Arial as a replacement for MetLife Circular.

3

Are you using our brand color palette?

The core MetLife colors —blue, green, and white— should be the dominant colors on all communications. Use the secondary palette on a limited basis for data visualization or to aid navigation.
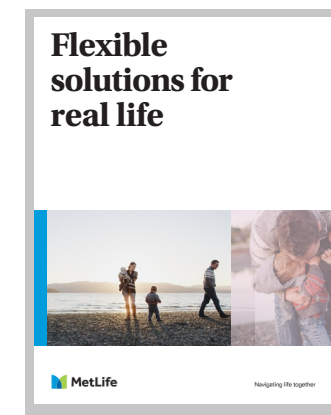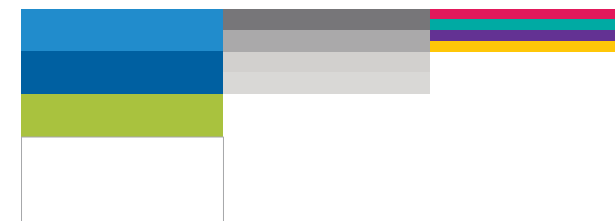
4

Are you correctly applying the design elements?

Always use the correct elements of the MetLife design language: our photographic style, illustration style, colors, and fonts.

Utopia Bold

MetLife Circular Bold
MetLife Circular Medium
MetLife Circular Normal
MetLife Circular Light

Flexible solutions for real life

Design Elements Misuse

Do not use legacy characters.
We have great respect for the characters that used to represent our brand; but moving forward, our brand must reflect the modern, future-facing company that we have become.


Do not mix legacy and new brand elements.
When updating legacy materials, be sure to rethink all design elements, such as photography, typography, layout, and color. Don't simply replace the old logo with the new one.
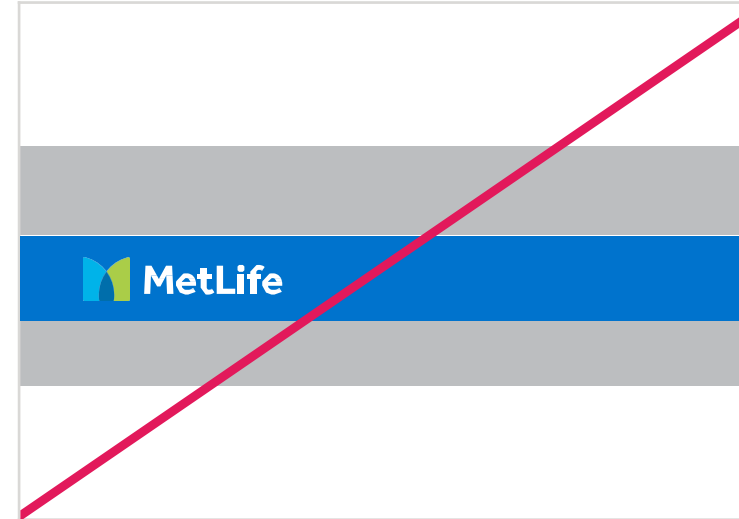
Do not place the new logo in a legacy brand bar.
We prefer to place our new logo on a white background whenever possible.

Do not use legacy colors within the new visual system.
Our color palette is primarily blue and green. White is also a key part of our palette. Large areas of color should reflect our primary palette.
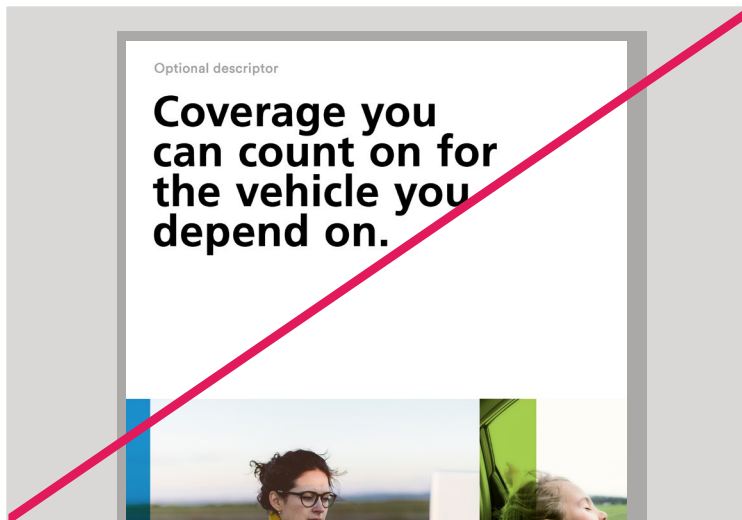
Do not use or mix legacy typography with our new typography.
Our primary typefaces are Utopia and MetLife Circular. Never mix them with legacy fonts.

Do not use legacy taglines or creative.
e.g., For the if in Life, I Can Do This

Do not put our new symbol next to the legacy logo.
Always use approved master artwork for reproduction. Never place our Partnership "M" symbol with our old logotype.

Do not attach MetLife internal department names to the logo.

2. Logo

Primary Logo


Partnership "M" Symbol

Wordmark

MetLife Logo
Our symbol and our wordmark always appear together to form our logo.

Reflecting our role as our customers' trusted partner, our new symbol comprises two simple shapes that come together to create an "M." The blue color reflects our brand heritage, while the vibrant green—new to our color palette—represents growth and vitality. **Our symbol and our wordmark always appear together to form our logo.**

Whenever possible, reproduce our logo in full color on a white background.

For master artwork, see appendix.

Logo Reproduction Versions
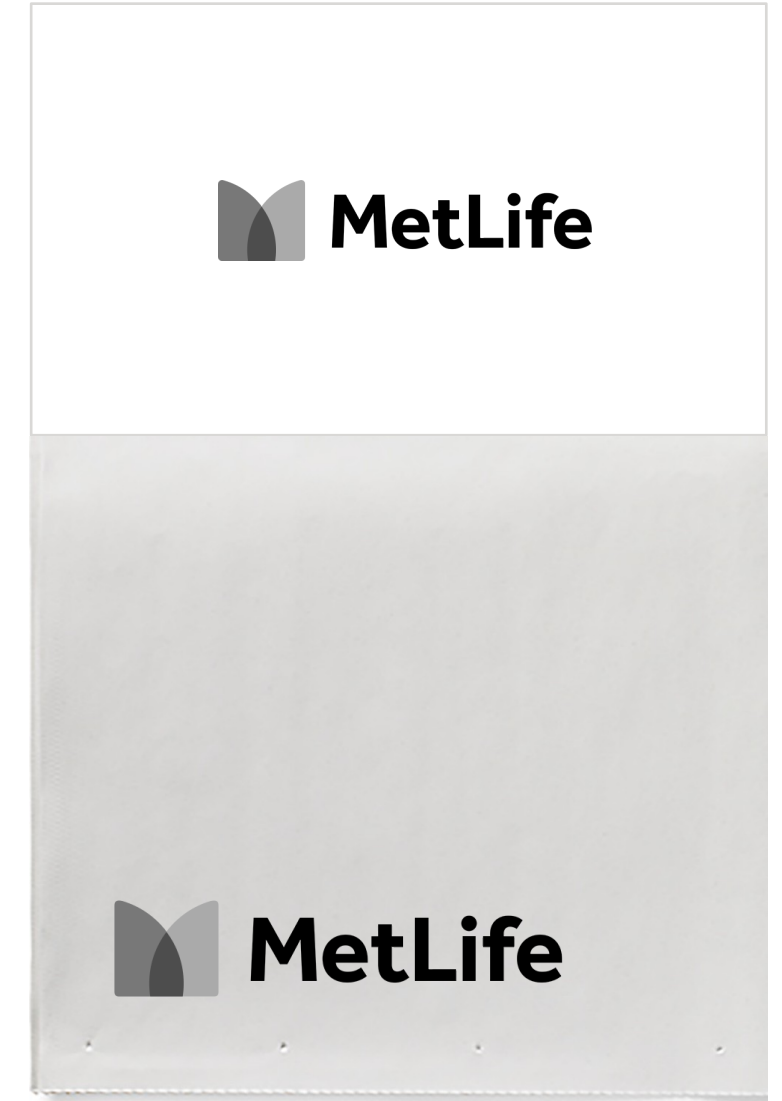
Primary
Our primary logo is full-color on a white background.

For master artwork, see appendix.

Reversed
Our reversed logo is white text, primarily on a black background, and used only when an application on white is not an option.

Transparent
Our transparent logo is an all-white version that accurately expresses the translucent overlap in the Partnership "M" symbol and should be used only when a single-color application is required, such as etching on glass and certain midtone backgrounds (e.g., a step-and-repeat).

Grayscale
Our grayscale logo is the preferred single-color version when tonal printing is possible, such as for ads printed on newsprint. The grayscale logo most accurately expresses the translucent overlap when the full-color logo is not an option.

**Logo Exception
on Social Media**

Twitter

Facebook
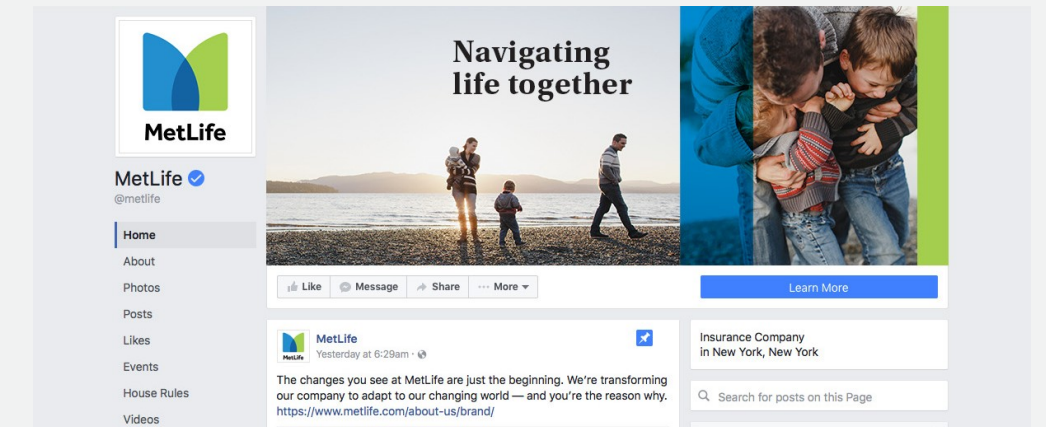
Website

A special stacked version of our logo has been created, as an exception, to allow our brand to stand out on social media.

Stacked versions of dual-language logos are available.

For master artwork, see appendix.

Our Partnership "M" symbol may be used as a favicon on our websites. This is the only time that our symbol should appear without our logotype.

Our Tagline

MetLife

Navigating life together

MetLife Logo

MetLife Tagline

To tell our story to the world, we've created a new tagline that articulates the role we play in customers' lives: **Navigating life together.**

Our tagline should be used whenever possible to help build brand recognition.

For master artwork, see appendix.

**Clear Space
and Minimum Size**

Clear Space for Primary Logo

Clear Space for Logo With Tagline

Minimum Size

Print
0.75" wide
(19mm)

Digital
54px wide

Clear Space

Maintaining an appropriate amount of clear space around our logo creates a positive impression and impact. Therefore, a minimum amount of clear space must always surround the MetLife logo, in order to separate it from other elements such as headlines, text, or imagery. The clear-space area is equal to the cap height of the MetLife "M" and is proportional to the size of the logo being used. The same clear-space rule applies to all dual-language logos and tagline lockups.

Minimum Size

Careful consideration should be given when determining the size of the MetLife logo. If it is too small, it will be ineffective. The minimum size of the logo should be 0.75" wide (19mm) for print materials and 54px wide for digital applications.

Logo Misuse
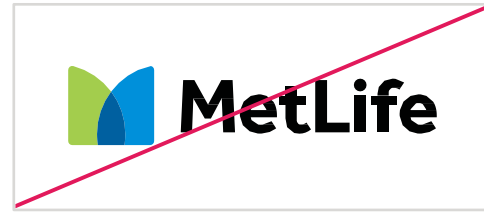
❌ Do not flip the Partnership "M" symbol.

❌ Do not use any other color combination.
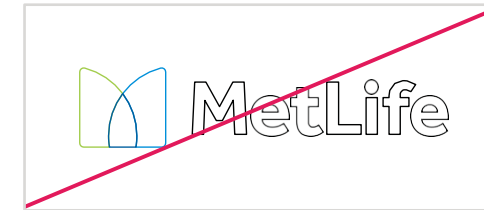

❌ Do not remove any part of the logo.
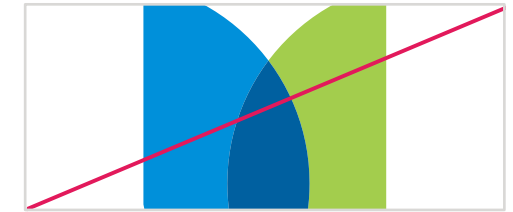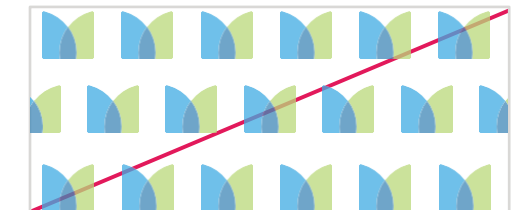

❌ Do not use the logo as a supergraphic.
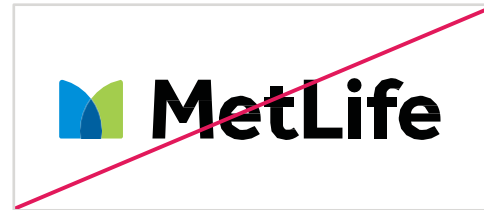
❌ Do not resize any logo elements.

❌ Do not use alternate colors.

❌ Do not outline the logo.

❌ Do not create a repeat pattern with the Partnership "M" symbol.

❌ Do not use gradients on the logo.
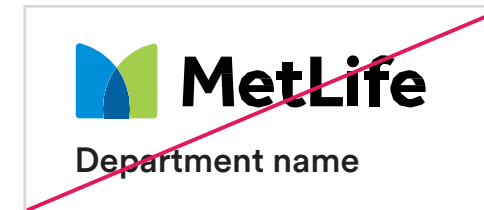

❌ Do not lock up the logo with graphic elements.

❌ Do not use the logo in a sentence.

❌ Do not put the new symbol next to the legacy logo.

❌ Do not rotate the partnership "M" symbol.

❌ Do not attach MetLife internal department names to the logo.

To maintain the integrity and clarity of our brand, do not modify the MetLife logo in any way or associate it with conflicting elements. Above are some examples of executions that are prohibited.

Always use master artwork when reproducing our logo.

For master artwork, see appendix.

3. Color

Color Palette Proportion

Our primary colors are blue and green. Blue reflects our heritage, while green represents growth and vitality.

Neutrals support our primary colors. Secondary colors may be used to support our primary colors but are used sparingly to bring a pop of color when required. Secondary colors may be used in data visualization or to aid navigation in multi-page communications.

High Prominence
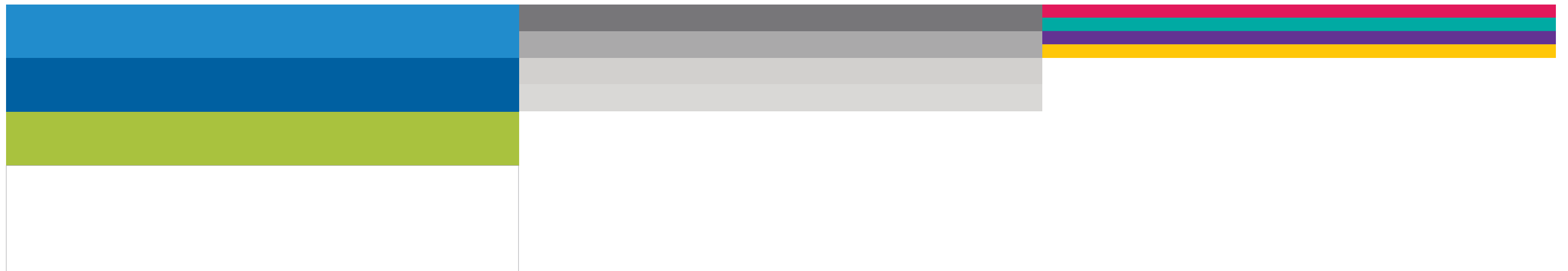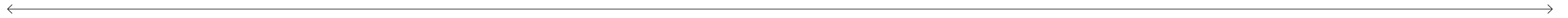
Low Prominence

Primary

Neutrals

Secondary

Color Palette Specifications

High Prominence

Low Prominence

Primary

The way we use color is important. Blue and Green are our primary brand colors and should be dominant in our communications. Our primary colors should be used together, in equal amounts, with plenty of white space to add modernity and freshness. Typography is primarly black.

Neutrals

Our neutrals are used more sparingly than our primary colors. Neutrals are used to support our primary colors and when tonal colors are necessary.

Secondary

Our vibrant secondary palette brings energy to our visual system but plays a small role. Our secondary colors should be used sparingly to accent our primary and neutrals palettes.

| Coated and Uncoated Stock	On-screen	Coated and Uncoated Stock	On-screen	Coated and Uncoated Stock	On-screen
MetLife Blue (or PANTONE® 2193) C:89 M:18 Y:0 K:0	R:0 G:144 B:218 HEX: #0090DA	MetLife Dark Gray (or PANTONE Cool Gray 9) C:30 M:22 Y:17 K:57	R:117 G:120 B:123 HEX: #75787B	MetLife Berry (or PANTONE 2040) C:0 M:96 Y:43 K:0	R:219 G:10 B:91 HEX: #DB0A5B
MetLife Dark Blue (or PANTONE 2384) C:99 M:48 Y:1 K:14	R:0 G:97 B:160 HEX: #0061A0	MetLife Medium Gray (or PANTONE Cool Gray 6) C:16 M:11 Y:11 K:27	R:167 G:168 B:170 HEX: #A7A8AA	MetLife Teal (or PANTONE 2399) C:90 M:0 Y:43 K:0	R:0 G:172 B:160 HEX: #00ACA0
MetLife Green (or PANTONE 2300) C:40 M:0 Y:89 K:0	R:164 G:206 B:78 HEX: #A4CE4E	MetLife Gray (or PANTONE Cool Gray 2) C:5 M:3 Y:5 K:11	R:217 G:217 B:214 HEX: #D9D9D6	MetLife Purple (or PANTONE 267) C:82 M:97 Y:0 K:0	R:95 G:37 B:159 HEX: #5F259F
		MetLife Light Gray (or PANTONE Cool Gray 1) C:4 M:2 Y:4 K:8	R:242 G:242 B:242 HEX: #F2F2F2	MetLife Yellow (or PANTONE 7548) C:0 M:12 Y:98 K:0	R:255 G:198 B:0 HEX: #FFC600

Color in Application

Brochures
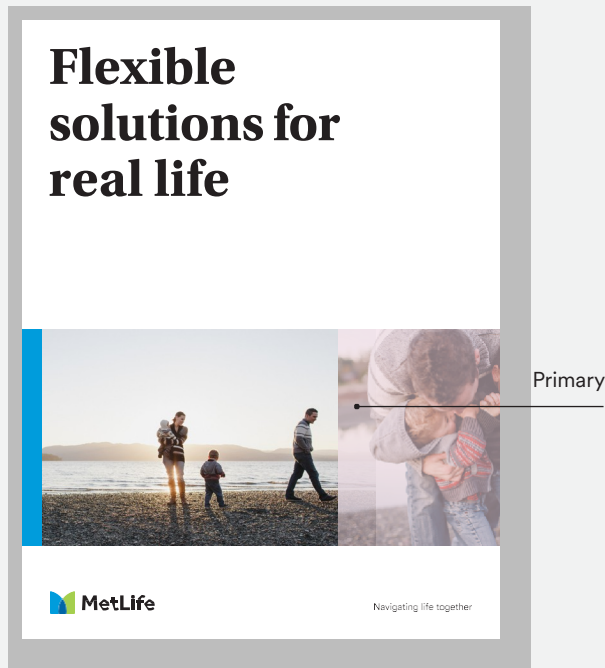
Primary
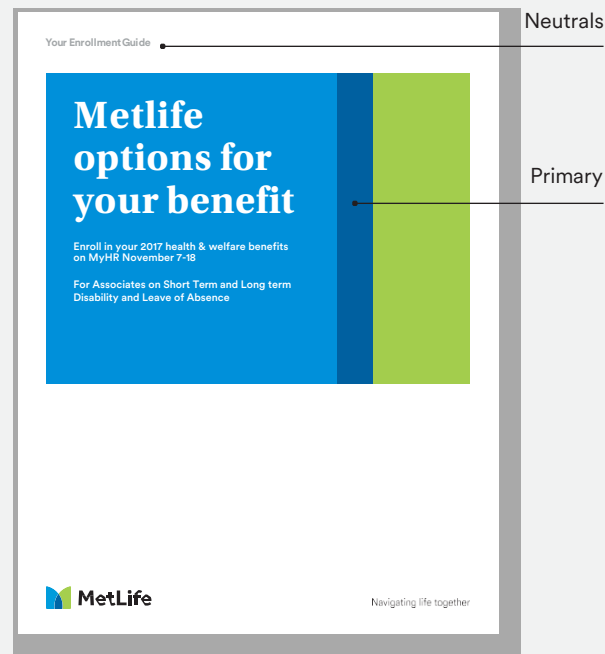
Neutrals
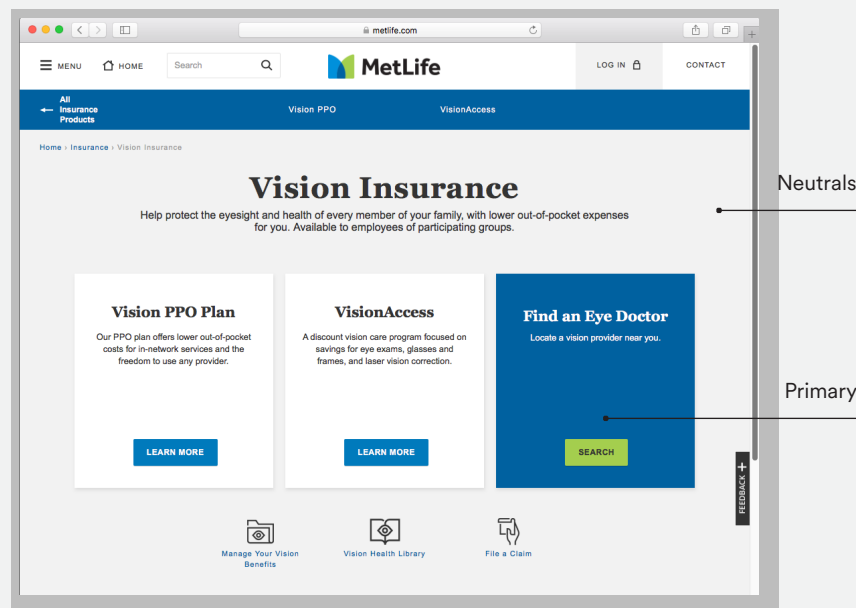
Primary

Website
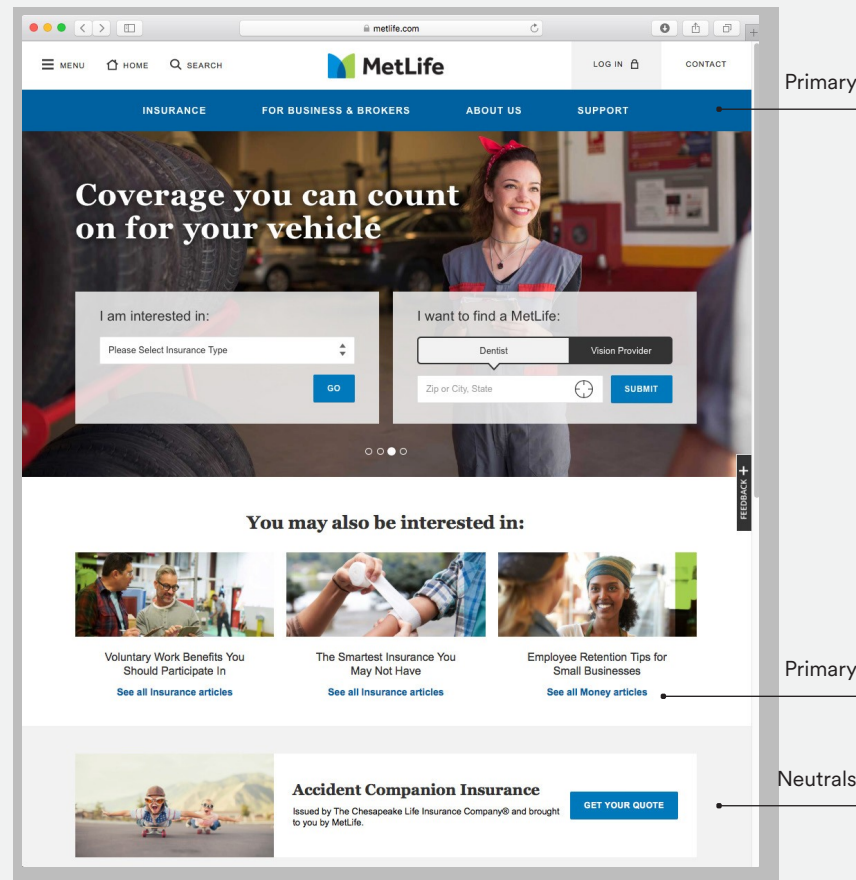
Primary
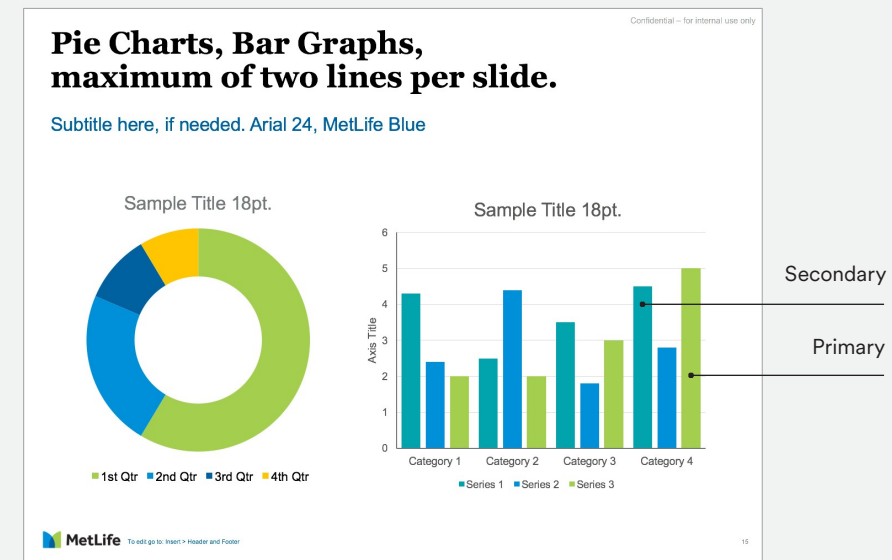
Primary

Neutrals

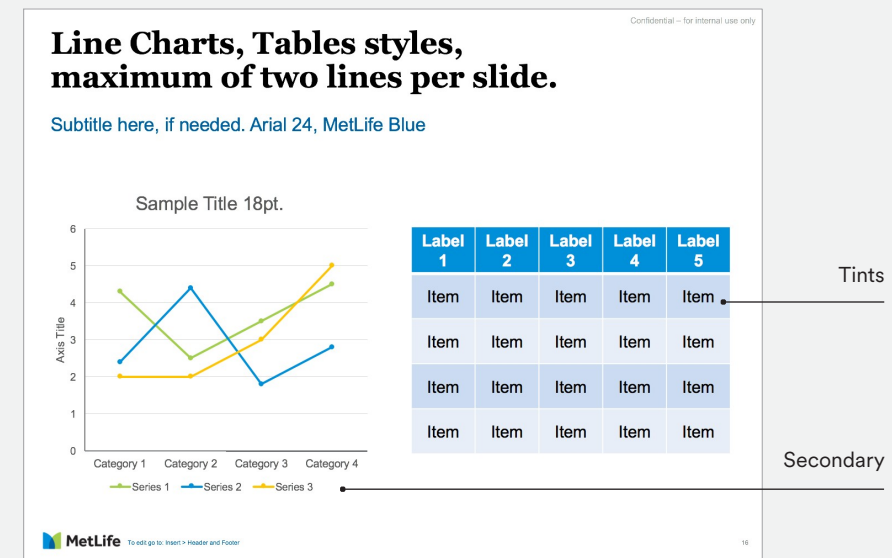Neutrals

Primary

Presentation Slides

Secondary

Primary


Tints

Secondary

B/W Applications

Full color applications are preferred. If there are printing restrictions B/W applications can be created converting our primary colors to the following black values:

MetLife Blue   >   65% black

MetLife Dark Blue   >   85% black

MetLife Green   >   40% black

Secondary colors usage on communications

Our secondary color palette may be used as a way-finding aid on a single, often long-form piece, such as the example shown here. However, our primary color palette is preferred when possible.
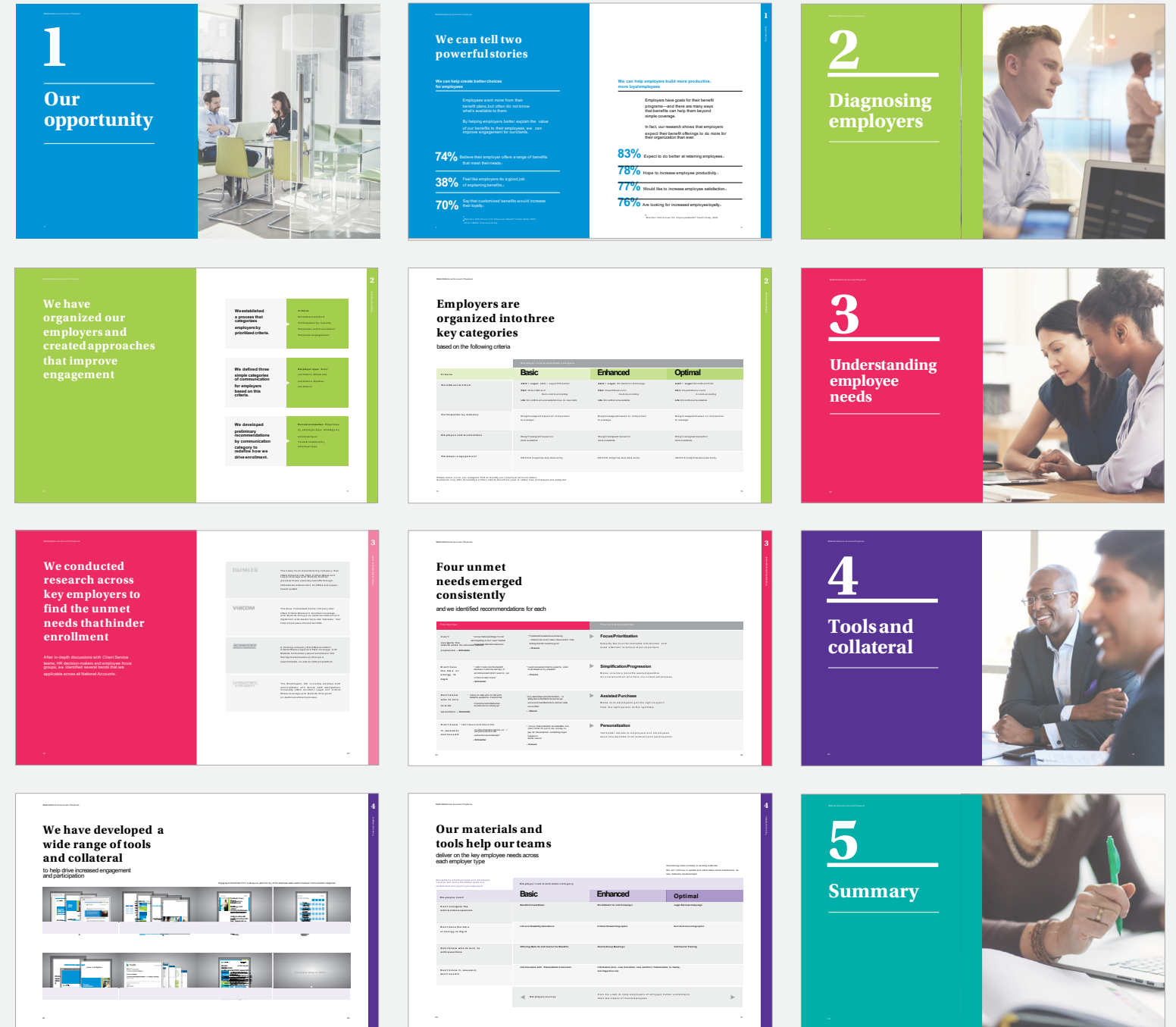
Example of long-form piece
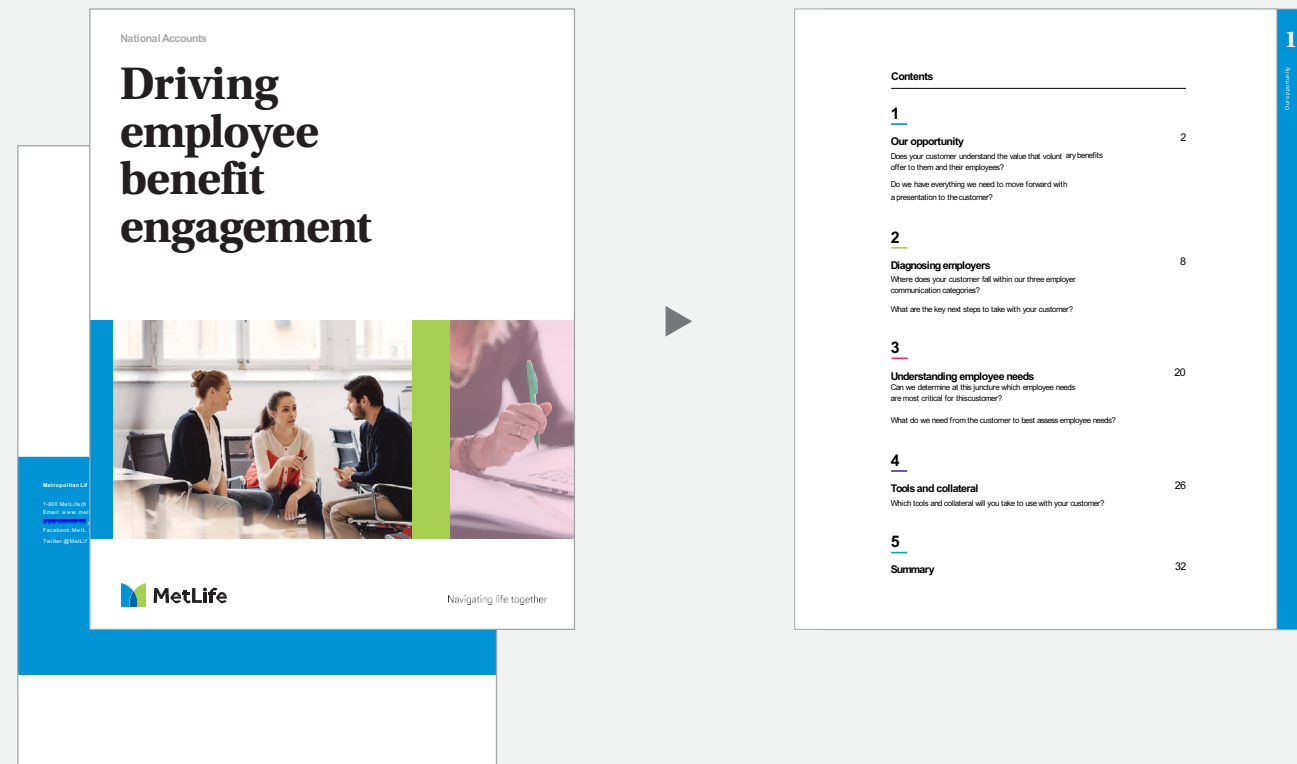
Cover
Primary color palette is used on the brochure cover.

Table of contents
Secondary color palette may be used to identify the brochure sections.

Interior
Secondary color palette may be used to delineate each brochure section, but must be used sparingly within each section.

**Color Palette
ADA Compliance Scores**

Using White Text on Color

MetLife Blue	MetLife Dark Blue	MetLife Green	MetLife Purple	MetLife Berry	MetLife Yellow	MetLife Teal	MetLife Light Gray	MetLife Gray	MetLife Medium Gray	MetLife Dark Gray
3.4	6.3	2.0	9.3	5.0	1.6	2.8	1.2	1.5	2.4	4.4
AA 18pt+	AA 18pt+/- AAA 18pt+	⊗ Do not use white text.	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	⊗ Do not use white text.	⊗ Do not use white text.	⊗ Do not use white text.	⊗ Do not use white text.	⊗ Do not use white text.	AA 18pt+

Using Black Text on Color

MetLife Blue	MetLife Dark Blue	MetLife Green	MetLife Purple	MetLife Berry	MetLife Yellow	MetLife Teal	MetLife Light Gray	MetLife Gray	MetLife Medium Gray	MetLife Dark Gray
6.0	3.2	10.5	2.3	4.2	13.3	7.4	17.0	13.6	8.8	4.7
AA 18pt+/- AAA 18pt+	AA 18pt+	AA 18pt+/- AAA 18pt+/-	⊗ Do not use black text.	AA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+/-	AA 18pt+/- AAA 18pt+

**ADA Compliance Contrast
Ratio Overview**

7:1
AAA

Required contrast if information is essential or descriptive.

Allowed with text size below 18pt. If type is 18pt or higher, a 4.5:1 ratio is allowed to achieve the AAA standard.

4.5:1
AA

Allowed if the text or information is recognizable and easy to understand.

Allowed with text size below 18pt. If type is 18pt or higher, a 3:1 ratio is allowed to achieve the AA standard.

OK to use if the color indicates inactive user interface or if it is used for decoration.

3:1
A

Allowed if the color of an icon or a button has a decription or other cues.

Allowed if the color is purely decorative and can be omitted without losing the function.

4. Typography

Primary Typeface:
Utopia

Hi. I'm Utopia.

I'm smart and easy to work with.

Utopia is a contemporary serif that helps us communicate with our customers in a friendly, approachable manner. Use Utopia as the lead typeface when introducing ourselves and when speaking to our existing customers.

Utopia should be used as a display font for headlines. It has been drawn for maximum legibility across all media.

**Primary Typeface:
MetLife Circular**

Hi. I'm MetLife Circular.
I'm modern, crisp, and speak with clarity and simplicity.

MetLife Circular is a friendly sans serif with unmistakable character yet universal appeal.

We use MetLife Circular for body copy.

**Primary Typefaces
in Application**

For Headlines

Utopia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

For All Other Uses

MetLife Circular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

MetLife Circular Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

MetLife Circular Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

MetLife Circular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

MetLife primary typefaces are Utopia and MetLife Circular for the majority of our communications. Utopia and MetLife Circular both have an extended font family. Our recommendation is to use Utopia Bold for headlines and MetLife Circular Bold, Medium, Normal, and Light for body copy or information graphics. Upper/lowercase is preferred over all-capitals.

Every effort should be made to maintain brand consistency across all customer touchpoints by using the preferred typefaces and font weights.

We strongly recommend that vendors, business units, or individuals who regularly create professional communications on our behalf acquire the proper typefaces from the proper source. See appendix for details.

**System Typefaces
in Application**

For Headlines

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

For Body Copy

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

For Legal Copy

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?$%#@*

Georgia and Arial should be used by desktop users and administrative personnel who create communications developed in e-mails and Microsoft Office© applications and for whom acquiring Utopia and MetLife Circular is impractical. While less desirable than Utopia and MetLife Circular, Georgia and Arial represent a minimum standard that is not burdensome, as they are pre-installed on all PC and Mac computers.

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5. Photography

Introduction

We use two types of imagery to reach our audience:

Image Pair Within a Filmstrip

Single Image
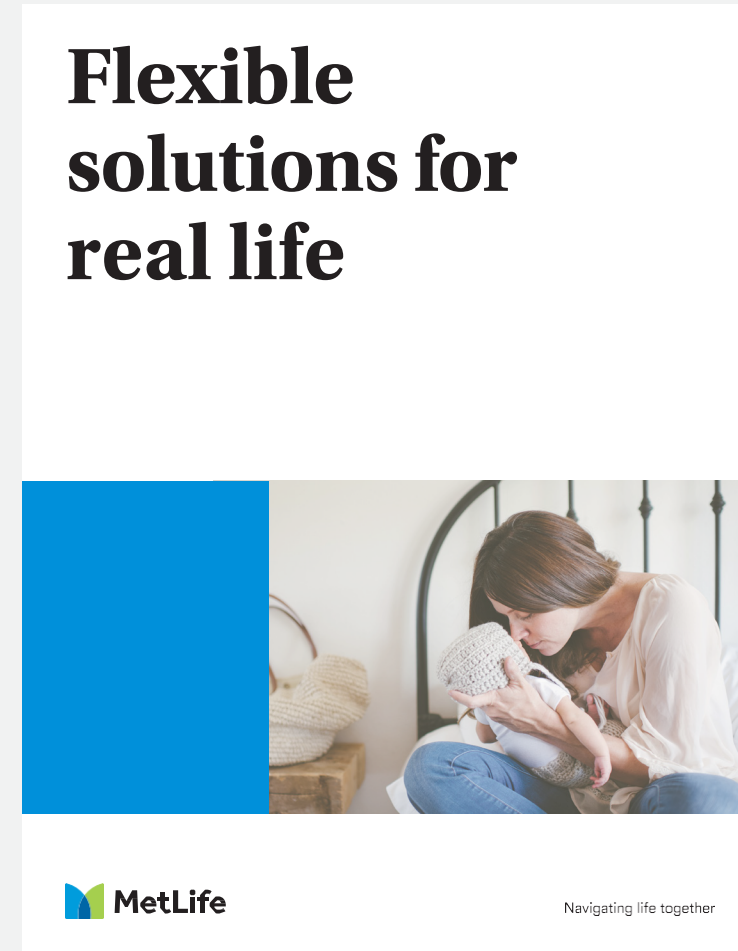
Photography Style

Photographs are a vivid way to express our "Clearly human" philosophy. Our photographs candidly and intimately share real moments in the lives of real people, telling stories and carving out a connection between the human experience and partnership with MetLife.

The scenarios in our photography are culturally accurate according to their market and are never posed or insincere. From milestones to everyday affairs, the moments that we portray are personal and genuine, inviting our audience to emotionally connect with the brand. The tone is optimistic with bright, natural lighting, even exposures, and temperate saturation of full-color photography.

Photography Style Guide

Subject
● Culturally appropriate families, individuals, and employees

● Scenes that capture slices of a larger story at home, at work, or in the world

Feel
● Never staged and stock-like

● Always genuine, personal, expressive

Appearance
● Full-color, temperate saturation, naturally cooler palette

● Bright, natural lighting; even exposure

● Simple forms, low detail, not busy

● Ample white space

● Standard-to-slightly narrow field of view; not too tight (to allow cropping)

● Shallow-to-standard depth of field to achieve out-of-focus planes

● Both natural points of view and unexpected, yet controlled, angles (i.e., higher and lower perspectives and perspectives from within the action)

Photography Style Misuse

The MetLife image style is a unique aspect of our personality. Please review the examples here for an idea of what is considered off-brand.

When choosing photographs of people, look for realistic interpretations of situations rather than images that are posed or staged. Images should connect to and involve the viewer, communicating that MetLife understands its customers. Please be conscious of the overall tone, as well as the composition of elements.

❌ **Do not use photos that are too saturated.**
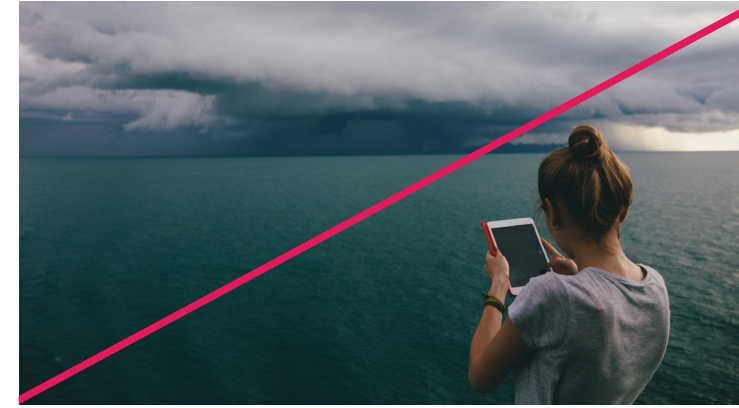
❌ **Do not use photos that are too dark.**

❌ **Do not use photos that are too busy.**

❌ **Do not use photos that are tinted or filtered.**

❌ **Do not use photos that are too staged, with figures looking into the camera.**

❌ **Do not use imagery that references the tagline with nautical navigation metaphors.**

Photography Use:
Single Image and Portrait

Single Image
Single images are either contextual or feature images. They can be used independently or paired with a color field in a filmstrip.

For location-specific messaging, there is the option of using a relevant landscape or cityscape photograph that follows our photography style guide. These images, however, are never used in pairs.

Portrait
We use portraiture only when it accompanies customer quotations in order to humanize and give vitality to the voice of the customer. Portraits are never used in a pair nor as the voice of MetLife.

Portrait subjects are genuine, approachable people seen in an environment that is personal to them. The subject is centered and shot straight on while looking honestly at the camera. Portraits feature a tight crop to the head and shoulders, with even, natural lighting and an out-of-focus background.

Single Image

Real-World Workplace

Emotional Milestone

Dental Insurance

Location-Specific Messaging

Portrait

Cover

Flexible solutions for real life

MetLife — Navigating life together

Interior

2

Diagnosing employers

Advertisement

"There are so many different types of medical insurance I don't know which to choose. It's so hard to decide which riders I really need."
– Nehna

MetLife — Navigating life together

Interior

Health proactive and internationally minded Young Affluent (YA)

Young professionals who are ambitious, active and globally minded.

They are working hard to build their career, but also focus on living a healthy and balanced life.

They see having good health is critical in building their career and enjoying all other meaningful things in life.

"My further plan is to be a leader who achieves a sense of self-fulfillment."

Demographics

Age
25-30

Personal monthly income by city tier (RMB)

$
8k+
For tier 1 and 2

7. Pictograms

Introduction

We use our simple illustrative style in three ways: as pictograms, web icons, and special-use illustration.

Pictograms

Used for marketing and communication applications, pictograms are the most common form of illustration and the foundation of our illustrative style. They will be the focus of this section.

Web Icons
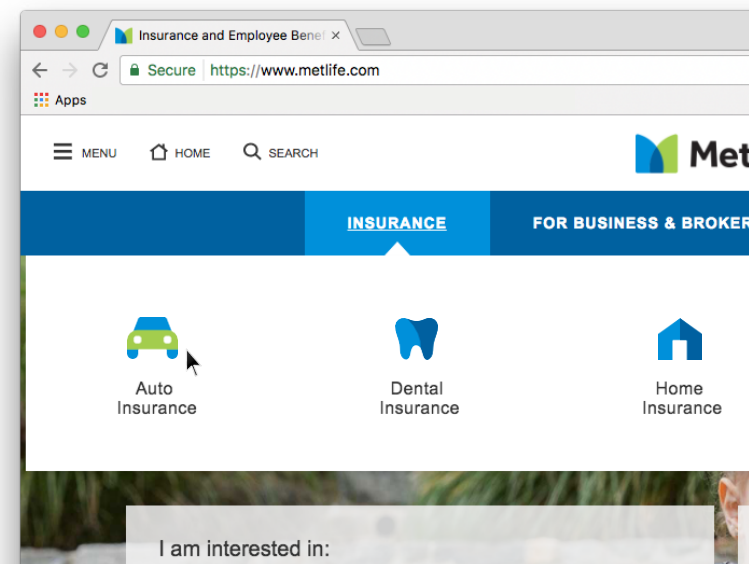
Web icons are based off of the style of our pictograms and used only for web and digital applications.

More information to come as the web icon system is developed.

Special-Use Illustration
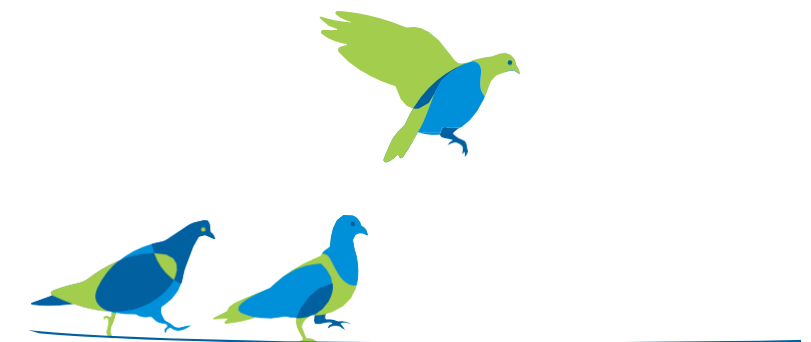
This is curated and commissioned for special cases including internal and external events, campaigns, environmental graphics, social media, and promotions and giveaways.

More information to come as the special-use system is developed.

About Pictograms

Pictograms help tell a story by visualizing key concepts and information in an **approachable, human way**.

Used in a supportive role, pictograms help emphasize and navigate important information and make concepts simple and easy to understand.

Pictograms can be used to support and visualize key information.

Pictograms should never be used in large scale as a heroic or leading element.

Pictogram Symbolism

Pictograms can have a wide range of meanings. They can be more literal, representing a specific object, or more conceptual, representing a broader idea.

Individual pictograms may also have several meanings and be used to represent more than one type of information.

Each will be tagged with several words and phrases associated with potential meanings.

A continuously updated library of pictograms will be provided for use.

Pictograms will be available as .EPS and .PNG file formats for both print and screen.

Conceptual

Literal
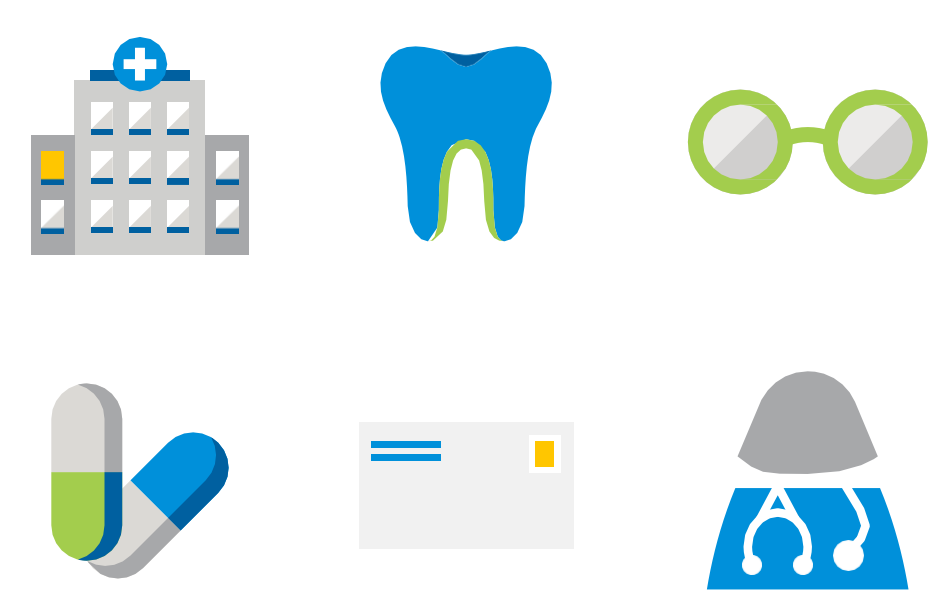
Example Pictogram Meanings
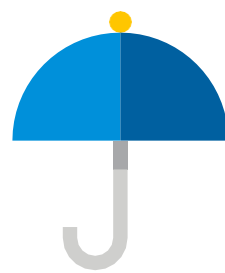
Coverage
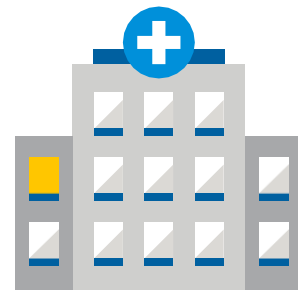
Hospital

Quality control

Unexpected expenses
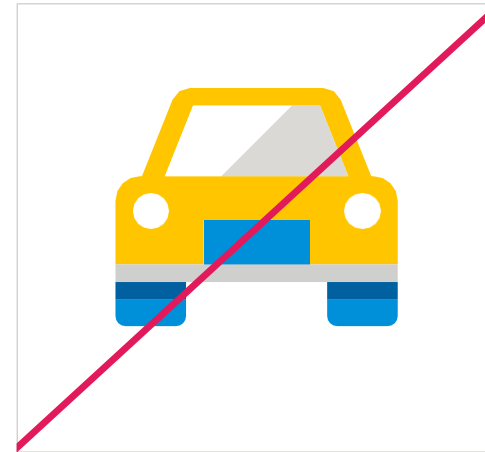
Time-saving
claims process

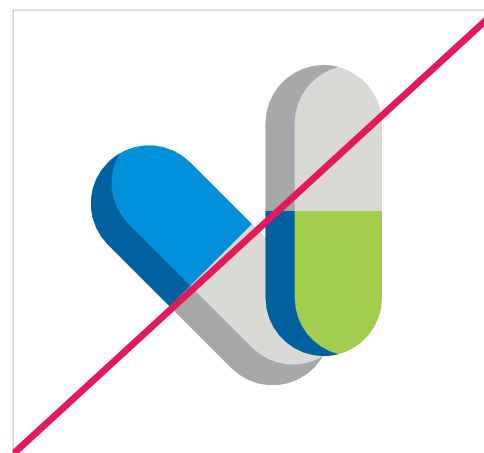**Pictogram Misuse**
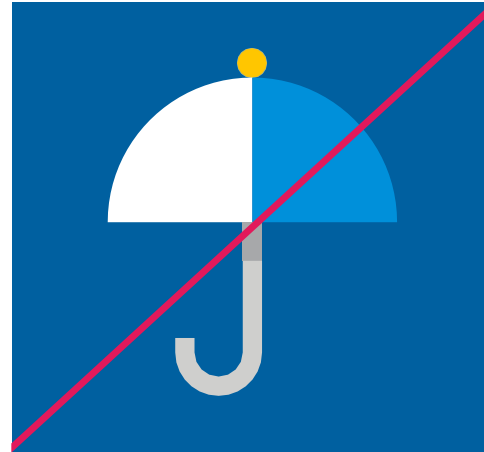
❌ Avoid using color backgrounds.
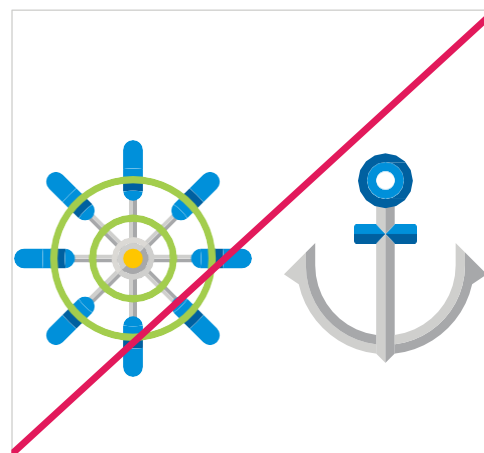

❌ Avoid complex or fine details.
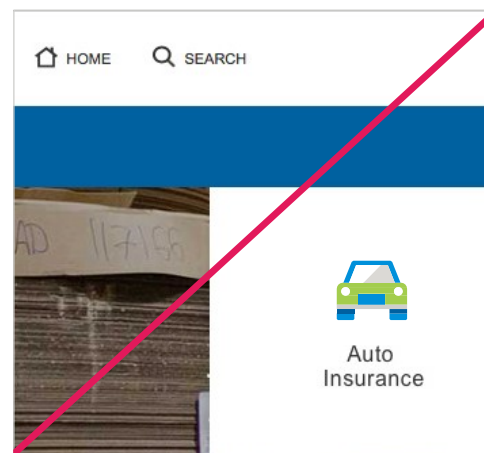

❌ Avoid monochromatic pictograms.
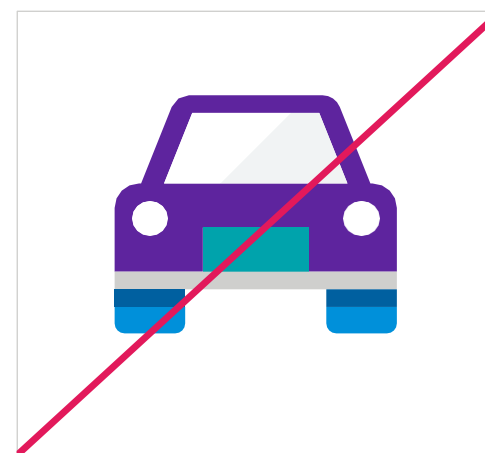

❌ Avoid using too much MetLife Yellow.

❌ Only use top-left light sources.

❌ Avoid pictograms that reference the tagline with "nautical" navigation metaphors.

❌ Do not use pictograms as navigational icons in digital applications. A specific set of icons has been developed for digital use.


❌ Do no use any other secondary colors besides our neutrals and MetLife Yellow.

Special-Use Illustration

Derived from the pictogram style, special-use illustration can be curated and commissioned for cases that require more customized stories, like campaigns or events. More information will be available as the special-use illustration system is developed.
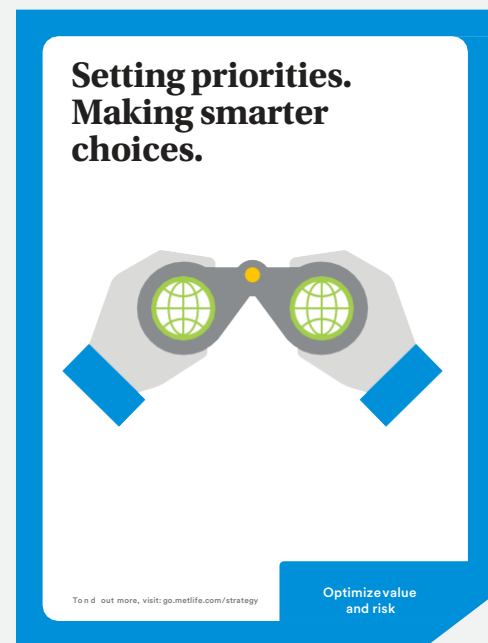
Internal Campaign Posters
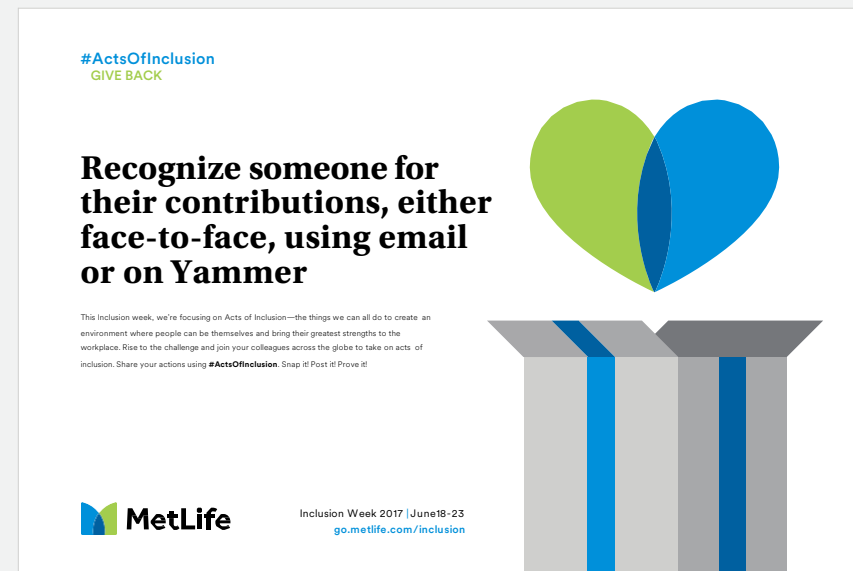
Internal Campaign Poster

Internal Event Signage

Thank you.