Simplifying how we face the market

Global Brand Architecture Guidelines

MetLife

Contents

The following guidelines are meant to provide instruction and illustrate best practices for global identity system creation and usage at MetLife. The examples that are shown have been selected to provide context and represent best practices. Although detailed, this document is not exaustive. Other key factors when designing include budget, audience, and key executive stake holders.

For further guidance, please contact your regional marketing leads.

The topic covered, include:

The MetLife Global Brand Architecture Guidance

- MetLife Master Brand

- Products and Services

- Co-Sponsor/Promotion

- Internal Programs and Initiatives

- App Icon

**Visual Identity
Philosophy**

While we continue to establish our new global brand design system, it is important to be unified in our approach to MetLife's visual identity. Introducing new branding and logos can create dissonance and confusion for our customers. Furthermore, the more logos we introduce the more diluted our brand becomes.

Brand Architecture framework

Masterbrand

Products/Services

Co-branding & Partnerships

MetLife Masterbrand

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.

Logo Reproduction Versions

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

Secondary

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

On Color
Our "transparent logo" is an all-white version that accurately expresses the translucent overlap in the Partnership "M" symbol.

Logo Exception

Stacked
Our stacked logo is the full-color Partnership "M" symbol with the MetLife word mark text below.

This logo should **ONLY** be used in special circumstances where the space for the logo is square and limited in size.

**Clear Space
and Minimum Size**

Clear Space for Primary Logo

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.

**Dual-Language Logos
and Taglines**

Japanese

Traditional Chinese

Simplified Chines

Arabic

There are four approved dual-language logos:
Japanese, traditional Chinese, simplified Chinese, and
Arabic. All other regions should use the English logo.

Dual-language logos and tagline lockups are provided
as master artwork, and proportions should not be
altered in any way.

For master artwork, see appendix.

Lockups in other countries may differ based on operating
names and legal entities. These situations will be addressed
on a case-by-case basis.

**Dual-language
Stacked Logos**

English

Japanese

Traditional Chinese

Simplified Chines

Arabic

There are four dual-language logos for social media:
Japanese, traditional Chinese, simplified Chinese,
and Arabic. All other regions should use the English-
language logo.

Social media logos are provided as master artwork,
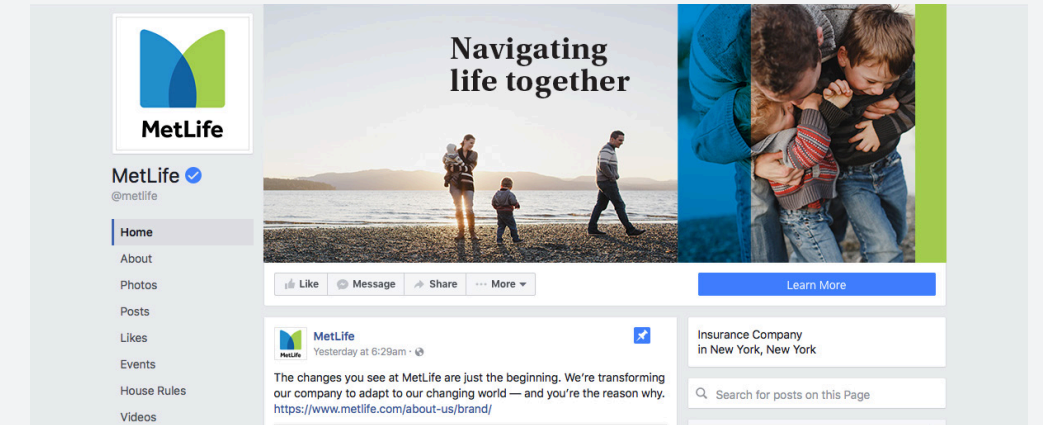and proportions should not be altered in any way.
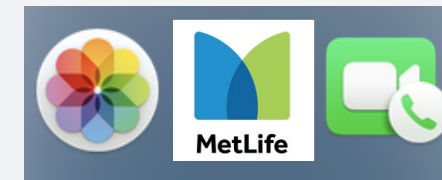
For master artwork, see appendix.

**Stacked Logo
Usage**

Twitter

Facebook

Dock/Shortcut

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.

Favicon

Website

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.

This is the only instance when our Partnership "M" symbol may be used without the MetLife word mark.
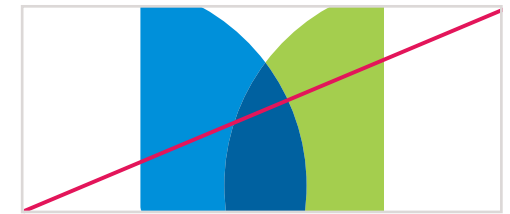
Logo Misuse

❌ Do not flip the Partnership "M" symbol.

❌ Do not use any other color combination.
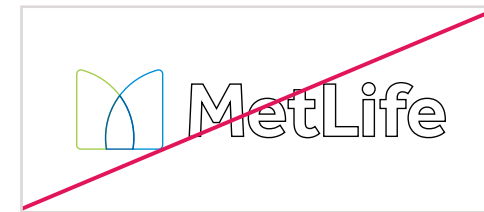
❌ Do not remove any part of the logo.
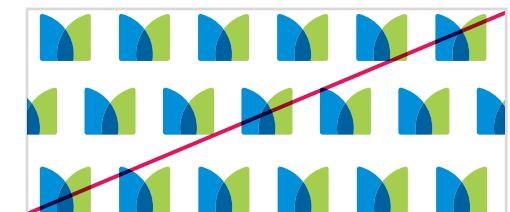
❌ Do not use the logo as a supergraphic.

❌ 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.

Products and Services

When we sell our products through an external channel

Products and Services

These guidelines define the appropriate relationship between the MetLife brand and our individual products.

Objectives

Define a clea relationship between the MetLife brand and our products:

- Our one brand is MetLife.
  (Do not create individual product logos.)

- Drive equity between products and MetLife.

- Create consistency across our portfolio.

See the next page for when to use the MetLife product lockup.

MetLife product lockup
This lockup provides consistency for individual products across all markets.

MetLife | Supplemental Term Life

# Protection when you need it most

Headline reflects the product benefit

When to Use the MetLife Product Lockup

The MetLife product should be used on all print collateral. On digital materials such as banner ads and website, products are applied slightly di erently due to space limitations, as illustrated below.

Print	Digital

| Brochure	Ad	Slipsheet	Buck slip	Banner ads	Website
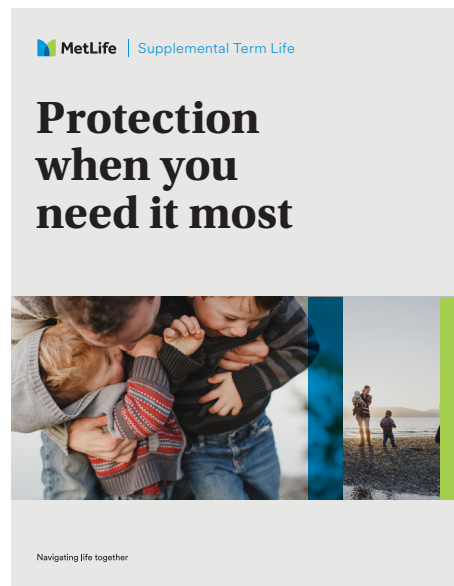
Brochure: Individual product

Product lockup is positioned on the top left. Tagline is left-aligned and appears on the bottom/back as a sign-o .
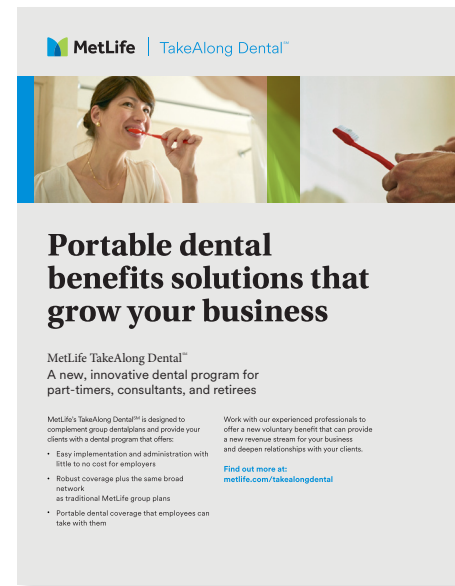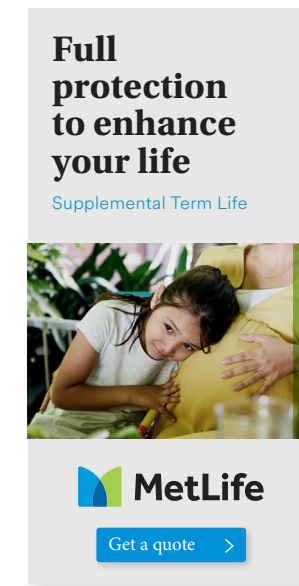
Ad: Individual product

Product lockup is positioned on top left whenever possible.

Slipsheet: Individual product

Product lockup is positioned on top left. Single sheets have no tagline unless space allows.
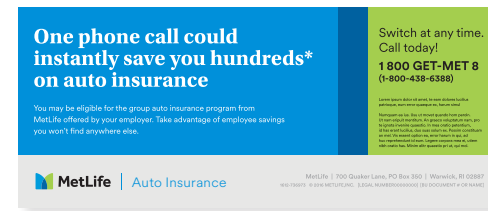
Buckslip: Individual product

Product lockup is positioned on bottom left as a sign-o . No tagline, unless space allows.

Banner ad: Individual product

*No product lockup due to space limitations. The product name is styled to match product lockup type and color.

No tagline, unless space allows.
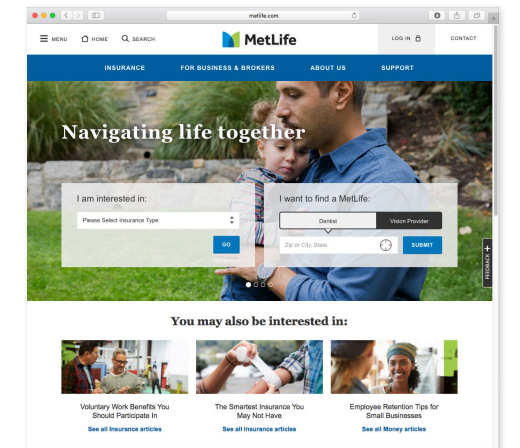
Website: Multiple products

No product lockup. Product names are listed in live text. Tagline appears as headline in main carousel.

For detailed guidance on product application on the website, please reference the digital guidelines.
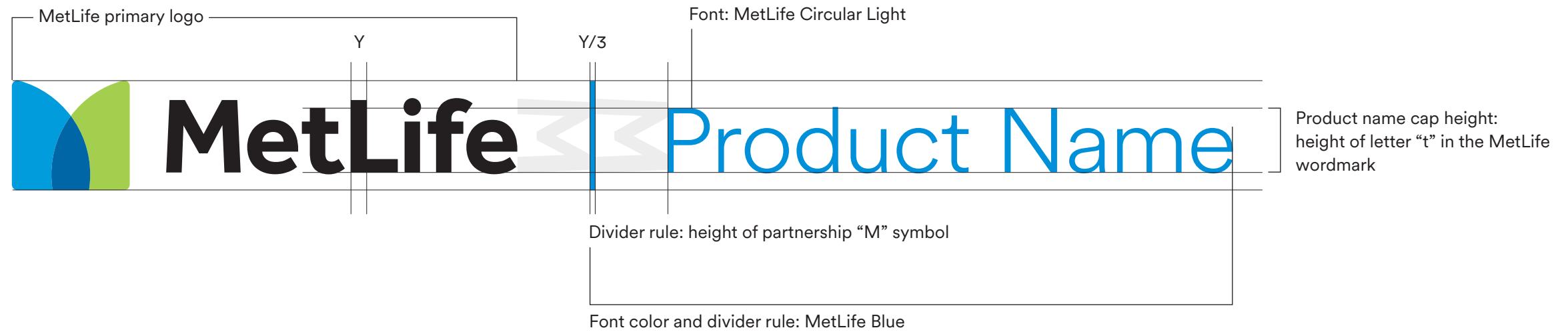
MetLife Product Lockup

Our product lockup is comprised of the MetLife logo and an individual product name. Only individual products are allowed to be locked up with the MetLife logo.

The product lockup relationship provides consistency for individual products across all markets. For communications promoting multiple products, no product lockup is used.

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

MetLife Product Lockup Principles

MetLife primary logo

Y

Y/3

Font: MetLife Circular Light

Product name cap height: height of letter "t" in the MetLife wordmark

Divider rule: height of partnership "M" symbol

Font color and divider rule: MetLife Blue

The MetLife logo is locked up with the product name and has the same hierarchical prominence. This mutually reinforced relationship is critical to the brand moving forward. Products should never be separate and distinct from the brand.

For master artwork, see appendix.

Product Lockup Misuse

When creating product lockups, please make sure to follow the guidelines as accurately as possible. Do not take creative liberties beyond what is outlined in this chapter. Here are some examples of product lockup treatments to avoid.

Do not create your own product logo.

❌ Do not create a product logo using all caps.

❌ Do not put the product name in a holding shape.

❌ Do not create a product logo using core brand elements.

❌ Do not create a new product logo.

Do not alter the MetLife product lockup.

❌ Do not use any other color combination.

❌ Do not remove the divider rule.

❌ Do not stack the product name.

❌ Do not change the weight of the product name.

❌ Do not add graphic elements to the product lockup.

❌ Do not put the product name before the MetLife logo.

❌ Do not write the product name in capitals.

❌ Do not change the weight of the divider line.

Co-Branding & Partnerships

When we partner with other companies

Co-promotion in Application

When MetLife sponsors another party, MetLife is the lead brand. As demonstrated here, please use the MetLife logo and visual system.

The MetLife logo should also come before the other party logo, either to the left of the other party logo in a horizontal format as demonstrated here, or at top, above the other party logo in a vertical format.

A pencil line can be used to show the relationship between MetLife and the other party logo as seen at right.
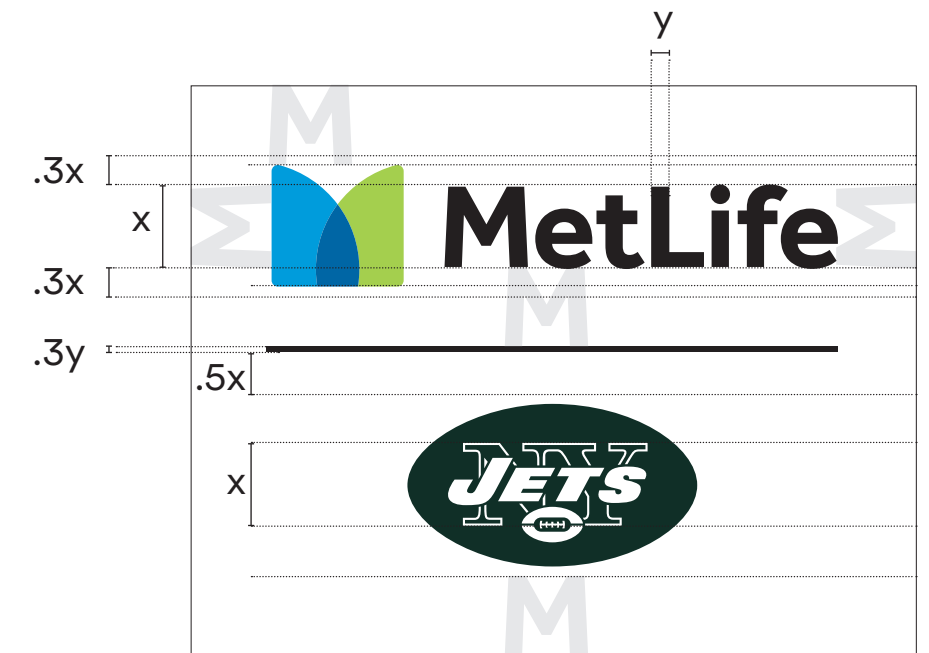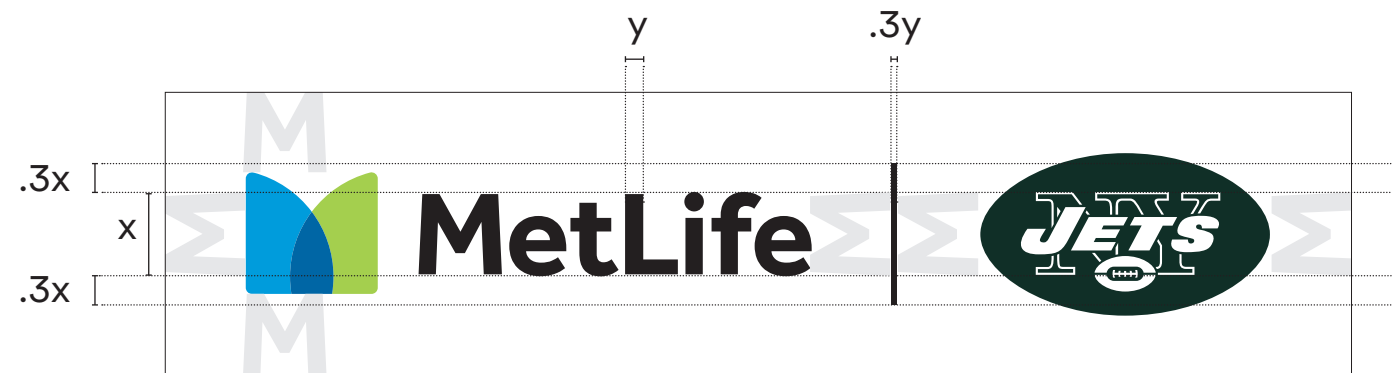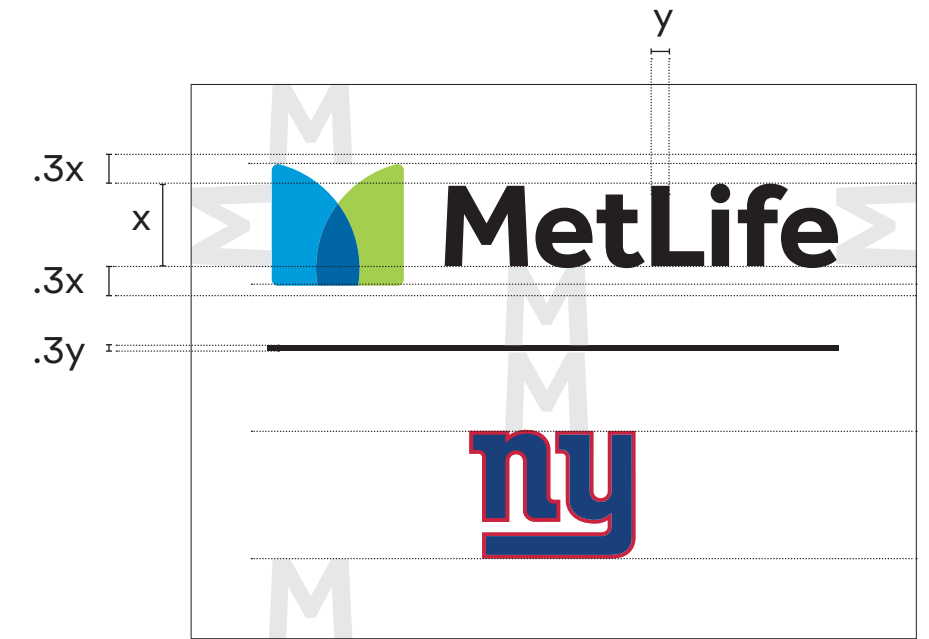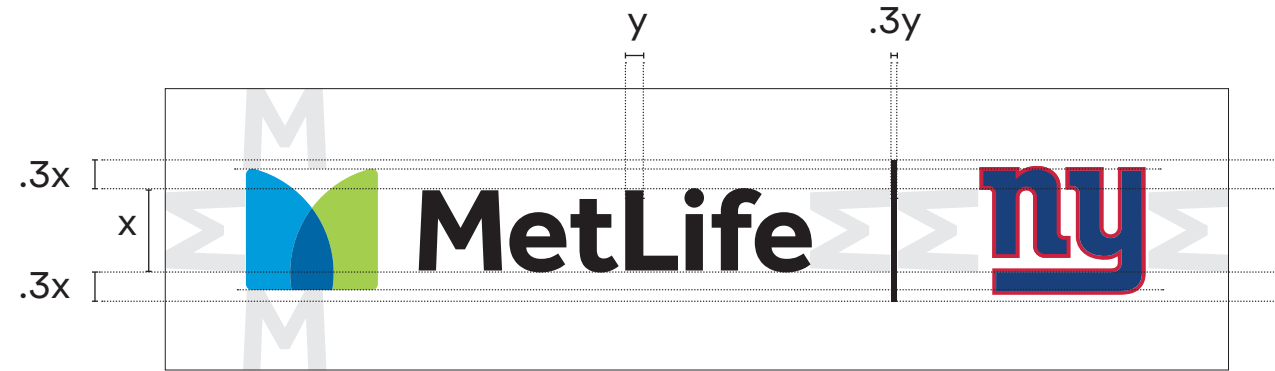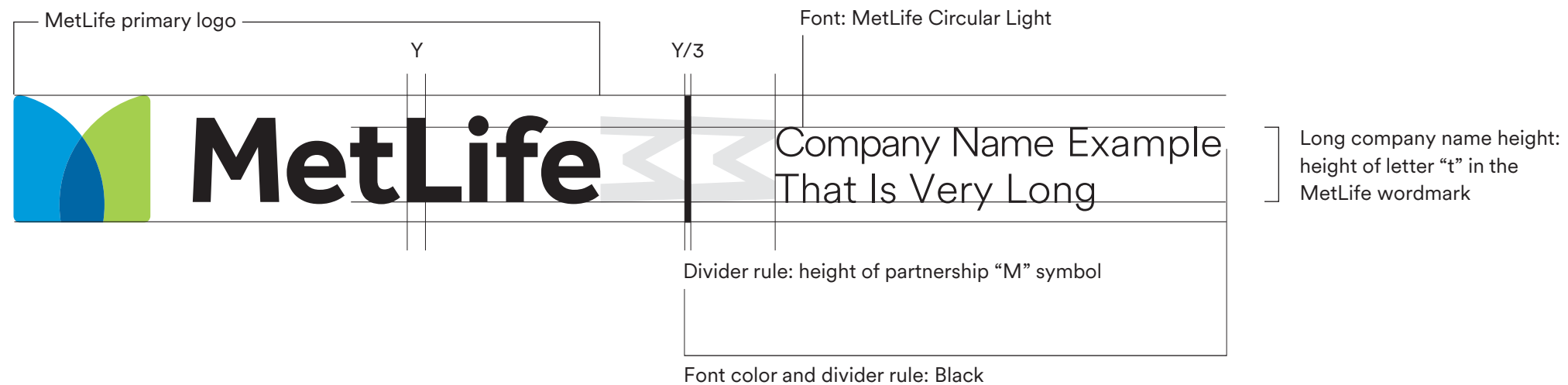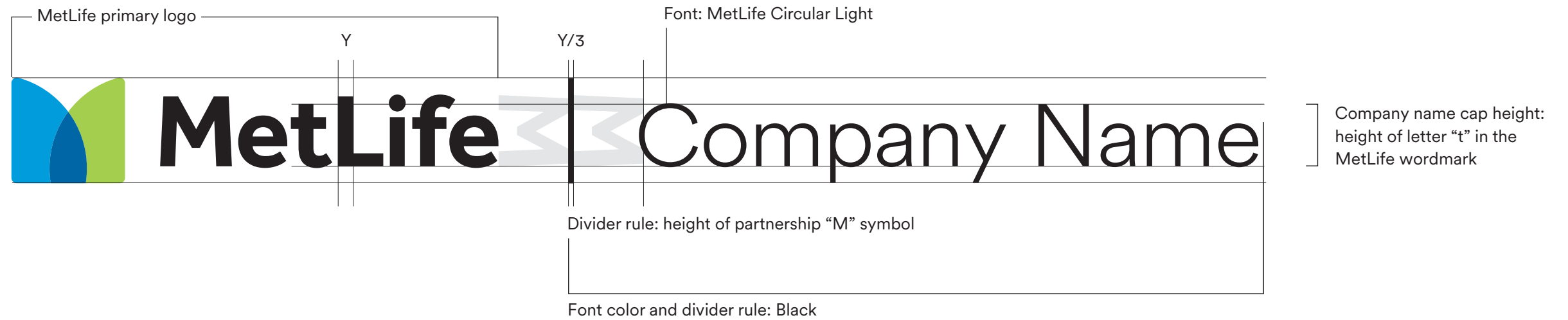
MetLife sponsorship

Co-promotion in Application

When MetLife sponsors another party, MetLife is the lead brand. As demonstrated here, please use the MetLife logo and visual system.

The MetLife logo should also come before the other party logo, either to the left of the other party logo in a horizontal format as demonstrated here, or at top, above the other party logo in a vertical format.

A pencil line can be used to show the relationship between MetLife and the other party logo as seen at right.

MetLife Co-promotion Type Lockup Principles

MetLife primary logo

Y

Y/3

Font: MetLife Circular Light

MetLife | Company Name

Company name cap height: height of letter "t" in the MetLife wordmark

Divider rule: height of partnership "M" symbol

Font color and divider rule: Black

MetLife primary logo

Y

Y/3

Font: MetLife Circular Light

MetLife | Company Name Example That Is Very Long

Long company name height: height of letter "t" in the MetLife wordmark

Divider rule: height of partnership "M" symbol

Font color and divider rule: Black

The MetLife logo is locked up with the product name and has the same hierarchical prominence. This mutually reinforced relationship is critical to the brand moving forward. Products should never be separate and distinct from the brand.

Key Co-promotion Scenarios

Evaluate on a case-by-case basis.

Relationship
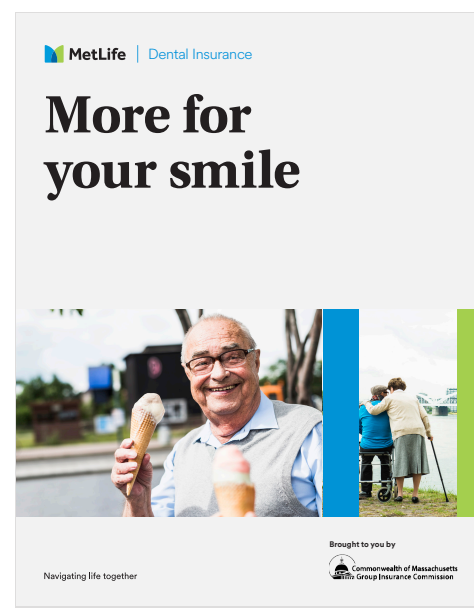
Endorsed by other party	Endorsed by MetLife	MetLife sponsorship

What is it?

Another third-party brand endorses MetLife led content/offering	MetLife brand is an endorser to materials that are generated and led by a selected third party	MetLife is sponsoring content/event with another partner

MetLife | Dental Insurance

More for your smile

Navigating life together

Brought to you by

Commonwealth of Massachusetts
Group Insurance Commission

HOME DEPOT ASSOCIATES,

2 minutes and **5** questions could save you **$500***on car insurance

See how fast and easy it is to save!

ORANGELIFE
Live. Grow. Win.

In partnership with

MetLife

MetLife

Official Life Insurance Sponsor of the PGA TOUR

MetLife visual system	Other brand visual system	MetLife visual system

Co-promotion in Application

When an individual product is lead by MetLife and endorsed by other party, please use the MetLife logo or category lockup and visual system.

In all cases, whenever MetLife is the lead brand, the MetLife category lockup or logo is always positioned before the other party logo. In a vertical format, the MetLife brand is positioned on top whereas the other party logo is positioned on the bottom. In a horizontal format, MetLife category lockup or logo is always to the left of the other party logo.

A descriptor is used above the other party logo to describe their relationship to MetLife if space permits.

Lead by MetLife, endorsed by other party

1.5in

x | **MetLife** | Dental Insurance

More for your smile

Brought to you by

Commonwealth of Massachusetts
Group Insurance Commission

Navigating life together

x | **MetLife** | Dental Insurance

▼

1.5x | **Commonwealth of Massachusetts Group Insurance Commission**

8pts type
0.5x
1.5x

Other party logo is aligned to the baseline of MetLife's tagline

App Icon

App icon theory

Global master application
features the Partnership M and
all subsequent apps feature
pictogram derived icon.

Currently there is no global master
app for reference.

Boundries should include
significa t core consumer facing
function that ties to the broadest
o ering of the Global brand.

MetLife Global Master Application
(currently no app fulfills a truly
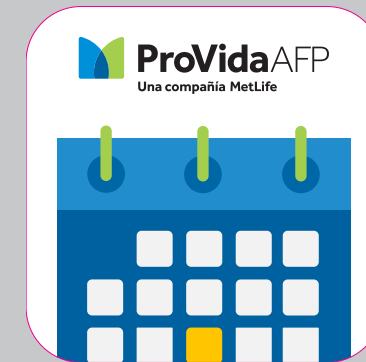global functionality

US Mobile App

US Infinit
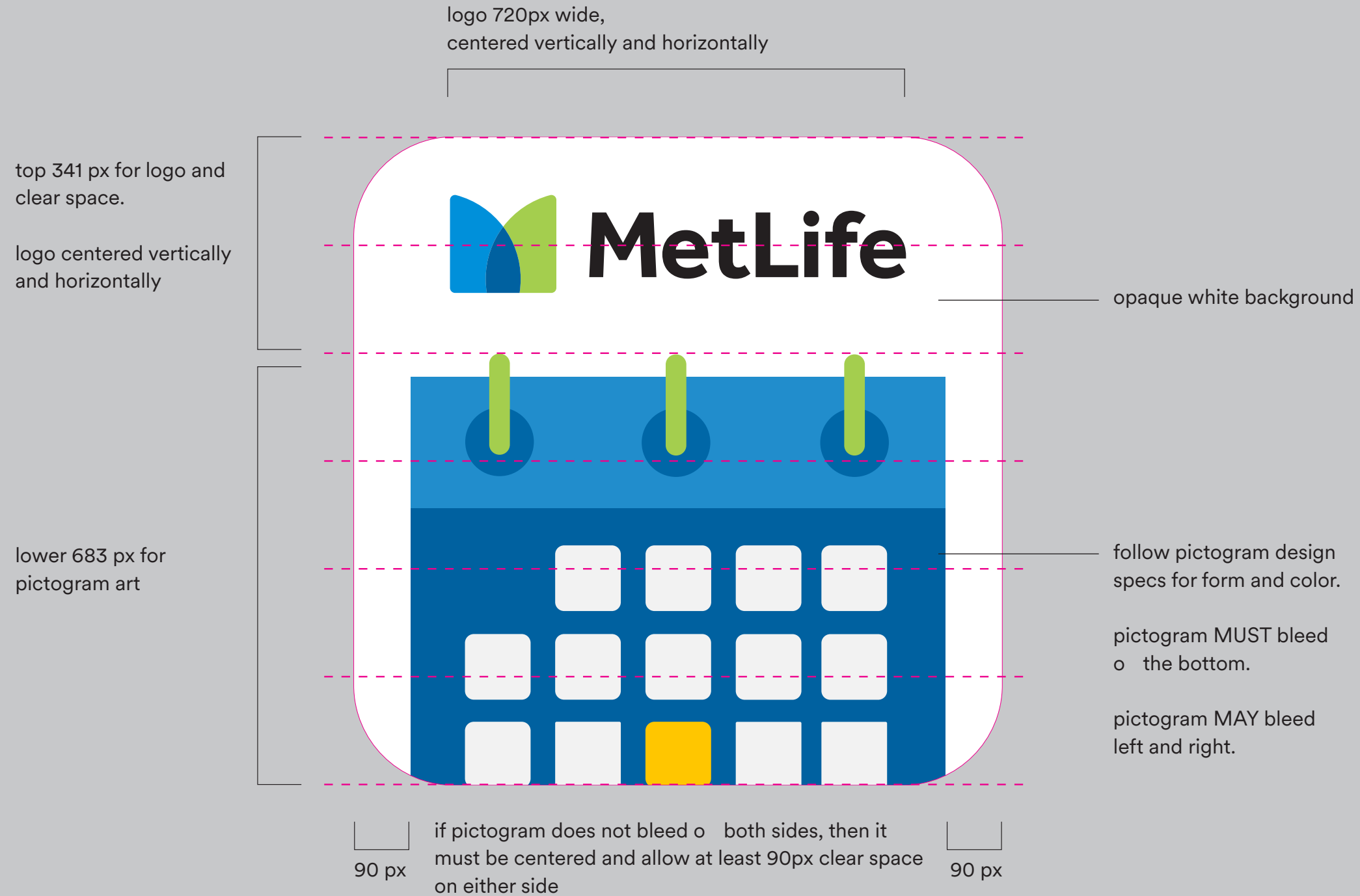Document Storage App

US Auto &Home
My JourneyTransponder App

US Cary Technology Hub
Campus Directory App

ProVida Pension App

App icon design specific tion

Measurements based on 1024 x 1024px icon

logo 720px wide, centered vertically and horizontally

top 341 px for logo and clear space.

logo centered vertically and horizontally

opaque white background

lower 683 px for pictogram art

follow pictogram design specs for form and color.

pictogram MUST bleed o   the bottom.

pictogram MAY bleed left and right.

90 px

if pictogram does not bleed o   both sides, then it must be centered and allow at least 90px clear space on either side

90 px

Thank you.