

Branding Guidelines

Brokerage Distribution



For producer use only. Not for use with the general public.



Let's Work Together

We're here to help your organization promote and market Mutual of Omaha's products and services.

This guide focuses on the appropriate use of Mutual of Omaha branding. You'll find guidelines for using Mutual of Omaha's name, logo and product benefits in your communications to producers and consumers.

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Section 1: Producer Materials

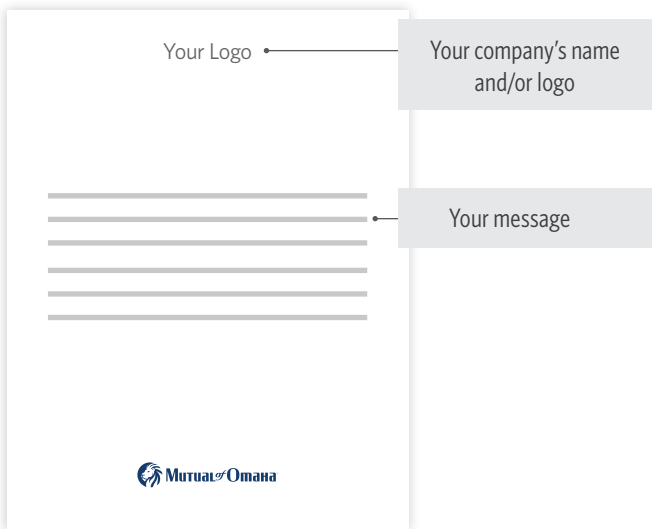
Producer Materials You Create

We're happy to lend our name to the materials you create for your producers. Adding Mutual of Omaha's logo to your print pieces, emails and website is a good way to reinforce our relationship.

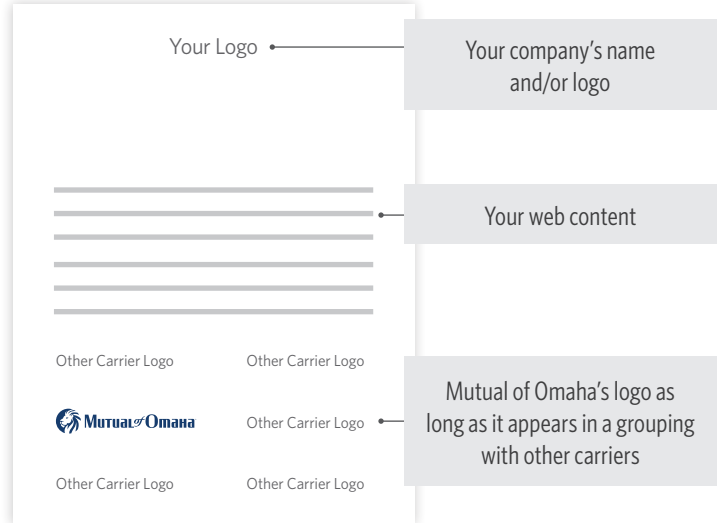
General Guidelines

- 1. It's Your Communication** - That means your company's name, logo and contact information must appear prominently, preferably at the top of the piece.
- 2. It's Your Message** - Make sure the message is clearly coming from your organization, not from Mutual of Omaha.
- 3. It's About You** - That's why Mutual of Omaha's logo should take a secondary position at the bottom of the piece preceded by the line, "Proudly offering."
- 4. Let Us See It** - Any materials you create using the Mutual of Omaha name, logo, product benefits, etc., require pre-approval.

Print or Email Example



Producer-Facing Website Example



Using Mutual of Omaha's Logo

The Mutual of Omaha logo represents a brand trusted by people for more than a century. So, it's only natural we're a little protective. While we're happy to have you use our logo, we diligently monitor its usage. We adhere to strict standards to ensure our logo is applied appropriately and consistently.

Request a Logo

Please do not use a logo obtained from another source. Contact your Mutual of Omaha marketing representative to request a logo for your specific application. If your organization is in good standing with Mutual of Omaha, we'll be happy to provide a logo for your producer-use piece.

Logo Guidelines

1. Tell Us Your Plans – Let us know how you plan to use the logo and we'll send you the appropriate version. Be sure to tell us what you need:

- Color or black & white
- Positive or reverse (there's a difference)
- Horizontal or vertical (horizontal is preferred; vertical may be used when space is limited)
- Format (jpeg, eps, png)
- Specific underwriting company (based on product line)
- Width, special size or for a special use

2. Don't Change It – Once you receive a logo from us, it must not be changed or altered in any way. If it needs to be resized, make sure to resize it in a way that avoids distortion.

3. Don't Reverse It – If you need a reverse logo, be sure to tell us. Do not attempt to reverse a positive logo.

4. Watch the Background – Make sure there's enough contrast between the logo and the background.

5. Let Us See It – Any materials you create using the Mutual of Omaha name, logo, product benefits, etc., require our approval.

Horizontal Logo (preferred presentation)

Minimum size: 1.25" wide | Preferred width: 1.8575"



Blue (PMS 654 - preferred color)



Positive (black)



Reverse (white)

Vertical Logo (use when space is limited)

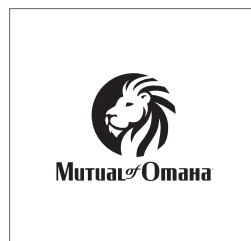
Minimum size: 0.925" wide



Blue (PMS 654)



Reverse (white)



Positive (black)

Obtain Approval

All materials created and produced by your organization that contain the Mutual of Omaha name, logo, product benefits, etc., require pre-approval by your Mutual of Omaha marketing representative.

The Approval Process

- 1. Submit Your Layout** — Representatives from our Marketing and Sales areas will review your piece.
- 2. Wait for Approval** — We'll notify you when your piece is approved. If changes are required, we'll ask you to submit a revised layout for final approval.
- 3. Send Us a Sample** — Once approved, we'll ask you to send us a sample for our records.

Producer Materials Created by Mutual of Omaha

When it comes to communicating with your producers, we have a variety of pre-approved materials available for you to use. You'll find everything you need to promote Mutual of Omaha's products to your producers in our Marketing Solutions Center.

MutualofOmaha.com/solution-center

Marketing Solution Center

When your organization is in good standing with Mutual of Omaha, you have unlimited access to everything in our Marketing Solution Center, including:

Campaign Builder — Co-branded marketing campaigns give you a fast and easy way to promote Mutual of Omaha products and sales concepts to your producers. Campaigns include email templates, flyers, videos, banner ads and more.

Tools & Resources — A library of tools and resources gives you another way to stay in front of your producers while providing the information they need to sell Mutual of Omaha's products.

Marketing Support — Our marketing professional can help you attract new producers, train producers on Mutual of Omaha's unique advantages and ensure your most productive producers stay engaged and motivated.

Campaign Examples

Campaigns are periodically updated, added and removed so check back often. Here are a few examples of what you'll find:



Section 2: Consumer Materials

Consumer Materials You Create

If you're creating communications for use with a consumer audience, they may not include any Mutual of Omaha branding. This includes emails, letters, point-of-sale materials, ads and social media postings.

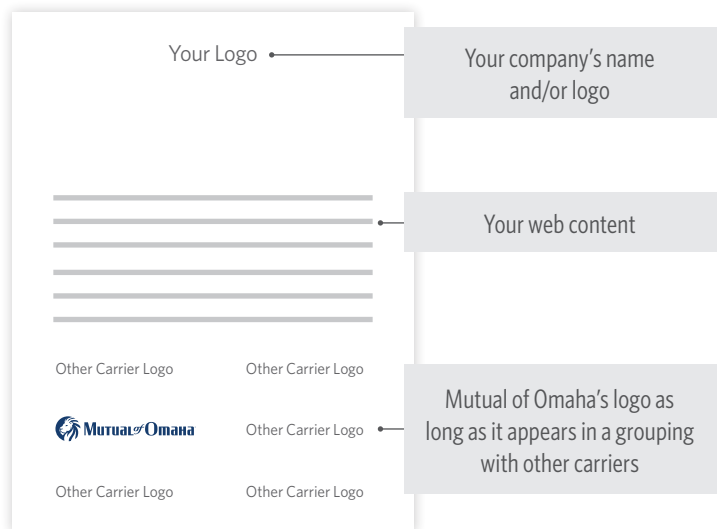
The only place the Mutual of Omaha logo may appear is on your company's consumer-facing website as long as it is used in a grouping with three or more other carriers.

NOTE: If you would like to create consumer materials that incorporate product information, rates, e-signature or other information about Mutual of Omaha, please contact your Mutual of Omaha marketing representative for assistance.

General Guidelines

- 1. No Branding on Consumer Pieces** — Do not include Mutual of Omaha's name, logo, product benefits, etc., on consumer-facing materials you create.
- 2. Ask About an Alternative** — Contact your Mutual of Omaha marketing representative to determine if we have similar pre-approved materials available for your use.
- 3. Consumer-Facing Website** — Make sure Mutual of Omaha's logo appears in a grouping with three or more other carriers. If you include information about our company on your website, please contact your Mutual of Omaha marketing representative for approval.

Consumer-Facing Website Example



Consumer Materials Created by Mutual of Omaha

We must create all consumer-facing materials that promote Mutual of Omaha or an affiliate company's products or services.

Due to strict oversight of our industry, consumer materials (digital or print) that use Mutual of Omaha's name, logo or product benefits must be approved by our Compliance Department and in some cases, filed as advertising with state insurance departments.

General Guidelines

- 1. Check Forms & Materials** — You'll find pre-approved consumer-facing materials on Sales Professional Access at mutualofomaha.com/broker. View them in Forms & Materials and order through your normal ordering channel.
- 2. When in Doubt, Ask** — Contact your Mutual of Omaha marketing representative with questions or special requests.

Section 3: Expert Guidance

Contact Mutual of Omaha's Marketing Team

Ready to create marketing materials that generate sales? Our marketing team is here to help. Contact your Mutual of Omaha marketing representative for assistance and expert guidance.

Medicare Supplement | Dental | PDP



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