WHY **Branding** MATTERS

Branding provides an emotional link between our company and our customers. The brand engages customers, builds loyalty, and makes it easy for people to relate to our company. Branding also makes information about our company meaningful. People make buying decisions based on perceptions that are conveyed through branding, which is why it is so important to integrate the right brand messages at every point of contact.
WHAT DOES IT MEAN TO BE MUTUAL?

We hear the word “mutual” all the time—it’s right there in our name. But, you may not know exactly what it means to be mutual. It all goes back to our policyholders. As a mutual insurance company, we’re owned by our policyholders, not shareholders. The insurance premiums our customers pay go into a policy reserve fund, which is used to protect and rebuild after losses.

In our case, this means that the Christian ministries we serve are the true owners of Brotherhood Mutual. They have a vote in the Board of Directors elections and share in any annual dividends. They expect our highest priority to be protecting their interests—and it is. At Brotherhood Mutual, we promise to be here for our policyholders when they need us most. In doing this, we live out Galatians 6:2: “Bear ye one another burdens, and so fulfil the law of Christ.”

OUR MISSION

Advancing the Kingdom by Serving the Church®.
BRAND VOICE

As you interact with people throughout your day, the way that they speak and how they make you feel leaves you with an impression about the kind of person they are and the values they champion. As our customers and partners interact with Brotherhood Mutual employees and marketing materials, they get a similar sense of what Brotherhood Mutual represents. We must speak with one voice to ensure that the impression we make is positive and consistent with our company values. That voice is our “brand voice.”

What are some ways that we can describe the Brotherhood Mutual brand voice?

• Grace-filled – never a judgmental tone
• Respectful
• Knowledgeable
• Approachable – not overly formal but still professional
• Humble – confident but not arrogant
• Nurturing
• Sympathetic
• Understanding
• Honest
• Uplifting
• Positive
• Wise
• Passionate

How would Brotherhood Mutual counsel a friend?

• With empathy/sympathy and understanding
• Offering resources
• Offering condolences
• With a listening ear – “tell me about what you’re going through”
• Sharing experiences

How would Brotherhood Mutual tell a joke?

• Tone: Appropriate, G-rated, non-controversial, uplifting, witty, not offensive
• Never at the expense of others
• Never disrespecting anything sacred

How should people feel after interacting with Brotherhood Mutual?

• Reassured
• Informed
• Supported
• Aligned in values
WHAT IS A BRAND?

The dictionary defines a brand as the name given to a product or service from a specific source. Today, we define “brand” as what your prospect thinks of when he or she hears your brand name. It’s everything the public thinks it knows about your company and its brand offerings—both factual, and emotional. A company's brand can be thought of as a company’s personality and reputation.

BRAND POSITIONING STATEMENT

Brotherhood Mutual is committed to advancing God’s Kingdom by protecting Christian ministries, serving as a risk management resource which frees ministries to focus on reaching their goals and fulfilling their individual missions.

PRIMARY MESSAGING

There are many ways Brotherhood Mutual stands apart from competitors – our focus on Christian ministries, our ministry-specific products and services, our dedicated team, and our 100 years of experience, to name a few. But most important of all is our calling to serve the Church. That is the core of everything we do.

PROTECT THE BRAND

We define a brand as the experience and emotional connection created by the consistent delivery of the company’s name. Just as each person has a unique look and personality, a company has a brand that is all its own. However, if a brand is constantly changing its appearance, sending mixed messages, or telling a different story, people may start to mistrust the business, not recognize it, or forget about it altogether.

Every employee and agent is charged with protecting our brand. This Brand Continuity Guide will help by outlining how to tell our unique brand story consistently at every point of contact. By carefully managing logo usage, type direction, color reproduction, tag lines, etc., we ensure that the Brotherhood Mutual brand maintains the highest level of trust and recognition.
PRIMARY LOGOS

Both stacked and horizontal versions of the logo are equally acceptable for use. Choose the option that best fits your layout.
LOGO GUIDELINES

In order to maintain brand consistency, the logo must never be altered, stretched, or compressed from its original graphic proportions. It is only to be used in proportion with the typographic element and window as indicated.

GRAPHIC PROPORTIONS

• When appearing on a color background or photo, the logo must have a difference in value of at least 50%.
• Alternate versions are available and can be used when design or production issues make it difficult to clearly reproduce the primary logo.

EXAMPLE

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1” on all traditionally printed marketing materials. While the logo can be located in many different places within a design, it should never be placed less than .5” away from the trim edge. (Please note that the logo may be required to appear smaller without the ® and closer to the trim edge on some specialty marketing materials and labels due to production restrictions.)
“Brotherhood Mutual” is to be treated as a proper name and should be capitalized whenever it appears in print. This includes brochures, internal and external correspondence, internet applications, press releases, legal documents, and advertisements. Brotherhood Mutual is a registered trademark. A super scripted “®” symbol must be included with the “Brotherhood Mutual” name in any brochure, advertisement, correspondence, websites, etc.

**REFERRING TO PRODUCT NAMES**

<table>
<thead>
<tr>
<th>Product Name</th>
<th>First Appearance</th>
<th>Additional Appearances</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brotherhood Mutual Insurance Company®</strong></td>
<td><strong>Brotherhood Mutual</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MinistryWorks®</strong></td>
<td><strong>MinistryWorks®</strong></td>
<td><strong>MinistryWorks</strong></td>
</tr>
<tr>
<td><strong>MinistryFirst®</strong></td>
<td><strong>MinistryFirst®</strong></td>
<td><strong>MinistryFirst</strong></td>
</tr>
<tr>
<td><strong>MinistryEssentials®</strong></td>
<td><strong>MinistryEssentials®</strong></td>
<td><strong>MinistryEssentials</strong></td>
</tr>
<tr>
<td><strong>Faith Ventures®</strong></td>
<td><strong>Faith Ventures®</strong></td>
<td><strong>Faith Ventures</strong></td>
</tr>
<tr>
<td><strong>Co Mission</strong></td>
<td><strong>Co Mission</strong></td>
<td><strong>Co Mission</strong></td>
</tr>
<tr>
<td><strong>LegalAssistance℠</strong></td>
<td><strong>Legal Assist</strong></td>
<td><strong>Legal Assist</strong></td>
</tr>
<tr>
<td><strong>American Church Group®</strong></td>
<td><strong>American Church Group®</strong></td>
<td><strong>American Church Group</strong></td>
</tr>
</tbody>
</table>
COLOR USAGE

Color reproduction is vital to proper usage of the Brotherhood Mutual logo and all marketing materials. Acceptable color options are shown below. Care must be taken when reproducing colors on all communications. Materials and reproduction methods affect color and must be taken into account.

PRIMARY

These are our primary colors. Strong and easily identifiable, these colors should be the first choice when representing Brotherhood Mutual.

SECONDARY

These options are used to complement and support the primary colors. These supportive colors should be among your next color choices used in communications and marketing materials, after the primary colors.
# Font Usage

Our corporate fonts are the graphic “voice” of the Brotherhood Mutual brand. Our audiences expect to see a certain “look” from our marketing materials. To build brand recognition and eliminate confusion in the marketplace, use these fonts to represent Brotherhood Mutual. The entire font family, including italicized and bold versions of each, may be used.

<table>
<thead>
<tr>
<th>PRIMARY FOR BODY COPY AND CAPTIONS</th>
<th>SECONDARY FOR BODY COPY AND CAPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN SANS</td>
<td>DOMINE</td>
</tr>
<tr>
<td>AbCd</td>
<td>AbCd</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

Open Sans is the official sans serif typeface of Brotherhood Mutual and should be used for all internal and external documents and publications whenever possible. This typeface is best used as body copy and in captions. Use of Open Sans in headings should be minimal.

Domine is best used as body copy or in captions. Use of Domine in headlines should be minimal.

<table>
<thead>
<tr>
<th>SUBSTITUTE PRIMARY FOR BODY COPY AND CAPTIONS</th>
<th>SUBSTITUTE SECONDARY FOR BODY COPY AND CAPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial</td>
<td>Georgia</td>
</tr>
<tr>
<td>AbCd</td>
<td>AbCd</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

Arial is the substitute for Open Sans. Georgia is the substitute font for Domine.
**ADDITIONAL FONT USAGE**

**PRIMARY FOR HEADINGS**
BEBAS

A B C D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas is the sans serif typeface that may be used for headings, captions, and other applications in which short sections of copy appear.

**SECONDARY FOR HEADINGS**
SIGNPAINTER

A b C d

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Signpainter is the supportive typeface of Brotherhood Mutual and should be used as a supportive heading. Use of Signpainter should be minimal.

* Marketing Only
CORPORATE IDENTITY APPLICATIONS

It's important that the format of our communications, such as letters, business cards, and PowerPoint® presentations remain consistent and easy to navigate. The samples below illustrate how simple communications tools can still be easily recognizable.
EXAMPLE OUTWARD-FACING PRINT APPLICATIONS
EXAMPLE OUTWARD-FACING WEB APPLICATIONS
QUESTIONS, REQUESTS AND FAQ

If you have questions about Brotherhood Mutual’s branding efforts, please contact Brandon Geisel, Manager of the Creative Services team at Ext. 5331 or by email at bgeisel@brotherhoodmutual.com. If you have questions about font installation or updating your email signature, please contact IT Support at Ext. 9000 or by email at techsupport@brotherhoodmutual.com.