PRIMARY LOGOS

This version of the logo should be your first choice for every project. Alternate versions are available and can be used when design or production issues make it difficult to clearly reproduce the primary logo. If an alternate logo is needed, contact Brotherhood Mutual’s Marketing team.
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.

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.)
**CENTENNIAL LOGO**

Just for 2017, we will use a special-edition logo in certain settings to mark the company's 100th anniversary.

**CENTURY STAMP**

The century stamp will be used on some pieces during the centennial year. It is a supporting graphic and should never take the place of our corporate logo.

**ANNIVERSARY ICON**

The anniversary icon is intended for strategic use as a supportive graphic only.
REFERRING TO PRODUCT NAMES

“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.

**Brotherhood Mutual**
- FIRST APPEARANCE: Brotherhood Mutual®
- ADDITIONAL APPEARANCES: Brotherhood Mutual

**MinistryWorks®**
- FIRST APPEARANCE: MinistryWorks®
- ADDITIONAL APPEARANCES: MinistryWorks

**MinistryFirst®**
- FIRST APPEARANCE: MinistryFirst®
- ADDITIONAL APPEARANCES: MinistryFirst

**MinistryEssentials®**
- FIRST APPEARANCE: MinistryEssentials®
- ADDITIONAL APPEARANCES: MinistryEssentials

**Faith Ventures®**
- FIRST APPEARANCE: Faith Ventures™
- ADDITIONAL APPEARANCES: Faith Ventures

**Co Mission**
- FIRST APPEARANCE: Co Mission
- ADDITIONAL APPEARANCES: Co Mission

**LegalAssistance℠**
- FIRST APPEARANCE: LegalAssistance℠
- ADDITIONAL APPEARANCES: LegalAssistance

**American Church Group®**
- FIRST APPEARANCE: American Church Group®
- ADDITIONAL APPEARANCES: American Church Group

**Charlie Valor®**
- FIRST APPEARANCE: Charlie Valor™
- ADDITIONAL APPEARANCES: Charlie Valor
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.

- **PANTONE 285**
  - #3a75c4
  - RBG 58, 117, 196

- **PANTONE 2935U**
  - #005bbf
  - RBG 0, 91, 191

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.

- **PANTONE 283U**
  - #9ec8e9
  - RBG 158, 200, 233

- **PANTONE 11U**
  - #9ec8e9
  - RBG 123, 125, 129

- **PANTONE 258U**
  - #a677ac
  - RBG 166, 199, 172

- **PANTONE 485U**
  - #ea5a53
  - RBG 234, 90, 83

- **PANTONE 258U**
  - #a677ac
  - RBG 166, 199, 172

- **PANTONE 871U**
  - #af986f
  - RBG 175, 152, 111
**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.

<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. Arial should be used for all internal and external documents and publications whenever possible.

Georgia is the substitute font for Domine. It is best used as body copy or in captions. Use of Georgia in headlines should be minimal.
QUESTIONS, REQUESTS AND FAQ

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