

BRAND GUIDELINES

Mutual of Omaha | Protect Your Kingdom

March 2025



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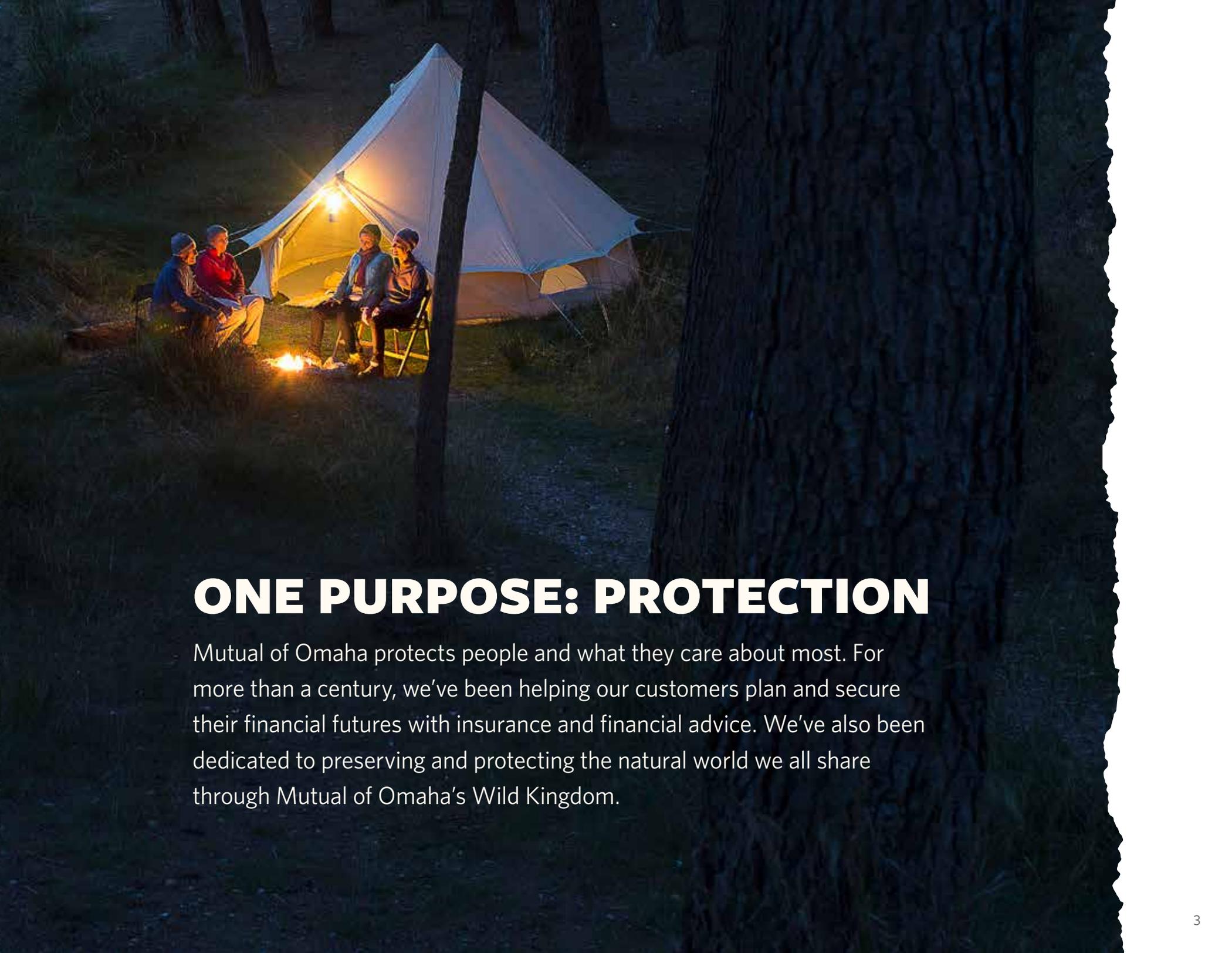
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ONE PURPOSE: PROTECTION

Mutual of Omaha protects people and what they care about most. For more than a century, we've been helping our customers plan and secure their financial futures with insurance and financial advice. We've also been dedicated to preserving and protecting the natural world we all share through Mutual of Omaha's Wild Kingdom.

Brand Pyramid

Our brand pyramid provides the framework for who we are and who we're not. It highlights the qualities that drive us as an organization and provides a roadmap for how we deliver on the promise we make to our customers.

WHY WE'RE HERE

At Mutual of Omaha, we exist for our customers. That's why we place them at the top of the brand pyramid, where we make this important promise: to be mutually invested in their future and to always act in their best interest.

HOW WE BEHAVE

The middle section of the pyramid details how we partner with our customers, to help them protect the things that matter most and to empower them as they progress through life. It also outlines the personality of our brand, which drives our behaviors.

WHAT WE DO

The base of the pyramid provides the solid foundation that allows us to fulfill our brand promise by highlighting the proof points of who we are and what we do.

WHY

Our Promise

MUTUALLY INVESTED IN YOUR FUTURE

Our Purpose

We Believe Always Acting in the Best
Interest of Our Customers Ensures
Their Financial Security and
Our Mutual Success

HOW

1. PARTNERING

As a mutual, we exist for the benefit of our customers.

We build genuine connections that ensure they have all the tools they need to accomplish their financial goals. By developing enduring relationships, we walk together with our customers, helping them feel valued and cared for.

2. PROTECTING

We protect what matters most to our customers.

They know that no matter what, we will honor our commitment to do the right thing. Our legacy of strength gives us all the assurance and the confidence that those they care about will always be cared for.

3. PROGRESSING

We are committed to empowering our customers as they progress through life.

We leverage our expertise and continually innovate to move toward greatness together, delivering financial security our customers can rely on, helping them feel accomplished and secure.

PERSONALITY *The Loyal Partner*

COURAGEOUSLY HONEST

At all times we tell the truth to our customers and to one another, always fulfilling our promises, no matter what.

DEVOTED

We give our all in everything we do. Our hard work and creative spirit honor our heritage, and inspire our future.

APPROACHABLE

We thrive on relationships. We are committed to preserving our Midwestern heritage of welcome and warmth.

OPTIMISTIC

We are always looking forward, moving toward the diverse needs of our customers, extending support with great hope and expectation.

WHAT *Proof Points that Fulfill the Promise*

PARTNERING

- **A Mutual Company**
Existing because of and for our customers
- **Highly Engaged Team**
Activating expertise to serve our customers
- **Relationships Matter**
Prioritizing people – both customers and associates

PROTECTING

- **Hometown Values**
Committed to being responsible and caring for each other
- **Trusted Heritage**
Providing strength since 1909
- **Active Corporate Citizens**
Investing time and resources to help our communities grow stronger

PROGRESSING

- **Continuous Innovation**
Meeting real needs with a diverse product portfolio
- **Legacy of mutual success**
Moving Forward Together
- **Empowered Learning**
Committed to ongoing development for our customers and ourselves

PROTECT YOUR KINGDOM

If over 50 years of Mutual of Omaha's Wild Kingdom have taught us anything, it's that the wild kingdom and the human kingdom have something in common — an instinct to protect what we care about. We make that connection come to life by showing people (and the occasional animal) in their natural environment, surrounded by the loved ones they want to protect.



MEDICARE SOLUTIONS

PEOPLE ARE TALKING ABOUT YOU.

Have you heard what they're saying?

Medicare-age consumers are talking about finding a trusted advisor to help them explore their options and guide them to the right plan. They want someone who has their best interest at heart. And that someone is you!

As a Mutual of Omaha advisor, you're in a unique position to provide advice-based, comprehensive financial planning throughout your clients' lives. And now, you've got even more tools.

In addition to Medicare-supplemented insurance, our Medicare Solutions portfolio also includes Medicare Advantage plans to select health, prescription drug plans and dental and vision coverage.

So take a back seat this time. You won't really find 10,000 products in here, but you will find everything you need to reach the people who are looking for your knowledge and guidance.

If you haven't heard what people are talking about, maybe you haven't been listening. Here's what they're saying:

- "It seems insurance is designed to be one-size-fits-all, but it's not. You've got to have someone to help you."
- "I've been told to focus on the big things. That you're the best advisor for you and your husband."
- "It's like a light at the end of the tunnel. I had no idea there were advisors specializing in senior health care."

It's all about you.

[Contact me for more information.](#)

Mutual of Omaha
Protect Your Kingdom.

Underwritten by
Mutual of Omaha Life Insurance Company
A Mutual of Omaha Company

For more details, visit [www.mutualofomaha.com](#). ©2024

Building a Memorable Brand

It's all about consistency. Robust brands stick in our heads because our awareness is heightened by the repetition of colors, fonts, logos, writing style, photography and design elements.

This guidebook is filled with ideas and inspiration to help us weave the Protect Your Kingdom identity into everything we do. Because, like every ecosystem in nature, each part matters greatly and works best when it works together.

Let the adventure begin.

A woman in a bright green dress is walking through a shallow stream, splashing water. A fluffy brown dog is running through the water, also splashing. A dark flying disc is in the air in the upper left. The scene is set in a lush, green environment with trees and tall grasses. The sun is shining brightly, creating a lens flare effect. The overall mood is joyful and active.

**DEFINE
THE
KINGDOM.**

GUIDING PRINCIPLE #1

While we embrace our equity in Wild Kingdom through nods to wildlife in copy and visuals, above all, **we showcase the kingdom our audience wants to protect** – their health, their finances, and the future for those they love. These kingdoms are not grand and stately, but up close, personal and human.

GUIDING PRINCIPLE #2

As Wild Kingdom showed us, humans and animals share the instinct to protect the things that matter most to them. **We position the audience as the hero and Mutual of Omaha as their trusted guide**, steadfastly helping them protect the things they cherish and giving them the tools to take action.

A photograph of a woman with dark hair, seen from the side, holding a young girl. They are both smiling and looking at each other. The background is a soft-focus outdoor scene with trees and a bright sun, suggesting a sunset or sunrise. The image has a torn-edge effect on the left side.

**EMPOWER
PROTECTIVE
INSTINCTS.**



**EMBRACE
OUR WILD
KINGDOM
HERITAGE.**

GUIDING PRINCIPLE #3

Our audiences' kingdoms include their connection to the wider world we all share. We showcase our unique bond with this wild kingdom by bringing **the wonder of wildlife and nature** into our imagery and copy where appropriate, showing the audiences' world from this greater perspective.



Our Brand Personality

If our brand was a person, it would be someone who is protective, warm and empathetic. A helpful, experienced guide who can lead you through uncharted territory. We understand that everyone has a kingdom to protect and we're here to help by offering clear solutions. After all, we're in this adventure together.

Voice

Our voice is how we express our brand personality. It's who we are — a helpful, experienced guide and trusted friend. Our voice is:

- Conversational and warm, but not overly chatty
- Informal and down to earth, but not unprofessional
- Confident, but not cocky or overstated
- Concise, but not curt
- Helpful, but not overbearing

Tone

Tone is an attitude. It's how we use our voice in different situations. We adjust our tone according to who we're talking to and what we're talking about. It can be upbeat and cheerful, or serious and matter of fact. While our tone may change, our voice always remains the same.

Messaging

Messaging is the conversation we have with our audience. The stories we tell to explain who we are, what we do and how we help them protect their kingdom. It reflects how we want people to think and feel about us, so appropriate messaging for Mutual of Omaha is always clear, accurate and relatable.

- We avoid insurance jargon in favor of simple, down-to-earth language. Our goal is to take the confusion out of insurance and financial services products and make them easy for the average person to understand.
- We avoid talking about ourselves (we) and instead focus on the needs of our audience (you).
- We take care to avoid making a prospect's or customer's situation seem dire in the absence of our products or services. We avoid phrases that may be interpreted as heavy-handed or scary.
- We're careful not to overpromise what our products will do and we avoid making absolute statements.
- We write the way we speak, painting word pictures the audience can relate to. We use short, simple sentences for readability and contractions for informality.
- The Writing Style Guide provides further direction on general grammar and usage of names and common words, supporting our efforts to maintain simplicity and accuracy.

Headlines and Copy

Our headlines and copy support our audiences' need to protect their kingdom.

Sometimes the Wild Kingdom and Mutual of Omaha brands will intersect to show customers our legacy of protection and the reverence for the kingdom we cherish. Protection is the thread that connects our Wild Kingdom heritage and Mutual of Omaha insurance.

Protect Your Kingdom emphasizes safeguarding family legacies, whereas Wild Kingdom focuses on animal conservation. Wild Kingdom adopts a playful brand persona, while Mutual of Omaha maintains a serious and thoughtful approach, offering guidance to ensure you receive the necessary coverage.

We avoid using animal clichés or lion puns, as these can detract from our brand's seriousness and make it appear gimmicky.

Examples:

- This is your kingdom. Protect it.
- Your kingdom. Our protection.
- More than a century of caring for your kingdom.
- Life is wild. We have insurance for that.
- Helping protect your pack.

Audiences

We have two distinct audiences for the materials we create. While our voice (trusted friend) always remains the same, our tone may change based on the audience.

Consumers: The People Who Purchase Our Products

Materials created for use with a consumer audience allow us to generate interest, assess needs and provide information so people can make an informed buying decision. **When we refer to consumers, we mean:**

- **Individuals** — People who purchase or are interested in an individual product, as well as existing customers and associates.
- **Employers and employees** — Employers who purchase a group product or service with the intent of offering it to their employees, as well as the employees who are the ultimate customers.

Compliance and state filing — All consumer-facing materials must be reviewed and approved by our Compliance Department. Many product lines also require materials to be filed with state insurance departments.

Disclosures — Consumer-facing materials must include the appropriate disclosures (underwriting company, policy form numbers, exclusions/limitations, etc.). These are dictated by state insurance departments and are specific to each product line.

Producers: The People Who Sell Our Products

Materials created for producer use provide the sales tips, tools and training needed to sell our products. **When we refer to producers, we mean:**

- **Agents** — These are the independent salespeople aligned with our Brokerage distribution. Internally, we often refer to them as “brokers” or “producers.” However, since they consider themselves to be insurance agents, we call them “agents” when speaking to them or about them.
- **Advisors** — This is the term we use for the career salespeople that make up our Mutual of Omaha Advisors distribution channel.
- **Benefit brokers** — These are the people who work with employers to sell a group product or service that will be offered to employees of the business.

Compliance and state filing — Producer-facing materials do not require compliance review or state filing. However, our copy should always clearly and accurately explain our products using the same verbiage we expect producers to use with their audience.

Disclosures — Producer-facing materials do not need the full disclosures required on consumer pieces. However, they should include the appropriate logo/underwriting company. In addition, the statement, “For producer use only. Not for use with the general public.” should appear at the bottom of the piece.

Editorial Style

Our goal is to create consistency in all communications. Our purpose is to help associates, contractors and outside vendors present a consistent voice to our varied audiences, including customers, prospects, associates and the community. The following resources allow us to maintain that consistency.

[Associated Press Stylebook](#)

As a rule, we follow AP style to ensure consistency in our communication style.

[Mutual of Omaha Writing Style Guidelines](#)

Our corporate style manual provides guidance and clarification on company-specific issues AP doesn't address.





Corporate Identity

Our Corporate Symbol

Protection, power and strength ... attributes of the company we've always been. They're also characteristics of an animal that fiercely protects its kingdom – the lion. Our corporate symbol reflects our ongoing commitment to helping people protect what's important to them while giving a nod to our Wild Kingdom heritage.

Logo Usage

We're aware of the power of our corporate symbol and diligently monitor its usage. We adhere to strict standards to ensure our logo is applied appropriately and consistently.

Horizontal Logo (preferred presentation)

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



Blue (PMS 654C - preferred color) (PMS 288U on uncoated paper)



Positive (black)



Reverse (white)

Note: There is a difference between our "Positive" and "Reverse" logos. Each is unique and simply reversing one for the other will cause the face and outer circle to be presented incorrectly. Be sure to use the correct file.

Vertical Logo (use when space is limited)

Minimum size: 0.925" wide



Blue (PMS 654C)
(PMS 288U on uncoated paper)



Positive (black)



Reverse (white)

Cobranding: It may be appropriate for Mutual of Omaha's logo to appear with others on cobranded materials. In this case, all logos should be proportionately equal in size. When placing logos on a piece, it's preferred that the Mutual of Omaha logo appear first or above another logo. For additional cobranding information contact Misty Silva.

For logo requests please contact

Misty Silva, Creative Services Manager of Marketing
Misty.Silva@mutualofomaha.com

Mutual of Omaha and the lion head design ("Logo") is the service mark and sole and exclusive intellectual property of Mutual of Omaha Insurance Company ("Mutual of Omaha") and Mutual of Omaha reserves all rights and interests in the Logo. By accepting the grant of limited permission to use the Logo in connection with our relationship, you agree you will use the Logo only as outlined in these Logo Brand Guidelines. You will not use or reproduce the Logo, by any means, in any advertising, social media, publicity releases, materials or otherwise, other than as permitted by Mutual of Omaha, without our prior written consent and approval. You agree that Mutual of Omaha may revoke the permission given to you to use the Logo at any time, for any reason, and, upon receipt of notice of revocation of such permission, you will immediately remove and delete all uses of the Logo.

Common Logo Mistakes

These guidelines apply when using either the horizontal or vertical formats.

Correct example of Reverse logo



Correct example of Positive logo



Incorrect Reverse logo



Don't invert the Positive symbol.



Don't invert the Reverse logo.

Incorrect Positive logo

The lion symbol and type should not be modified in any way.



Don't distort the symbol.



Don't change the color.



Don't modify the type.



Use of the lion symbol without type is limited. The lion symbol used as a watermark is only permitted if it appears alongside the logo in full, see page 22. Any suggested use needs to be approved.



Don't use logo on a background that doesn't have enough contrast.

Mutual-Space

“Mutual-space” is the minimum protected space around the Mutual of Omaha logo. No elements or graphics should violate this space. Use the following illustrations as a visual guide for achieving the proportionate minimum distance when placing the logo.



Sizing the Registration Mark

The space between the registration mark and the Mutual of Omaha logo is pre-established within the provided logos. Do not modify or delete it when placing the logo.



Lion Symbol

The lion symbol can be used as a design element only when accompanied by the full Mutual of Omaha logo. Please adhere to the following rules to ensure consistency.

Usage Instructions:

- The lion watermark can be created with the reverse or positive logo.
 - The reverse logo is colored to white at 10% transparency over colored backgrounds.
 - The positive logo can be used in 5% gray or PMS 654C at 10% on white/light backgrounds.
- The watermark should be straight and never turned at an angle.
- The Mutual of Omaha logo must appear at 100% along with the watermark in its full form to fulfill legal requirements.
 - A watermark would only be created with the lion mark and not the Mutual of Omaha type.

Keep in Mind:

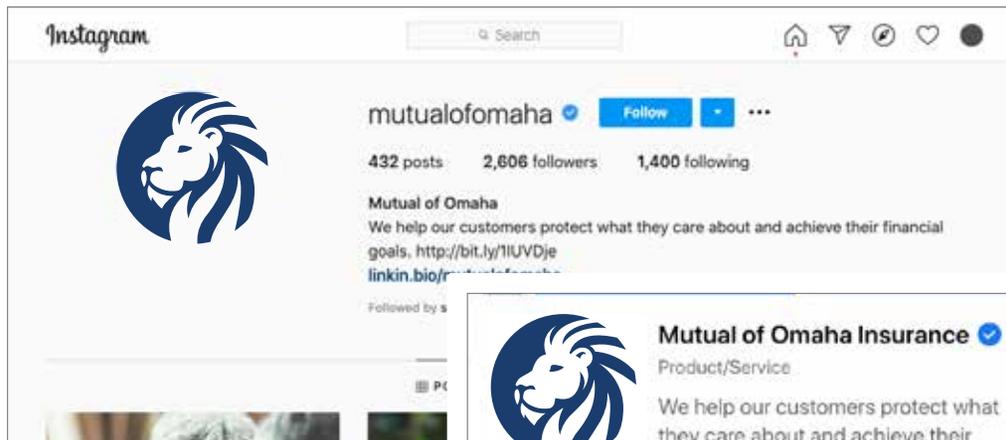
The lion symbol must not be changed, altered or modified in any way.

- Elements must never be added or deleted, including borders, frames or other items.
- The lion may not be animated, illustrated or turned into a character.



Lion Symbol: Special Exceptions

In some limited instances, the lion symbol is used alone while not directly accompanied with our full Mutual of Omaha logo. The full name of Mutual of Omaha Insurance Company appears on the same page and posts contain the full logo nearby. These instances require approval and typically only appear on social media or on corporate-owned devices.



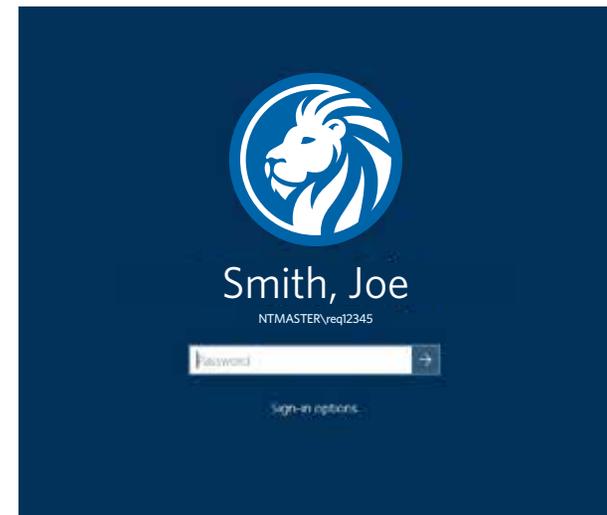
Instagram Profile



Facebook Profile



Example Post



Internal Login

Affiliate Type Treatment

An affiliate type treatment is used to identify the underwriting company on product-specific pieces.

Usage Instructions:

- When there is one underwriting company, use “Underwritten by” followed by the company name and the tag line, “A Mutual of Omaha Company.” (Ex. A)
- When there is more than one underwriting company, use “Underwritten by” followed by the listing of companies and the tag line, “Mutual of Omaha Affiliates.” (Ex. B)
- When a product is underwritten by Mutual of Omaha Insurance Company:
 - There’s no need to use the Mutual of Omaha Insurance Company affiliate type treatment as long as the full underwriting company is referenced in the copy. (Ex. C)*
 - The Mutual of Omaha Insurance Company affiliate type treatment **must be used** if the full underwriting company is **not** referenced in the copy. (Ex. D)

Examples:

The relationship between the size of the logo and the size and weight of the typeface used for the underwriting company has been strictly defined.

Horizontal Format (preferred)

Whitney 9 pts | Leading: 13 pts | Black 90%

A



Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company

— Book
— Medium
— Book

Width 0.5"

Rule: Black 70% | .25 pt weight

B



Underwritten by
United of Omaha Life Insurance Company
Companion Life Insurance Company
Mutual of Omaha Affiliates

C



Underwritten by
Mutual of Omaha Insurance Company

D



Alternative Formats (if space is restricted)



Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company



Underwritten by
United of Omaha Life Insurance Company
Companion Life Insurance Company
Mutual of Omaha Affiliates

Legal Entity

Legal entities are the company that has legal capacity for the business to enter into agreements or contracts, assume obligations and to be held responsible for its actions.

They are structured in a way that allows for a greater degree of protection for strictly personal assets from lawsuits and regulatory penalties.

Usually used for agreements, contracts and forms.
Not for marketing purposes unless noted.

Preferred Format

Whitney Medium 12 pts | Leading: 11 pts | Black 90%



Mutual of Omaha

United of Omaha Life Insurance Company
 A Mutual of Omaha Company

Width 0.5"
Rule: Black 70% | .25 pt weight

Whitney Book 9 pts | Black 90%

Alternative Formats (if space is restricted)



Mutual of Omaha
 United of Omaha Life Insurance Company
 A Mutual of Omaha Company

Usage Instructions:

- Entity lock-ups are composed of Mutual of Omaha's logo and the entity name in larger text size than ours.
- The underwriter is removed from these logos and the legal entity is shown clearly that they own the piece and Mutual of Omaha has a working relationship with them.
- The text within these logos should never be altered from how the lock-up is created, nor should any text be typed out or bolded without consulting the Marketing team.



DW Sample Package with a mix of Affiliate Type Treatment and Legal Entity Logos

Corporate Lock-Up

A corporate lock-up is used to create awareness of the business we're in and the products we offer.

The corporate lock-up consists of the product listing "Life, Medicare Supplement and Advice" and may not be altered without approval. This lock-up is intended to be used only on consumer-facing materials, such as:

- General awareness pieces (product-specific materials require an underwriting company; see Affiliate Type Treatment on the previous page)
- Ads in consumer publications
- Signage

Corporate Lock-Up:

The corporate lock-up must appear as shown and may not be altered. If new variations are requested, brand management must create, review and approve any alternate versions in coordination with compliance.



Life
Medicare Solutions
Advice

Whitney Book
9 pts | leading: 13 pts | Black 90%



Width 0.5"

Rule: Black 70% | .25 pt weight

Usage Instructions:

Horizontal Format (preferred)

- The business category (Insurance, Employee Benefits, etc.) appears below the logo followed by a vertical line.
- The product listing appears to the right of the logo either stacked (no more than three lines) or separated by a vertical line.



Voluntary | Accident | Life
Critical Illness | Dental | Vision
Hospital Indemnity | Disability

Vertical Format (if space is restricted)

- The business category (Insurance, Employee Benefits, etc.) appears below the logo followed by the product listing (no more than three lines).



401(k) Plans | 457(b) Plans
Defined Benefit Plans

Product Lock-Up

The product lock-up is an all cap presentation that signifies a company or business that originates and sells product for Mutual of Omaha.

Examples: Mutual of Omaha Mortgage, Mutual of Omaha Foundation, Mutual of Omaha Reverse Mortgage



*Whitney Medium 8 pts | All caps
Kerning: 100 pts | Color matches logo*

Service Lock-Up

The services lock-up is an Italic type presentation that signifies a group that provides a service or guidance for Mutual of Omaha.

Examples: Employee Benefits, Investor Services, Retirement Services



*Whitney Book Italic 10 pts | All caps
Kerning: 40 pts | Color matches logo*

Advisors

Mutual of Omaha Advisors has a specialized presentation unique to Advisors.



*Whitney Medium 13 pts | Small caps
Kerning: 40 pts | Color matches logo
First letter: Whitney Book 13 pts*



Email Signature

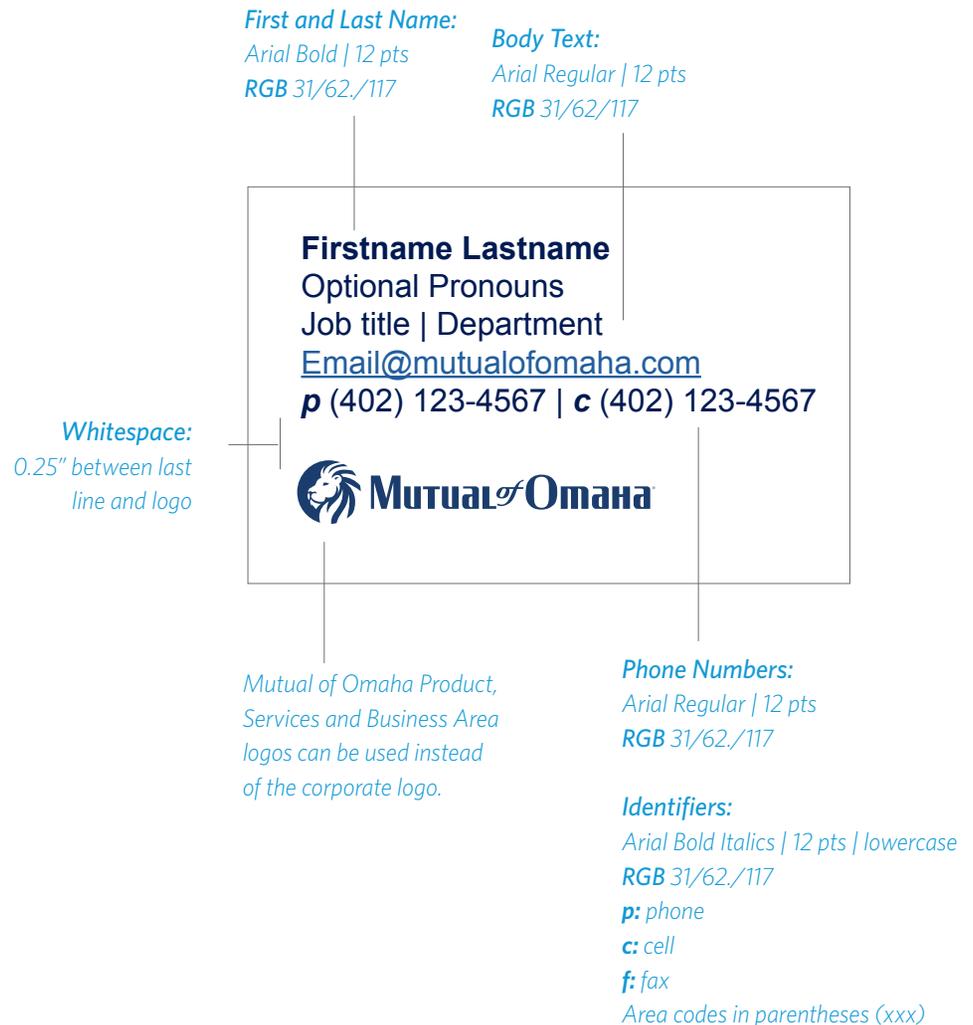
Your email signature, often called a signature block, is your way of efficiently conveying all necessary contact information to each person you email. Most importantly it makes it easy for clients to reach you.

General Guidelines:

- Use only the approved email signature block with your company email account.

The template can be found on Associate Access: https://mutualofomaha.sharepoint.com/sites/employeeportal/our_company/aboutmutual/Pages/CorpSymbol.aspx

- Product/Services/Business Area logos are okay to use versus the corporate logo, as long as they are the approved logo.
- Never alter the Mutual of Omaha logo or use the lion symbol alone.
- If necessary for the type of work you do, disclaimers or confidentiality statements are appropriate below your signature.
- If you'd like to include a department signature block that reinforces a key service, paste it below all your contact information and company logo.



Protect Your Kingdom: Lock-up

The “Protect Your Kingdom” tagline should be used whenever possible, either in conjunction with the logo or as part of a torn paper element.



Blue (PMS 654C – preferred color) (PMS 288U on uncoated paper)



Positive (black)



Reverse (white)

Stacked Logo (use when space is limited)

Minimum size: 0.925" wide



Blue (PMS 654C)
(PMS 288U on uncoated paper)



Positive (black)



Reverse (white)

Note: Never place “Protect Your Kingdom” underneath a service or product lock-up from the logos on page 26. Instead, reference “Protect Your Kingdom” in copy or pulled out to the side as shown on page 31.

Protect Your Kingdom: Product Lock-Up

Corporate Product Lock-Up:

The corporate lock-up must appear as shown and may not be altered. If new variations are requested, brand management must create, review and approve any alternate versions in coordination with compliance.

See page 25 for specific rules and sizes for variations.

Horizontal Format (preferred)



Mutual of Omaha
Protect Your Kingdom

Life Insurance
Medicare Solutions
Advice

Vertical Formats (if space is restricted)



Mutual of Omaha
Protect Your Kingdom

Life Insurance | Medicare Solutions | Advice



Mutual of Omaha
Protect Your Kingdom

Life Insurance | Medicare Solutions | Advice



LIFE CAN GET WILD
Term Life Express® Insurance

Help your clients protect what they cherish most.
It's natural instinct for people to protect the things they love ... home, family and the lifestyle they've built. But choosing the right insurance products can leave them confused and overwhelmed. That's where you come in. Recommending the right solution — a Term Life Express (TLE) policy.

Along with affordable coverage, here are a few other things a TLE policy offers families:

- **Versatility.** In addition to offering face amounts from \$25,000 - \$200,000, TLE offers three Accelerated Death Benefit Riders for terminal illness, chronic illness or critical illness ... at no extra charge.
- **Simplified.** Quick issue, simplified underwriting (no blood or urine tests required), e-App, easy quoting mobile app.
- **Trustworthiness.** Backed by a legacy brand with outstanding financial ratings and a reputation for quick disbursement, TLE provides security when the need occurs.

For clients who are looking to choose an affordable term life product with a carrier they trust, look no further than Mutual of Omaha.

A+ Superior This rating is the 2nd highest of 21. AM BEST	A1 Good This rating is the 5th highest of 21. MOODYS INVESTOR SERVICE	AA- Very Strong This rating is the 8th highest of 21. STANDARD & POORS
---	---	--

Contact your marketer or visit mutualofomaha.com/sales-professionals.

For product use only. Not for use with the general public.
10000000

Mutual of Omaha
Protect Your Kingdom

Life Insurance
Medicare Solutions
Mortgage

Trade Ad Sample Use of PYK Product Lock-up

Protect Your Kingdom: Affiliate Type Treatment

An affiliate type treatment is used to identify the underwriting company on product-specific pieces. See page 24 for usage instructions. For products and services logos the tagline “Protect Your Kingdom” can be placed within a torn paper as seen on the next page.

Examples:

The relationship between the size of the logo and the size and weight of the typeface used for the underwriting company has been strictly defined.

Horizontal Format (preferred)

Whitney 9 pts | Leading: 13 pts | Black 90%



Underwritten by
Companion Life Insurance Company
A Mutual of Omaha Company

— Book
— Medium
— Book

Width 0.5"

Rule: Black 70% | .25 pt weight



Mutual of Omaha Insurance Company
Omaha Supplemental Insurance Company
Mutual of Omaha Rx
Mutual of Omaha Affiliates



Underwritten by
United of Omaha Life Insurance Company
Companion Life Insurance Company
Mutual of Omaha Affiliates

Do not use Protect Your Kingdom in this format.



Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company

Protect Your Kingdom: Torn Paper Elements

For products/services logos or other areas where appropriate, the tagline “Protect Your Kingdom” can be placed within a torn paper as seen below. Samples of placement on design materials begin on page 48.

*Torn sample in 40% Black
Whitney Medium 12 pts*



*Torn sample in PMS 300 Blue
Whitney Medium 12 pts*



Bottom version ideal for designs with no bleeds.



Design Elements

Our core design elements are essential to Mutual of Omaha's distinctive look. They allow us to create materials that are bright, clean and well organized.

Color

Our color palette consists of primary and neutral colors. Our primary logo blue is PMS 654. Our primary blue within designs is PMS 300.

Typography

Our typefaces are simple, versatile and modern to reflect our brand personality.

Photography

The images we use capture genuine human moments and authentic interactions.

Illustrations

We use illustrations sparingly as supportive elements in our designs.

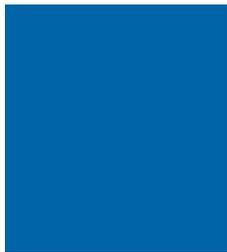
Charts, Tables and Graphs

When clarity is needed, we use clean and uncomplicated charts, tables and graphs.

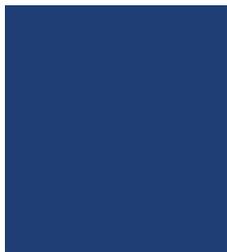
Color Palette

The way we use color helps to set us apart from the competition. Our color palette consists of a set of primary colors and neutral colors.

Primary Colors

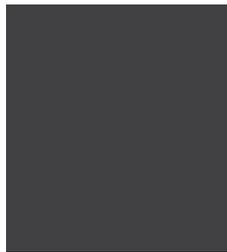


Pantone 300
 CMYK 94/63/6/0
 RGB 0/100/168
 #105FA8

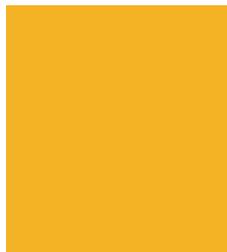


Pantone 654C
 CMYK 100/86/26/12
 RGB 31/62/117
 #003A70

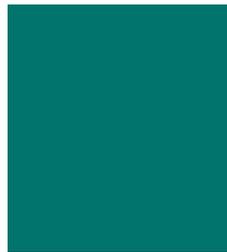
Supporting Colors



Text Gray | Black 90%
 CMYK 0/0/0/90
 RGB 65/64/66
 #444444



Pantone 143
 CMYK 3/32/96/0
 RGB 244/178/37
 #F5B93C



Pantone 328C
 CMYK 88/35/57/15
 RGB 1/116/110
 #03746E



Pantone 1-1C
 CMYK 0/1/4/0
 RGB 255/251/242
 #FFFBF2

Pantone 288U is the equivalent of Pantone 654C when printing on uncoated paper.

PMS 288U

Neutral Colors



Text Gray | Black 90%
 CMYK 0/0/0/90
 RGB 65/64/66
 #414042



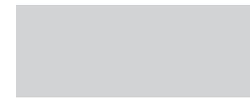
Text Gray | Black 70%
 CMYK 0/0/0/70
 RGB 109/110/113
 #6D6E71



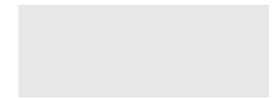
Text Gray | Black 50%
 CMYK 0/0/0/50
 RGB 147/149/152
 #939598



Text Gray | Black 30%
 CMYK 0/0/0/30
 RGB 188/190/192
 #BCBECO



Text Gray | Black 20%
 CMYK 0/0/0/20
 RGB 209/211/212
 #D1D3D4



Text Gray | Black 10%
 CMYK 0/0/0/10
 RGB 230/231/232
 #E6E7E8

These colors do not pass ADA compliance and SHOULD NOT be paired together.

Text in either PMS 1-1 or white, placed on PMS 143 background or vice versa



Text in either PMS 300 or PMS 143, placed on PMS 143 or PMS 300 background
 PMS 143 **WILL** work on PMS 654, but **NOT** the PMS 300 side of a gradient background



Typography

Our typefaces are Freight, Whitney and Whitney Condensed. We use appropriate weights to create a clear hierarchy of information and to maintain a friendly, conversational tone. As a general rule, short headlines should be all caps. Caps and lowercase may be used to improve readability of longer headlines. Whitney is used for the bulk of our content; Whitney Condensed is used primarily for disclosures.

Freight Sans is an available Adobe Font.

Whitney and Whitney Condensed can be purchased through Hoefler and Co.:

typography.com/fonts/whitney

When Whitney is not available, i.e., for desktop applications such as Microsoft PowerPoint or Word, use Arial and Arial Bold.

Freight Sans Bold **Freight Sans Black**

Whitney Light

Whitney Light Italic

Whitney Book

Whitney Book Italic

Whitney Medium

Whitney Medium Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Bold

Whitney Bold Italic

Whitney Condensed Light

Whitney Condensed Light Italic

Whitney Condensed Book

Whitney Condensed Book Italic

Whitney Condensed Medium

Whitney Condensed Medium Italic

Whitney Condensed Semibold

Whitney Condensed Semibold Italic

Whitney Condensed Bold

Whitney Condensed Bold Italic

Content Hierarchy

Leading the reader through our content is extremely important. These guidelines ensure a consistent presentation.

When writing a headline or subhead, use title case if it is a phrase. If it is a complete sentence, use sentence case with punctuation.

If a main headline is short, the designer may decide to use all caps. This will be left to the designer's discretion.

Headline: Freight Sans Black | 36 pts
Space After: 0.125 in

Subhead: Freight Sans Bold | 16 pts
Space After: 0.125 in

Intro: Whitney Book | From Primary Palette
14 pts | Leading: 19 pts | Space After: 0.25 in

Body: Whitney Book | Black 90%
10 pts | Leading: 14 pts | Space After: 0.135 in

Disclaimer: Whitney Book Condensed | Black 90%
9 pts | Leading: 10 pts

HEADLINE

Subhead

Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus, conem volo molo mod et omnisi odi doluptature, sunt, oditat estempora ventia voluptit atatas exeri tessunt conem.

Odi ullatet lat quas ut quae nonseque occus, odis delicae pelique volorupis maximus, conem volo molo mod et omnisi odi doluptature, sunt, oditat estempora ventia voluptit atatas exeri tessunt.

Conem volo molo mod et omnisi odi doluptature. Odis delicae pelique volorupi:

Dae alit, quiam dolorum inciet lab iunt vendest at plate ipsa que nam, conet quam estrum est utem consed ex es por aces eos et doluptaquas am esti sitior autem quam ideni as volores ex et audit.

Photography

Photography shows the beauty of our audiences' world – their kingdoms – great, small and in between. We show individuals surrounded by the kingdoms they want to protect, in natural environments.

The image should convey a sense of warmth or playfulness, a focus on life's meaningful moments, and above all, protection and reverence for the kingdom that our audience cherish. It is the thread that connects the headline and our Wild Kingdom heritage with the protection we provide.

The photographs we use in our materials (what we see) must always go hand-in-hand with the benefit statement/ headline (what we say).

Qualities to look for:



Have a point of focus
Human interaction should be the point of focus.



Use the rule of thirds
Place the subject off center for interest.



Build narratives/stories
People shouldn't be looking directly at the camera.



Look for natural lighting
Don't use artificial filters and coloring.



Consider unique angles
Seeing things from a different angle can lend a new perspective.



Tone

natural | personal | warm | optimistic

Mutual of Omaha has a history of helping people protect what's most important to them. Our photography should represent the people, places and stories that connect to our audience. Photos should be purposeful, driven by content, and used to reinforce a concept or idea. They can be close-up, detailed shots, or scenes captured from a distance.

Setting

authentic | journalistic | unstaged

Our photography should depict candid moments as people go about their lives. That means they should be interacting with others instead of looking directly into the camera. Photos can have a narrow depth of field, and should be well lit. But above all, they should tell a story. To reinforce this, images should be captured naturally without the use of filters.

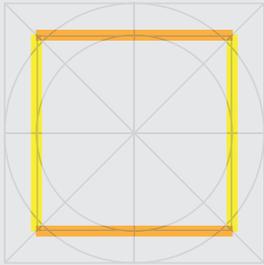
People

confident | comfortable | approachable | diverse

Our prospects and customers are honest and hardworking, the middle-class backbone of America. Family keeps them grounded. So, our photography should evoke the feeling of family in an emotional and impactful way. Subjects should appear to be real people enjoying life - friends, family members, neighbors - and should embrace diversity and respect individuality.

Spot Illustrations

These supportive elements are used to highlight content and to help tell the story. They can be used to break down information, establish a hierarchy and make content easy to scan.



Horizontal artwork should scale to touch somewhere on the grid on the **yellow**.

Vertical artwork should scale to touch somewhere on the grid in **orange**.

Background options

There are two spot illustration sets to choose from — with and without a background circle. The circle is to always be gray (CMYK 7/5/5/0). Use whichever looks best for your design application.



Circle Background



No Circle Background

Illustration Colors

These colors are an expanded color palette from the primary colors of the brand. **No additional colors are to be used in illustrations regardless of application.**



Primary Color	Shadow Color
64/2/16/0 #45BFD3	76/21/8/0 #129ECC



Primary Color	Shadow Color
1/24/78/0 #FBC453	3/32/96/0 #F4B225



Primary Color	Shadow Color
3/56/83/0 #EE8842	14/70/91/2 #D16934



Primary Color	Shadow Color
22/29/50/0 #CAAF88	33/41/64/5 #AA8D68



Primary Color	Shadow Color
73/0/59/0 #2DB88E	81/11/68/0 #08A47B



Primary Color	Shadow Color
41/33/33/1 #9C9C9D	52/43/43/8 #7F8080



Primary Color	Shadow Color
45/27/0/0 #8BA7D7	63/37/0/0 #628FCA

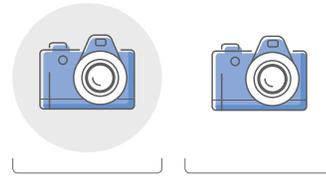


Primary Color	Shadow Color
39/0/100/0 #A9CF38	57/8/100/0 #7EB542

Spot Illustrations

Spot Illustrations are used to bring clarity. They are simple and best used to depict a specific concept or action.

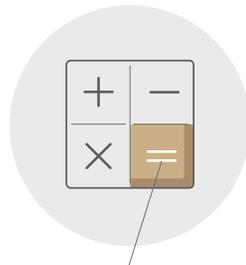
When creating spot illustrations, follow these guidelines to maintain consistency and keep the look approachable and light.



Minimum size: .75 in/100px



Include a shadow



Include a white area in each illustration



Lines with rounded ends at 1-2 pt weight with one line as 3 pt



Use **only one color** with its shadow color per illustration



Offset area of color



Simplify details enough to add interest

Illustration "Don'ts"



Too detailed and too thick of strokes



Not detailed enough



Too colorful



Incorrect style and shadow

Illustrations

Our illustration style is used within video animations when a live shoot isn't possible. This style shows people in their kingdoms and a sense of emotion. While they're illustrations, they're not cartoonish, and they give us a glimpse into people's lives and habits. Where possible, we incorporate hints of nature – a pet, a plant, water or a ray of sunlight.



These illustrations are uniquely created by an illustrator and cannot be downloaded from stock sites. This style should only be used with specific approval and imagery provided by Brand Management.



Charts, Tables and Graphs

Charts, tables and graphs are used to enhance content, never simply to fill space. They should be visually clean and easy to read – the simpler the better.

Age	Premium per \$1,000 of benefit**
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60

Header: From Primary or Accent Palette
 Whitney Medium | 10 pt | White
 Top Cell Inset: 0.125 in | Left Cell Inset: 0.0625 in
 Bottom Cell Inset: 0.125 in | Right Cell Inset: 0.0625 in

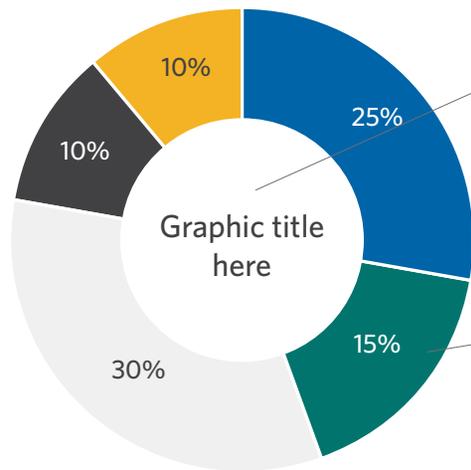
Rows: Black 12% and Black 5%
 Whitney Book or for tighter column requirements
 Whitney Condensed Book | 10 pt | Black 90%
 Use Tabular Figures when appropriate with metric kerning
 Top Cell Inset: 0.0625 in | Left Cell Inset: 0.0625 in
 Bottom Cell Inset: 0.0625 in | Right Cell Inset: 0.0625 in

Lines: 1 pt | White

Age	Premium per \$1,000 of benefit**
0 - 4	3.60
0 - 4	3.60
0 - 4	3.60

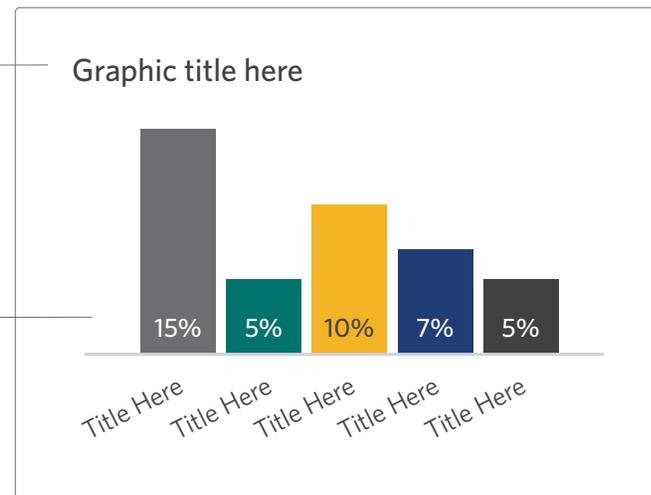
Rows: Black 12% and White
 Whitney Book | 10 pt | Black 90%

Lines: .35 pt | Black 70%



Title: Whitney Medium | 12 pt

Percentages: Whitney Medium | 10 pt



Copy Requirements

Creating a Consistent Experience

How we apply our copy differs depending on the piece being created as well as the audience.

Design Element	Consumer Materials	Producer Materials
Product Name and Color Bar	Can appear at the top of the page or cover	Product name can be eliminated, if not applicable
Headline and Subhead	Headline is the benefit statement – how the product fills a need; subhead adds clarity	Headline can become a label to identify the piece (i.e., Product and Underwriting Guide); subhead can be used, if needed
Affiliate Type Treatment	Should always be included (see page 24)	Should always be included (see page 24)
Lock-Up	Appropriate lock-up may be used on general awareness materials (see page 25 and 30)	Customized lock-up may be used but is not required (see page 25 and 30)
Producer-Use Statement	Not needed	<p>Advisor Sales and Brokerage Sales: Appears in the bottom left-hand corner above the form number. “For producer use only. Not for use with the general public.”</p> <p>Emerging and Strategic Solutions (ESS): Appears within the disclaimer space. “For producer use only. Not to be used with any plan sponsor or participant.”</p> <p>Workplace Solutions: Appears within the disclaimer space. “For producer use only.”</p>
Form Number	Appears in the bottom left-hand corner	Appears in the bottom left-hand corner
Disclosures	Required on all consumer-facing materials; includes underwriting company, company address, policy form numbers, exclusions and limitations, etc.	Not required
Website	Direct consumers to the corporate website: MutualofOmaha.com	Direct producers to Sales Professional Access: MutualofOmaha.com/sales-professionals
Why Mutual of Omaha	Over 50 years of Mutual of Omaha’s Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.	Over 50 years of Mutual of Omaha’s Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.

Protect Your Kingdom

Mutual of Omaha protects people and the things they care about. We have stood fast for more than a century, helping our members plan and secure their financial futures with insurance and financial tools, and preserving the world we all share through the educational show Wild Kingdom. Our work should always convey the way Mutual of Omaha provides the protection our customers need and deserve.

General Application Guidelines

- Protect Your Kingdom is **not** Wild Kingdom.
- All consumer-facing materials should follow the brand guidelines and should include the PYK language, tagline and design elements.
- Producer-facing (B2B) materials should follow the brand guidelines with regard to the PYK design elements, but should **not** include PYK language and tagline unless it makes sense to do so.
- All incentive travel/event/contests campaigns should **not** have the PYK brand applied.
- Recruiting "Power of" Campaign should **not** have the PYK brand applied.

<p>Apply PYK, Tagline, Language and Design Elements</p>	<ul style="list-style-type: none"> • All New Consumer-Facing Creative
<p>Apply PYK Design Elements DO NOT Apply PYK Tagline or Language</p>	<ul style="list-style-type: none"> • Producer-Facing Pieces <i>(unless it makes sense to include PYK language and tagline)</i> • Producer-Facing Pieces that are informative or technical
<p>DO NOT Apply PYK Tagline, Language or Design Elements</p>	<ul style="list-style-type: none"> • HR Recruiting Campaigns: The Power of Brand • All Incentive Travel/Event/Contests



Postcard Considerations

Examples are in 9" x 6" format

Paragraph, character styles, and ASE files are available upon request for consistency.

One torn element per piece is recommended

Product Name:
Color From Palette Page 33

Headline: Freight Sans Black
Black 90%, PMS 1-1 or White
36 pts | Space After: 0.125 in

Subhead: Freight Sans Bold
PMS 654, 300 or 328
16 pts | Space After: 0.125 in

Form Number/Disclaimer:
Whitney Condensed Book | Black 90% | 9 pts

Address: Whitney book | Black 90%
10 pts | Leading: 12 pts



Headline: Freight Sans Bold
16 pts | Space After: 0.135 in

Body: Whitney Book
Black 90%
10 pts | Leading: 14 pts
Space After: 0.135 in

Background color:
Black 10%



Flyer Considerations

Flyers should maintain a balance of white space, imagery, and contain a ripped element on the page.

See page 35 for content hierarchy recommendations

Intro: Whitney Book
PMS 654, 300 or 328
14 pts | Leading: 19 pts
Space After : 0.25 in

Body: Whitney Book
Black 90%
10 pts | Leading: 14 pts
Space After: 0.135 in

Box and line:
.35 weight | Black 70%
Rounded Corners: 0.0168 in

MEDICARE SOLUTIONS

PEOPLE ARE TALKING ABOUT YOU.

Have you heard what they're saying?

Medicare-age consumers are talking about finding a trusted advisor to help them explore their options and guide them to the right plan. They want someone who has their best interest at heart. And that someone is you!

As a Mutual of Omaha advisor, you're in a unique position to provide advice-based, comprehensive financial planning throughout your clients' lives. And now, you've got even more tools.

In addition to Medicare supplement insurance, our Medicare Solutions portfolio also includes Medicare Advantage plans in select markets, prescription drug plans and dental and vision coverage.

So, take a look inside this box. You won't really find 10,000 prospects in here, but you will find everything you need to reach the people who are looking for your knowledge and guidance.

If you haven't heard what people are talking about, maybe you haven't been listening. Here's what they're saying:

We are here for you

Contact me for more information.

"It seems insurance is designed to be one-size-fits-all, but it's one-size-fits-none. You've got to have someone to help you."

"It was nice to have someone say 'Yep, this is the best choice for you and your husband.'"

"It's like a light at the end of the tunnel. I had no idea there were advisors specializing in senior health care."

Mutual of Omaha
Protect Your Kingdom

Underwritten by
United of Omaha Life Insurance Company
A Mutual of Omaha Company

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

— **Headline:** Freight Sans Black Black 90%, PMS 1-1 or White 36 pts | Space After: 0.125 in

— **Subhead:** Freight Sans Bold from primary palette 16 pts | Space After: 0.125 in

— One ripped element per page

— **Spot Illustrations:**
Can be used with or without a gray background circle
See page 40 for more details

— **Logo or Logo Lock-up Placement**
See page 19 and 24 for more details

| **Disclaimer/Form Number/For producer use only:**
Whitney Condensed Book | Black 90% | 9 pts | Leading: 10 pts

Flyer Examples

The design of a flyer should be driven by the content being presented. Here are just a few layout examples. Remember that consumer flyers require disclosures, while the “for producer use only” disclaimer must be incorporated into producer flyers.

Smile! Your coverage is in full bloom.

With competitive rates and money-saving value adds, we weed out the competition. Invest and smile at just \$10 a month!

It seems someone is designed to be someone like you, but it's your own decision. You're the one to take someone to help you!

"I wish you'd have someone say 'No, this is the best choice for you and your treatment.'"

"It's like a light at the end of the tunnel. I had no idea there were options for making my senior health care."

Contact me for more information.

Mutual of Omaha
LIFE Insurance Company of New York
Member of Mutual of Omaha Companies

Take your kingdom on the road.

Choose coverage that travels with you.

Medicare-age consumers are talking about finding a trusted advisor to help them explore their options and guide them to the right plan. They want someone who has their best interest at heart. And that someone is you!

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

Coverage	Plan A	Plan B
Mutual of Omaha	\$100.00	\$100.00
Mutual of Omaha	\$100.00	\$100.00
Competitor	\$100.00	\$100.00
Competitor	\$100.00	\$100.00
Competitor	\$100.00	\$100.00

Contact me for more information.

Mutual of Omaha
LIFE Insurance Company of New York
Member of Mutual of Omaha Companies

HELPING PROTECT YOUR PACK

More Than a Century of Caring for Your Kingdom

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

Contact me for more information.

Mutual of Omaha
LIFE Insurance Company of New York
Member of Mutual of Omaha Companies

Medicare can be a beast. We can help you navigate.

Medicare Supplement Guide

Medicare-age consumers are talking about finding a trusted advisor to help them explore their options and guide them to the right plan. They want someone who has their best interest at heart. And that someone is you!

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

As a Mutual of Omaha advisor, you're in a unique position to provide advice based on individual financial planning throughout your client's life. And now you've got more than one.

- Supplement your retirement plan with a life insurance policy
- Provide a plan for your client's future needs and goals
- Help your client understand the benefits of a life insurance policy
- Plan for the future with a life insurance policy

Contact me for more information.

Mutual of Omaha
LIFE Insurance Company of New York
Member of Mutual of Omaha Companies

Brochure Considerations

Front Cover Considerations

Optional Product Tab:

Whitney Medium | Centered | PMS 1-1 (Black 90% over yellow)
10 pts | Leading: 14 pts | Colors from primary palette



Cover Header:

Freight Sans Black
Black 90%, PMS 1-1 or White
65 pts | Leading: 65 pts

Form Number:

Whitney Condensed Book
Black 90% | 9 pts

Minimum of one torn element on covers required

Angled Torn Elements



For producer use only:

Whitney Condensed Book | Black 90% | 9 pts



No Bleed Samples



Reference page 29 for details on PYK
torn tab for all items when a product
or service logo is used.



Subhead: Freight Sans Bold
Colors from primary palette | 16 pts

Back Cover Considerations

Background: Black 10%

Why Mutual:

Whitney Medium
PMS 300 | 12 pts

Body: Whitney Book

Black 90%
11 pts | Leading: 15 pts

Disclaimer:

Whitney Condensed Book
Black 90%
9 pts | Leading: 10 pts



**Varied Torn
Edge Samples**

Website:

MutualofOmaha.com
Whitney Medium
PMS 300
10 pts | Leading: 14 pts

Solicitation Notice:

Whitney Semibold
Black 90%
9 pts | Leading: 10 pts



Marlin Perkins Stamp Samples



As the original host of Wild Kingdom, Marlin Perkins symbolizes our rich history with an iconic show. Two approved stamp images are available to be used sparingly on back covers and limited designs, and only with specific approval from Brand Management. The stamp must always be black and white, must always include an animal, and must never be a characterized version of the image. The stamp EPS design is available upon request and will be provided by Brand Management.

Inside Spread Examples

When it comes to inside spreads, there are a variety of layout options. Here are a few examples to help get you started.

Helping people protect their kingdom for more than 100 years.

One pack, billions of members.
Senior Health Customers
 With a combination of comprehensive and specialized services, we help our members protect their kingdom for more than 100 years.

Life Insurance Customers
 With comprehensive life insurance and specialized services, we help our members protect their kingdom for more than 100 years.

Investment and Disability Customers
 With comprehensive investment and disability services, we help our members protect their kingdom for more than 100 years.

Let's Talk.
 We're here to help you through your journey. Call us today at 1-800-555-1234 or visit us online at www.example.com.

Medicare Supplement Policies are Standardized

The Real Difference is You.

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Here's (almost) all you can get out of a lifetime of adventures.

Headline

Body Text

Call to Action

Here's (almost) all you can get out of a lifetime of adventures.

Headline

Body Text

Call to Action

It's possible to have days that are as fun as childhood.

Headline

Body Text

Call to Action

YOU'VE WORKED HARD TO PROTECT YOUR KINGDOM.

Headline

Body Text

Call to Action

Forms

Our brand presentations guide our audience through our content. Equally important is the development and maintenance of structured forms and applications that are easy to read, follow and fill out.

Hierarchy Considerations:

- Use rules or shading to accentuate the headings and create separation as needed
- Main body 10 pts. Whitney (if possible); minimum of 8 pts
- Leading should be at least 1 pt. larger than font size and preferably 2-3 pts. on paragraph copy
- Preferred rule weights and colors on claim forms is .5 pt. black at 30% and 1 pt. black at 30%
- Preferred rule weights and colors on regular forms is .5 pt. black at 70% and 1 pt. black at 70%
- Check boxes should be at least 10 pts. and go in front of what is being selected
- All copy and fill-ins should have adequate spacing to accommodate the content being requested
- PMS 288U is the equivalent of PMS 654C when printing on uncoated paper

Headline:

Whitney Semibold | 14 pts

Subheads:

Whitney Semibold | 10 pts

Second Level Subheads:

Whitney Medium | 9 pts

Body:

Whitney | 10 pts preferred
Leading: 12 pts
Black 100% (typical)

Form Number:

Whitney Book Condensed
9 pts | Black 90%

Group Critical Illness/Specified Disease Claim Form

Section 1 - Employee/Member, Patient & Claimant Statement

Policyholder/Employer Name _____ Group ID Number _____
 City _____ State _____ ZIP Code _____

Employee Last Name _____ Employee First Name _____ Employee MI _____
 Employee Street Address _____ Employee City _____ Employee State _____ Employee ZIP Code _____
 Employee Email Address _____ Employee Home Phone Number _____ Employee Cell Phone Number _____

Employee Date of Birth (MM/DD/YYYY) _____ Employee Gender Male Female Employee SSN or ID Number _____ Employee Marital Status Single Married/Partnered Widowed Divorced

COMPLETE THE FOLLOWING ONLY IF THE PATIENT IS NOT THE EMPLOYEE

Patient Last Name _____ Patient First Name _____ Patient MI _____
 Patient Street Address _____ Patient City _____ Patient State _____ Patient ZIP Code _____
 Patient Date of Birth (MM/DD/YYYY) _____ Patient Gender Male Female Patient SSN or ID Number _____ Patient Relationship to Employee/Member _____

If the Patient is the Child of the Employee/Member, if over age 18, is the Child a Full-Time Student? Yes No
 If Yes, provide the Name, City, State & ZIP Code _____

Eligibility Information (Only apply if the Employee/Member and the Patient have Major Medical Insurance or a non-Basic Medical Insurance?) Yes No

Please check the Illness/Procedure for Certificate for the Claim to be considered

Heart Attack (Myocardial Infarction) Heart Transplant/Placement on LVP

Stroke _____

Date the Patient was diagnosed with the _____

Briefly describe the illness or procedure _____

Has the Patient ever had the same or similar illness/procedure? Yes No

Has a benefit ever been paid for the Patient's Specified Disease Policy sponsored by _____

Mutual of Omaha Mutual of Omaha Insurance Company
 Omaha, NE 68175-0001
 Group Critical Illness Claims

3300 Mutual of Omaha Plaza
 Omaha, NE 68175-0001
 Toll Free (800) 775-8800
 Fax (402) 997-1835
 www.mutualofomaha.com/customer-service

A Guide for Successfully Completing the Group Critical Illness/Specified Disease Claim Form

Mutual of Omaha appreciates the opportunity to provide you with valuable income protection. We rely on the information you provide on this form to effectively determine if you qualify for group critical illness/specified disease benefits. This guide provides information and instruction to help you successfully complete and submit the claim form. Please consult your employer/benefits administrator if you need assistance in providing information for the form.

Important Tips for Paper Copy Submission

Prior to submission, make sure you have provided all required information and answered all questions completely and accurately. If information is missing or cannot be read, the processing of your form will be delayed. All parts of this form are to be completed without expense to the underwriting company.

- The following guidelines provide valuable information to help you successfully complete the form.
- Please make a copy of the completed form for your records before submitting it to Mutual of Omaha/United of Omaha.
- Please use the Group Health Benefit Screening Claim Form for all health screening benefit claims.
- Group ID Number consists of eight characters, beginning with "G000" and followed by four additional letters or numbers.

Required Fraud Warnings

Before completing the claim form, please read the Required Fraud Warnings listed on the following page.

Guidelines for Section 1: Employee/Member, Patient & Claimant Statement

This section is to be completed by the Employee/Member. Dates should include month, date and year. In order to be considered complete, the form must be signed by you.

Guidelines for Section 2: Physician, Hospital and Medication Information

This section is required if this claim is being filed within the first year following the effective date of insurance for the Patient.

Authorization to Disclose Personal Information & Authorization to Disclose Health Information to My Employer

Both authorizations are to be completed by the Employee. Dates should include the month, date and year.

Guidelines for Section 3: Policyholder/Employer Statement

This section is to be completed by the policyholder/employer. In order to be considered complete, the form must be signed by the policyholder/employer.

Guidelines for Section 4: Attending Physician Statement

This section is to be completed by the Attending Physician. Dates should include the month, date and year. In order to be considered complete, the form must be signed by the Attending Physician.

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Claims Form

Forms Examples

Mutual of Omaha

Rollover Contribution Form

Section A: Employee Information

Plan Name/ID: *<Automatically Populated>*

Employee Name: _____ SSN: _____
 Employee Email: _____ Employee Phone: _____
 Home Address: _____
 City: _____ Date of Birth: _____
 State: _____ ZIP: _____ Date of Hire: _____

Instructions

Step 1: Request and complete a Distribution Form from your previous employer or financial institution. Request the check be made payable to:

MG Trust Company, LLC - FBO <Your Name>

- The check must be mailed to: Mutual of Omaha Retirement Services
 30-SPD Attn: Rollovers
 3300 Mutual of Omaha Plaza
 Omaha, NE 68175.

Step 2: Complete this Rollover Contribution Form and have your current employer complete Section D. Your current plan administrator should fax this form to 402-353-2176 or email to Rollovers@mutualofomaha.com.

Step 3: You can view your account balance and deposit activity online by using the participant website at getretirementright.com or by contacting our participant services center at 1-888-917-7195.

Section B: Prior Plan or IRA Information

Prior Plan or IRA Information (required)

Employer or Financial Institution: _____
 Contact Name: _____ Phone: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Approximate Balance: \$ _____ Account Number: _____

Type of Plan: 401(k) Profit Sharing Money Purchase 403(b) Roth 401(k)
 457 Traditional IRA Rollover IRA Other

Your company selected **<GlidePath Retirement>** as the plan's default investment selection. If you do not make an investment election, **<GlidePath>**, a registered investment advisor, will professionally manage your account for a fee. If you prefer to take the responsibility of selecting your own investments, you must complete the Investment Options Section C and sign the agreement on page 3.

For future contributions, invest my rollover money according to elections currently on file.

Section C: Individual Investment Options

Note: Your total selection in Section C must equal 100%.

Professional Investment Portfolios

Please enter in the percent of your contribution you would like in each.

Risk Based Portfolios	Time Based Portfolios	
Mutual Director	GlidePath Retirement™	Vanguard Target Retirement
Conservative	2005 _____ %	Income _____ %
MCI _____ %	2010 _____ %	2015 _____ %
Moderately Conservative	2015 _____ %	2020 _____ %
MDI _____ %	2020 _____ %	2025 _____ %
Moderate	2025 _____ %	2030 _____ %
MDI _____ %	2030 _____ %	2035 _____ %
Moderately Aggressive	2035 _____ %	2040 _____ %
MDA _____ %	2040 _____ %	2045 _____ %
Aggressive	2045 _____ %	2050 _____ %
MDA _____ %	2050 _____ %	2055 _____ %
	2055 _____ %	2060 _____ %
	2060 _____ %	

Z9562 3/07/11

401(k) Form

Mutual of Omaha

Application for Medicare Supplement Coverage

A. Plan Information

Applicant A: Check the Plan You Prefer:
 Plan A - 98000
 Plan B - 98000
 Plan F (High Deductible) - 98000
 Plan G - 98000
 Plan H - 98000

Applicant B: Check the Plan You Prefer:
 Plan A - 98000
 Plan F - 98000
 Plan F (High Deductible) - 98000
 Plan G - 98000
 Plan H - 98000

Requested Effective Date: _____ Requested Effective Date: _____
 If the above address is not your residence address, please state correct address: _____

B. Applicant Information

Applicant A	Applicant B
Name (First, Middle, Last): _____	Name (First, Middle, Last): _____
Home Phone: _____ (Area Code)	Home Phone: _____ (Area Code)
Work Address: _____	Work Address: _____
Current Age: _____ Date of Birth: _____	Current Age: _____ Date of Birth: _____
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Male <input type="checkbox"/> Female
Social Security Number: _____	Social Security Number: _____
Height: _____ Weight: _____	Height: _____ Weight: _____
Eye: _____ Hair: _____	Eye: _____ Hair: _____

Guarantees: To receive your first payment of benefits (2005) online, select "YES" below and provide your current email address in Section B. If you subscribe, you will still receive your 2005, but instead, will receive an email notification when new 2005 become available with a link to access each specific 2005. We will continue to email 2005, if you are entitled to receive any monetary reimbursement from United World Life Insurance Company.

Receive statement online? Yes No No No

WH0001 United World Life Insurance Company | 3370 Mutual of Omaha Plaza | Omaha, Nebraska 68175
 300009962 WAC234-WV8-2018

Vertis Form

Mutual of Omaha

Letter

"For these 3 reasons, I urge AAA Washington Members to apply for our supplemental cancer insurance today!"

- It's unfortunate, but according to the American Cancer Society, more than 1 in 3 Americans are expected to get cancer in their lifetime.*
- The cost of cancer can be very expensive. For example, the cost of an average hospital stay can total as much as \$10,043.00 - just imagine the cost if specialized cancer treatments are necessary!
- Our supplemental cancer insurance can pay you many thousands of dollars over a lifetime. It costs \$8.31 monthly - a little over 27¢ a day. Or cover your family for \$16.62 a month - a little over 54¢ a day. Buy it today by mail.

Dear Sample A. Sample,

If you're one of the more than 1 in 3 Americans who are projected to get cancer during their lifetime,¹ your present insurance may not be enough, whether it's major medical insurance, group insurance at work, hospital insurance or Medicare.

You may need additional cash to help pay the high cost of medical treatments. And sending in the application for Mutual of Omaha Insurance Company's cancer insurance is a simple, easy way to get it.

You're insured for many thousands of dollars for cancer-related hospital and medical treatments. The preventative screening benefit in the policy is a safeguard to prevent or catch cancer in the early stages with tests such as a colonoscopy, mammography, Pap smear, and others.

Getting supplemental insurance for such an affordable cost is hard to believe. But Mutual of Omaha Insurance Company guarantees it's true.

Pays 14 Different Cancer Costs

You'll find a brochure in this mailing that gives complete details... including the benefits, features, rates and what is not covered. But here's a list of the 14 different types of costs your cancer insurance helps pay: (1) Hospital room and ICU; (2) Drugs and medications; (3) Radiation therapy, chemotherapy and immunotherapy; (4) Surgery; (5) Doctor visits; (6) Follow-up doctor visits; (7) Anesthesia; (8) Blood and blood plasma; (9) Hospice care; (10) Ambulance services; (11) X-rays and labs; (12) Home health care; (13) Skilled nursing facility or rehabilitation center care; (14) Preventative screening tests. The preventative screening

¹Cancer Only Coverage
 American Cancer Society. *Cancer Facts & Figures*, 2011.
 U.S. Census Bureau. *Statistical Abstract of the United States, 2011*. Average Cost to Community Hospitals per Patient, Hospital Statistics for 1979-2005 (most recent available).

TE194 PL17211

Letter

For questions contact:

Chris Halliburton
 Production Lead
 chris.halliburton@mutualofomaha.com

Social Media

We use a variety of social media posts to create awareness. While the designs vary slightly and are driven by the content being presented, our social media posts maintain visual continuity.

General Guidelines:

- The dimensions for all are 1200 px by 630 px for Facebook, Twitter, LinkedIn and Hearsay posts.
- If placing the logo on a photo, make sure it is readable. Use a color fade or place a torn edge behind the logo.
- If placing the logo in the standard blue bar, the preferred placement is lower right using the preexisting social post bar eps template.
- Ensure a balance of space by not having too much copy.
- Each post should include a torn paper element.
- For background and torn elements, the primary color palette can be used.
- Single spot illustrations can also be used. Reference page 38.



Headlines: Freight Sans Black | 98 pts | Leading: 82 pts

Subheads/Body Type Below: Freight Sans Bold | 71 pts | Leading: 75 pts



Products and Services:

Due to space restrictions, only a horizontal logo should be used for social media posts. For these logos please contact your Marketing partners.

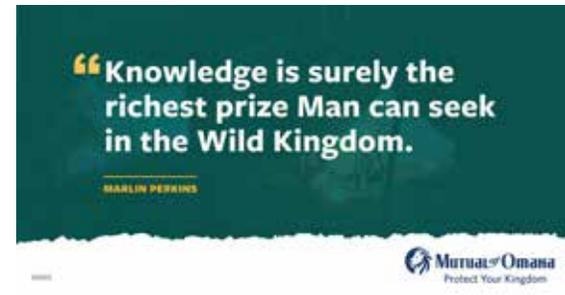
Torn paper edge on each application



Textured patterns used underneath for a multiplied effect



Torn paper tabs can come from any side of the design



Find images that create contrast behind copy

Sample News Release



Mutual of Omaha

Mutual of Omaha

First Presbyterian Church of Omaha



For questions contact:

Misty Silva

Creative Services Manager of Marketing

misty.silva@mutualofomaha.com

The following resources are available upon request:

- Mutual of Omaha Logo in Various Formats
- InDesign Working Files
- ASE Color Palette
- Paragraph/Character Styles
- Word/PPT Templates
- Spot Illustrations

Visit design.mutualofomaha.com for digital/email standards and additional print guides/addendums.

