

PROMOTIONAL ITEM GUIDELINES

Mutual of Omaha Insurance Company

November 2024



Proofs are required for all items produced with the Mutual of Omaha logo by the Brand Marketing and Communications team.

Sew-outs are also required for all new requests on embroidery items.



Proof Submission for Internal and External Designs

Proofs are mandatory for all items featuring the Mutual of Omaha logo to maintain brand consistency.

Internal Teams: If you are part of the Mutual team and need to submit your promotional item design for review, or require assistance with logo specifications, please submit your request through our internal portal: mutualofomaha.my.workfront.com/requests/submitted.

External Vendors and Agencies: External partners are required to provide a proof for each design involving our branding. These proofs must be submitted by a Mutual of Omaha representative to the Brand Marketing team for approval before production. This ensures all external designs align with our brand elements and standards.

For further details or assistance, contact misty.silva@mutualofomaha.com.

Table of Contents

These guidelines were created to help ensure the appropriate use of the Mutual of Omaha logo. Be sure to familiarize yourself with these guidelines in order to help the approval process go smoothly.

If you have an issue that isn’t addressed by these guidelines, please reach out to the Brand Marketing and Communications team before proceeding.

Company Logos 3

Additional Company Logos 4

Color Recommendations 5

Lion Symbol 6

Common Logo Mistakes 7

Emboss and Deboss 8

Clothing Guidelines 9

Team Logos and Other Custom Designed Clothing 10

Mutual-Space..... 11

Embroidery Guidelines 12

Product, Service and Business Area Logo Embroidery 13

Item Selection 14

Production Concerns 15

Sample Items 16

Shirts and Hats 17

Embroidery Samples 18

Imprint Samples 19

Company Logos

Horizontal Logo (Use when space is available; preferred on print materials)



Positive (PMS 654 blue — preferred color)



Positive (Black)



Reverse (White)

Stacked Logo (Preferred on shirts and when space is limited)



Positive (PMS 654 blue)



Positive (Black)



Reverse (White)

Note: There is a difference between our “positive” and “reverse” logos. Each is unique. Simply reversing one for the other will cause the face and outer circle to be presented incorrectly. Be sure to use the correct file.

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 Promotional Item 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.

Additional Company Logos

These additional logos are for products and services of Mutual of Omaha. The words underneath should never be simply “typed out.” If you need one of these logos, please contact your Mutual of Omaha marketing representative.

Mutual of Omaha Products



Mutual of Omaha Services



Stacked Wordmark

This usage is to be only used for golf sponsorships, promotional events and hats and not for open distribution. Use of the stacked type needs to be reviewed and approved with each potential request/application by the Brand Marketing and Communications team.

Mutual
of Omaha

Mutual
of Omaha

Color Recommendations

The following color examples are approved. If you want to imprint the logo on a different color or using a different imprint color, that color selection must be approved in advance. Please reach out to your Mutual of Omaha marketing representative to get that approval.

BLACK



Reverse logo

DARK GRAY



Reverse logo

NAVY



Reverse logo

BLUE



Reverse logo

LIGHT BLUE



Reverse logo

WHITE



Blue logo

LIGHT GRAY



Black logo

KHAKI/LT. BROWN



Black logo

SAFETY YELLOW



Blue logo

**This color is only used for safety personnel items*

When producing a monochromatic logo (also called tone on tone or tonal), with the exception of black, the positive version of our logo should be used — making sure the thread color is darker than the clothing item. However, for black clothing items only, the reverse logo should be used instead.

BLACK



Exception: reverse logo

DARK GRAY



NAVY



BLUE



LIGHT BLUE



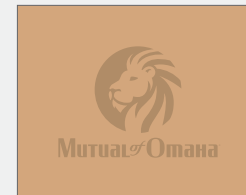
WHITE



LIGHT GRAY



KHAKI/LT. BROWN



PINK



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 PMS 2925C at 10% 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.
- A watermark would only be created with the lion mark and not the Mutual of Omaha type.

The Mutual of Omaha logo must appear at 100% along with the watermark in its full form on the piece.



Common Logo Mistakes

These guidelines apply for both horizontal and vertical formats.

DON'T use the reverse logo as a colored logo.



DON'T use the blue logo as a white/reverse logo.



Important Note: The face of the lion should be the lightest element on the page. The eye is the darkest. The reverse and positive logos are different logos entirely (see page 3).

DON'T distort the symbol.



DON'T modify the type.



DON'T change the colors from the recommended.



DON'T use the lion symbol alone without accompanying it with the full logo on the same piece.

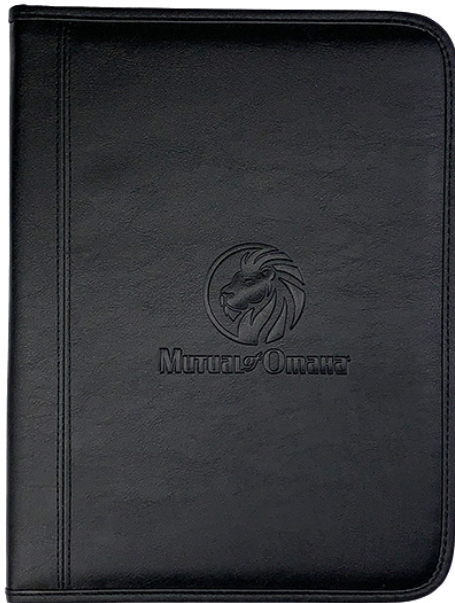


Use of the lion symbol without type is limited. The lion symbol used as a watermark is only permitted if it appears alongside the logo in full. See page 6 for more detail.

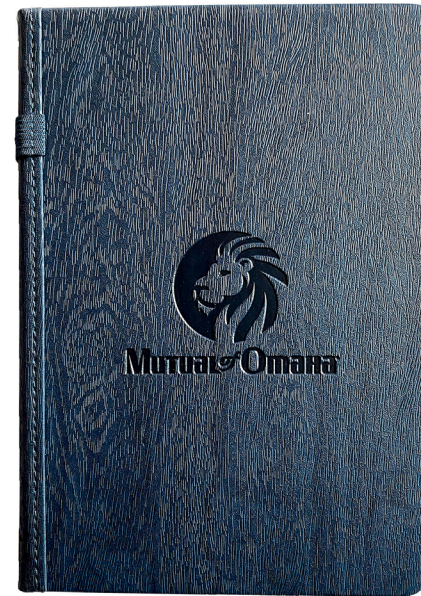
Embossed and Debossed Logos

When embossing and debossing items, use the correct logo for each. Emboss requires reverse logo. Deboss requires positive logo.

Embossed: Reverse logo



Debossed: Positive logo



Clothing Guidelines

Vertical (Preferred on clothing)

In the majority of embroidered and imprinted shirt applications, the vertical presentation of our logo (lion symbol and wordmark) is the preferred choice.



Vertical
Blue and black available



Reverse (White)

Horizontal

The horizontal logo can be used on items when space is available, or the space is narrow in height. Unless reproduction quality is tested, this presentation should be used sparingly on shirts with embroidery. A horizontal presentation typical of a left chest pocket presentation will often result in areas of the logo filling in when embroidered.



Horizontal Blue and black available



Reverse (white)



Streamline your design approval process and ensure brand compliance by leveraging the expertise of our Brand Marketing team creatives.

To collaborate on a custom design that upholds our brand standards, please coordinate with your assigned associate project manager per segment or Mutual of Omaha representative, who can facilitate the submission of a **Marketing Service Request** on your behalf.

Team Logos and Other Custom Designed Clothing

To maintain brand consistency and ensure recognition, please adhere to these guidelines when incorporating the Mutual of Omaha logo with other artistic elements or departmental identifiers on custom-designed clothing items.

***Team logos** encompass any logos or wordmarks representing a team, department, or business area that do not meet the criteria (refer to page 13) for acquiring an official corporate logo.*

Logo Presence:

The Mutual of Omaha logo must be present on all custom-designed clothing items, regardless of the design or the designer.

- Clothing designs should follow our brand standard guidelines
 - Visit design.mutualofomaha.com for digital/email standards and additional print guides/addendums.
- Team logos and custom designs should remain separate from the corporate logo on clothing. Refer to the Mutual-Space page for more details.



Compliance:

Failure to adhere to these guidelines may result in the rejection of the custom clothing item design and could impact the department's ability to produce custom clothing in the future. Additionally, non-compliant items may not be distributed or permitted for wear on-site, to maintain the integrity and visibility of the Mutual of Omaha brand.



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For further details or assistance, contact misty.silva@mutualofomaha.com.

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.



Logo Placement:

- Ensure that no team names, wording, graphics, or additional logos infringe upon mutual branding spaces or violate co-branding guidelines with other companies.
- Use visual guides to measure the proportionate minimum distance required around the Mutual of Omaha logo. This distance should be equal to at least the height of the logo itself on all sides.
- For clothing, position any team logos in a location opposite to the main corporate logo. Suitable placement options include the opposite chest from the main corporate logo, a sleeve or the alternate side of the shirt (either front or back). This ensures clear visibility and distinction between team-specific and corporate branding.



For any questions or requests regarding the use of these or other logos and any new wordmarks on merchandise, please reach out to misty.silva@mutualofomaha.com for approval and guidance on the proper procedures.

Embroidery Guidelines

When embroidered, the logo takes a few complex processes to produce well. The ability to get fine detail on a small scale is imperative to make the logo render correctly. Embroidery facilities without new equipment, purchased after 2017, may not be able to achieve these results. DST files are available upon request.

Logo Color Options for Embroidery

- Corporate color — Madeira 1467 Blue (preferred) (reference PMS 654)
- Black
- White
- Tone on Tone

DST files available upon request

Sew-outs are also required for all new requests on embroidery items.

Vertical Embroidered Logo (Preferred)

Minimum size for embroidery reproduction is 2.35 inches wide.

Horizontal Embroidered Logo (When space is limited)

Minimum size for embroidery reproduction is 3.5 inches wide.

Sew-out



Areas at risk of loss of detail or closing up if too small on loose fabric



Product, Service and Business Unit/Operation Logo Embroidery

To accommodate for the sizing that embroidery requires to create detail, it is recommended to use the vertical logo for all product, service and business area logos. See examples below.



Product Logos

Signifies a company or business that originates and sells product for Mutual of Omaha.



Services Logos

Signifies a group that provides a service or guidance for Mutual of Omaha.



Business Unit/Operation Logos*

Signifies a corporate division level into which Mutual of Omaha organizes its business segments.

*Modification of Business Unit/Operations Logo names in any form is strictly prohibited. Divisions should always be identified within their respective overarching strategic business unit and operation names, which include: **Financial Solutions, Senior Solutions, Workplace Solutions, Strategy & Innovation, Aligned Assurance, Corporate Operations, Finance & Actuarial, I/S Operation, Investment Management and Law Operation.**

Item Selection

Items should be chosen carefully for their relevance and value to the consumer of the brand. Consider the following when choosing the right item for your marketing materials.



Sustainable and Responsible

We apply rigorous standards to our suppliers and merchandising partners to ensure they reach our high expectations. This includes using environmentally and ethically responsible businesses, products and printing.



Consider the Audience

It's important to consider the needs of your audience while balancing quality and cost. Choose item designs and colors that are suitable for the level of formality of your event and avoid gimmicky items.



Thoughtful and Meaningful

We aim to develop branded merchandise that uses our brand assets creatively and incorporates our logo in thoughtful ways. This results in engaging merchandise that not only creates a positive impression of our brand, but also encourages successive reuse to sustain a stronger connection with Mutual of Omaha.

Production Concerns

The following are possible solutions to common issues with center seams, curvatures and correct logo usage.

Curvature Awareness

A smooth, flat surface is necessary for accurate printing of the logo. No curved or undulation is allowed in the surface area of the item. This keeps the imprint straight and readable with zero tolerance for imprint stretch or distortion.

In this pencil imprint sample the logo space should not exceed 10% above and beyond the horizon line of the pencil for readability.

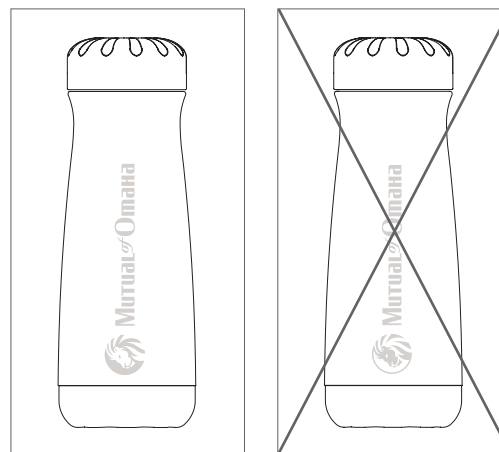
Avoid the "smile" effect



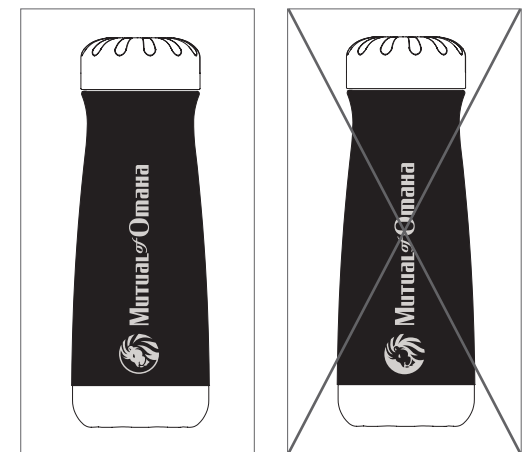
Correct Logo Usage

Use the below as a quick reference to ensure correct logo usage. Our positive and reverse logo require a different design.

White/Light Background: Positive logo



Black/Dark Background: Reverse logo



Sample Items

Items that are well-designed, good quality and modern stand out with consumers and are more likely to last.



How you present the item matters just as much as the item you select for your promotion.

Take this into consideration when packaging your items for mailing.



Shirts

The recommended location and logo for imprints or embroidery is the vertical logo on the left chest. The standard size is 2.75 inches wide. The logo shouldn't exceed that size. The logo should never be placed centered on the chest unless it is accompanied by additional design elements. If it is part of another design or lock-up, the logo itself should be no larger than 2.75 inches wide.



Hats

The stacked logo is preferred for headwear, particularly structured hats. When space is limited, such as on visors and beanies, the horizontal logo may be used.

Structured Hats



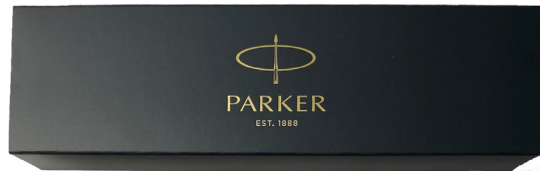
Visors and Beanies



Embroidery Samples



Imprint Samples





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