



CORPORATE IDENTITY STANDARDS

2021 | Version 1
OUTSIDE VENDORS

OUR MISSION

In serving the church, we will uphold the Biblical values upon which the company was founded.

- **Be the Leader** in developing and providing ministry-focused insurance products and risk management services.
- **Build the Kingdom** by helping churches and ministries focus on changing lives and fulfilling the Great Commission.
- **Bless the Laborers** by creating a corporate culture, compensation structure, and ministry opportunities designed to further personal and professional purpose.



ADVANCING
THE KINGDOM
BY SERVING
THE CHURCH[®]

Corporate Mission Statement

WHO WE SERVE

Brotherhood Mutual is a national property and casualty insurance company with a heart for helping Christian ministries thrive. The company was founded in 1917 with a commitment to “Bear One Another’s Burdens” and more than a century later, Paul’s words to the Galatians continue to serve as a guide for its employees and independent agents.

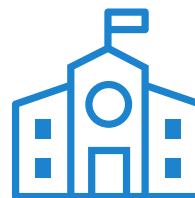
As a leader in the industry, Brotherhood Mutual provides innovative insurance coverage and risk management resources, specifically designed for ministries, to help them operate safely and effectively.

The company looks toward the future, working with and anticipating the unique needs of churches, Christian schools, colleges, camps, missions, non-profits, and related ministries across the U.S.

Additionally, Brotherhood Mutual provides access to payroll and tax filing services, employee health benefits, commercial auto insurance, worker’s compensation insurance, and mission travel insurance.



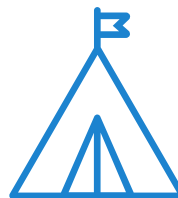
CHURCHES



COLLEGES & UNIVERSITIES



SCHOOLS



CAMPS



MISSIONS

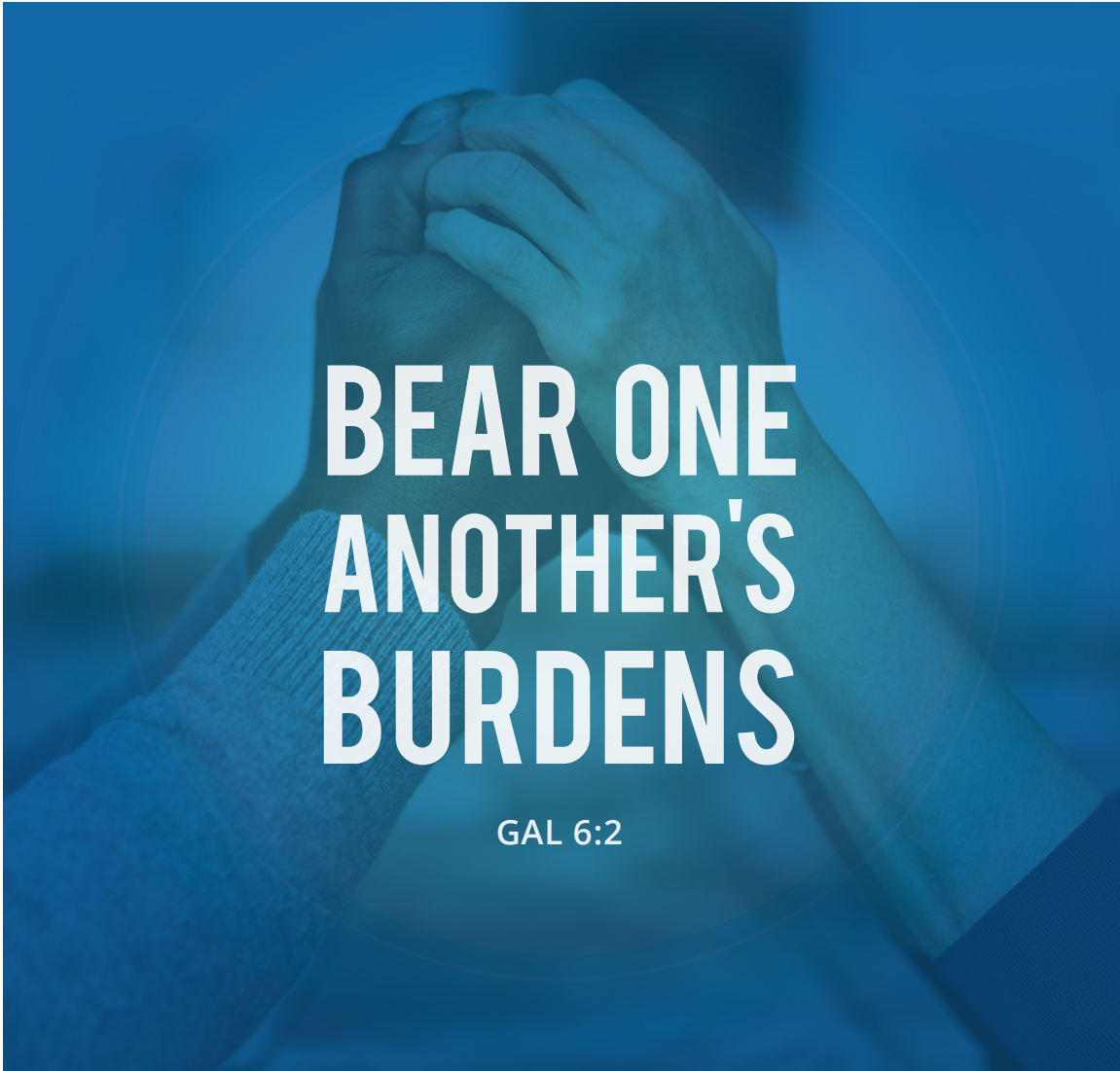
WHAT IT MEANS TO BE MUTUAL

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.

This means we’re owned by the Christian ministries we serve. Because of this, Brotherhood Mutual is driven to protect faith-based ministries and to help them succeed in their mission.

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 one another burdens, and so fulfil the law of Christ.”



**BEAR ONE
ANOTHER'S
BURDENS**

GAL 6:2

Our Founding Principle — this verse is printed on every policy we’ve written.

REFERRING TO BRANDS

“Brotherhood Mutual” is to be treated as a proper name and should be capitalized whenever it appears. This includes brochures, internal and external correspondences, digital applications, news releases, legal documents, and dvertisements. Brotherhood Mutual is a registered trademark. A super scripted “®” symbol must be included with the “Brotherhood Mutual” name at least once in any brochure, advertisement, website, etc. The name “Brotherhood Mutual” should not be shortened or abbreviated (e.g. “Brotherhood” or “BMIC”) in any public-facing collateral or correspondence.

Our trademarked logos and names are considered intellectual property. To keep other organizations in our business space from using them, we have to prove that the trademark is being used consistently each time we renew our filing.



FIRST APPEARANCE:

Brotherhood Mutual
Insurance Company

SECOND APPEARANCE:

Brotherhood Mutual®

THIRD APPEARANCE:

Brotherhood Mutual



FIRST APPEARANCE:

American Church Group®

SECOND APPEARANCE:

American Church Group



FIRST APPEARANCE:

MinistryWorks®

ADDITIONAL APPEARANCES:

MinistryWorks



FIRST APPEARANCE:

Faith Ventures®

ADDITIONAL APPEARANCES:

Faith Ventures

ADDITIONAL SERVICES & INTERNAL BRANDS

A few of our company's products and services have taken on unique brand identities. Pay attention to textual formatting, proper naming, and logo usage whenever communicating about these products or services to ensure consistency.

Legal AssistSM

FIRST APPEARANCE:
Legal AssistSM

ADDITIONAL APPEARANCES:
Legal Assist

Co MISSION

FIRST APPEARANCE:
Co Mission [City/Country]

ADDITIONAL APPEARANCES:
Co Mission

MinistryFirst[®]

FIRST APPEARANCE:
MinistryFirst[®]

ADDITIONAL APPEARANCES:
MinistryFirst



FIRST APPEARANCE:
Pay-GoSM

ADDITIONAL APPEARANCES:
Pay-Go

THE DEACON'S BENCH[®]

FIRST APPEARANCE:
The Deacon's Bench[®]

ADDITIONAL APPEARANCES:
The Deacon's Bench

Registered Tagline

Insuring America's churches
and related ministries[®].

PRIMARY LOGOS

The Brotherhood Mutual logo is available in two versions: stacked and horizontal. The stacked logo is the preferred option, however both stacked and horizontal versions of the logo are equally acceptable for use and should be chosen based on which best fits the layout.

The white logo may be placed on top of any brand color. When appearing on a color background or photo, the logo must have a difference in value of at least 50%.

Preferred — Stacked



Horizontal



GRAPHIC PROPORTIONS

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.)

Margin area



Minimum size



NON-PERMITTED LOGO USAGE

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.

✗ Do not change the color



✗ Do not add drop shadow



✗ Do not distort



✗ Do not add information



James Doe

✗ Do not move, eliminate, or modify proportions of elements



✗ Do not use outdated logos



BRANDMARK

The window brandmark icon can be used as a stand-alone graphical element, apart from the word mark. It is acceptable to use at varying opacities and/or as a watermark, depending on the use.

The mark can be cropped, but should always include some portion of the starburst design, which should always be filled with color. Acceptable color treatments are same as logo treatments. Do not use strokes or outlines with the window mark.

+ Acceptable use



✗ Do not outline



+ Acceptable cropping examples



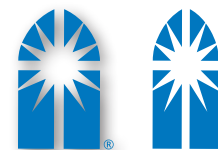
✗ Unacceptable cropping examples



+ Creating a graphic with the shape of the brandmark

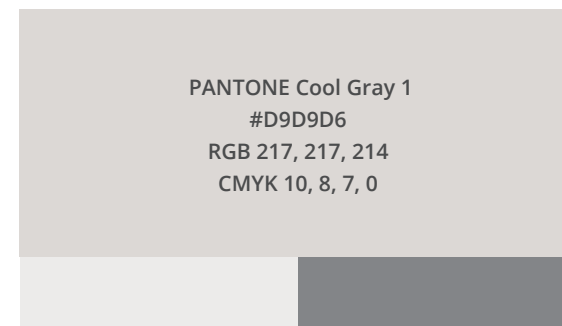


✗ Do not add drop shadow or distort



PRIMARY COLOR PALETTE

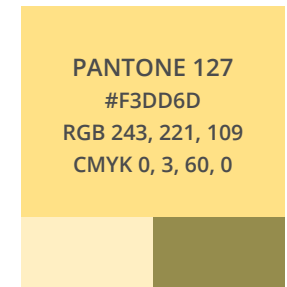
“Brotherhood Blue” is our primary color. Strong and easily identifiable, this color should be the first choice when representing Brotherhood Mutual. The remaining primary brand colors should be used to complement and support “Brotherhood Blue”.



SECONDARY COLOR PALETTE

Marketing Only

Our secondary brand colors should be 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.



GRADIENT COLOR PALETTE

Marketing Only

Our gradient color palette is used exclusively by the Creative Services team, and is most often implemented to elevate black and white photography, or as a small graphic element behind text. To achieve a gradient that represents our existing brand colors, we mix two CMYK colors as shown to the right.

Light Blue

CMYK: 58, 0, 0, 21

Dark Blue

CMYK: 91, 57, 9, 0

Light Orange

CMYK: 0, 24, 83, 0

Dark Orange

CMYK: 0, 33, 100, 1

Light Green

CMYK: 29, 0, 78, 1

Dark Green

CMYK: 40, 0, 100, 25

Light Purple

CMYK: 17, 29, 0, 0

Dark Purple

CMYK: 36, 61, 4, 18

PRIMARY TYPEFACES

Our primary corporate typefaces 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 typefaces, which includes italicized and bold versions of each, to represent Brotherhood Mutual.

It’s preferred that the Creative Services team uses 9 pt. and 80-90% black for body copy. Legal disclaimers and copyright information should not be smaller than 7 pt.

Open Sans

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans is the official sans serif typeface of Brotherhood Mutual.

Arial may be used in place of Open Sans as necessary.

Utopia

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Utopia is the official serif typeface of Brotherhood Mutual.

Georgia may be used in place of Utopia as necessary.

Marketing Only

Bebas

ABCD

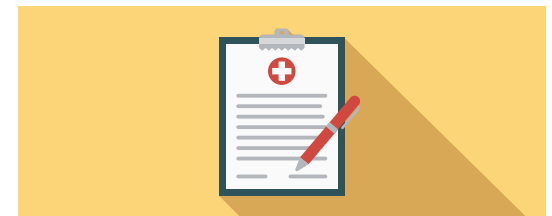
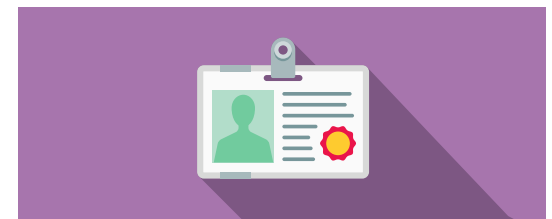
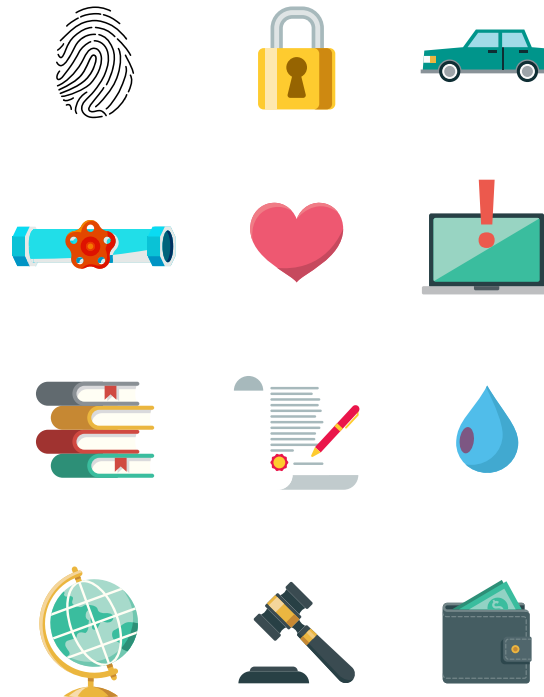
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas is the official stylized sans serif typeface that is exclusively used by the marketing department. *Not to be used as body copy.*

ICONOGRAPHY

Marketing Only

Our iconography includes both colorful and complex designs, as well as minimalistic one-color designs. Examples of acceptable styles are shown to the right. While both styles are acceptable, they must not be used within the same document.



PHOTOGRAPHY

Our photography should represent the diversity of the body of Christ and should take into account the specific sensitivities of our audience, especially when creating denomination- or group-specific collateral.

All photography should be chosen with deep consideration of Brotherhood Mutual's values and the values of our audience.

+ *Natural and spontaneous*



x *Posed and unnatural*



+ *Depth of field with clear focus in large group*



x *Unclear focus with large group*



+ *Up-to-date and relevant*



x *Outdated look and feel*



QUESTIONS AND REQUESTS

If you have questions about Brotherhood Mutual's branding efforts, please
contact Brandon Geisel, Manager of the Creative Services team:

bgeisel@brotherhoodmutual.com