

BRAND GUIDELINES

REVISION 10/2019



Globe Life

Family Heritage Division

Make Tomorrow Better

These are examples of each level in Globe Life branding scheme.

Logo Architecture

Masterbrand Level

Primary Globe Life logo



Company/Divisional Level

Where we use any of the Company/Divisional logos.



Department Level

Where we use any of the Department logos.



Agency Level

Where we use any of the Agency logos.



Globe Life Companies / Divisions Logo Format



Agency Logo

The logo is the face of our company. It is an immediately recognized representation of what we stand for.



The negative version is used when the logo appears on a dark background. It has an additional white keyline around the globe to ensure standout.



This is the Globe Life Family Heritage Division logo with the tagline. The logo should not be used with any other tagline.

Logo with the Tagline



The logo should be given space to stand out on a page. The clear space surrounding the logo is the area in which no other graphic elements or text should appear and the closest that the logo can come to the edge of a page.

This is to ensure the logo always reproduces clearly.

Same rule apply to the logo with the agency name.

Clear Space and Minimum Size



x represents the height of the letter L from the Globe Life logo.



Example of the clear space surrounding the logo:



Primary Color Palette



Globe Life Blue

Pantone **7462**
CMYK **100 / 64 / 21 / 6**
RGB **0 / 85 / 140**
HEX **00558C**



Globe Life Green

Pantone **7739**
CMYK **80 / 12 / 95 / 0**
RGB **49 / 155 / 66**
HEX **319B42**



Globe Life Gray

Pantone **Cool Gray 10**
CMYK **40 / 30 / 20 / 66**
RGB **71 / 76 / 85**
HEX **474C55**

Our colors help define our personality.

The primary color palette consists of three colors:

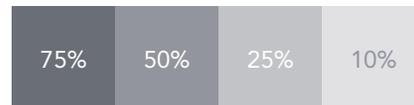
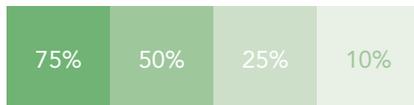
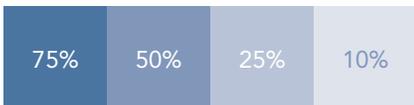
Globe Life Blue

Globe Life Green

Globe Life Gray

Globe Life Blue is the core of our brand identity and should appear whenever possible.

Various tints of the primary color palette can be used to add texture and depth to text, backgrounds, and illustrations. A few examples of some of our tints are shown below:



Agency office names should be consistent in naming style to appear organized and unified in the digital world and to help Search Engine Optimization.

Note: Having the Agency Owner's name first (ex: Bob Smith Agency of Globe Life) can keep the Agency from appearing in Google Maps searches when searching for just the Company name.

Agency Office Names

Naming Convention:

Globe Life

Agency Division

The [Agency Owner First Name + Last Name] Agency

Example:



THE BARRY BANDERA AGENCY

This naming convention should be used in the following: Google business listing, social media (Facebook, Twitter, LinkedIn, Instagram, etc.), physical building, emails, online review sites, etc.

The complete logo suite offers maximum flexibility. Be sure to select the appropriate version for your application. This page shows some mistakes to avoid when using the logo, but is not a complete list. Marketing has final approval over any logo use.

Unapproved Logo Use



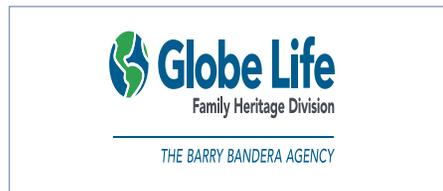
- ✘ Altering the size or positioning of any part of the logo



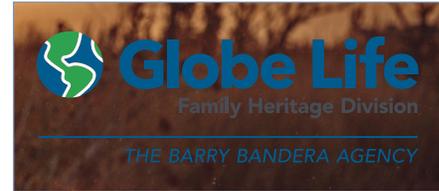
- ✘ Changing the color of any part of the logo



- ✘ Positioning the logo on top of complex imagery



- ✘ Stretching, warping or distorting the proportions of the logo



- ✘ Placing the standard logo on a dark background, instead of using the negative logo



- ✘ Placing the negative logo on a light background, instead of using the standard logo



- ✘ Adding effects (shadowing, reflections, glow, etc.) to the logo



- ✘ Changing/removing any part of the logo

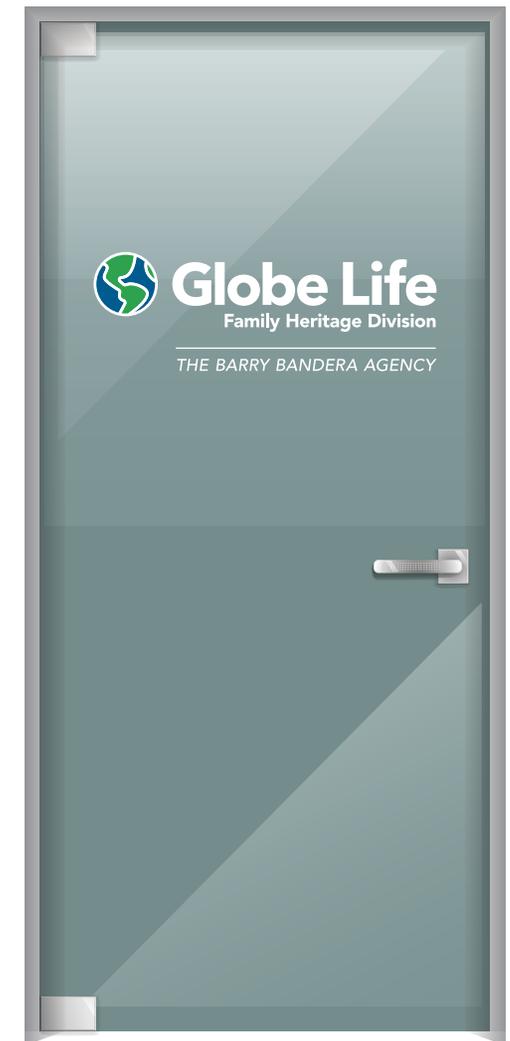


- ✘ Rotating/skewing the logo

Agency Office Signage

Agency Owners may choose to have signs with the Company name, Globe Life Family Heritage Division, and their Agency name (The+First+Last+Agency) underneath it.

These signs may appear on the building itself, doors, glass walls, reception desks, etc. All signs should be pre-approved by the Home Office to ensure brand standards are followed.



Business Cards



Option with a headshot



Option without a headshot

Letterhead



The Barry Bandera Agency
1234 Street Name
City, XX 12345

Month XX, XXXX

Name Here

Title Here

d: 000-000-0000

f: 000-000-0000

name@YourWebsite.com

Text goes here.

Whether you want to show pride in our Company or your department, recognize a team member for a job well done, or shop for special occasion like a birthday or work anniversary, we have the products for you.

Promotional items can be purchased from our Globe Life online store found at www.GlobeLifeStore.com.

The site features items starting as low as \$1.31, to gift certificates from \$5-\$100 that can be redeemed on the store.

Don't find what you're looking for? Reach out to ProgramCustomerCare@halo.com, or call 800-468-4332.

GlobeLifeStore.com

The screenshot shows the GlobeLifeStore.com website interface. At the top, there is a dark blue header with contact information: 800-468-4332 and ProgramCustomerCare@halo.com. On the right side of the header are links for Contact Us and Store Policy. Below the header is a navigation bar with categories: Apparel, Headwear, Office, Drinkware, Outdoors, Gift Certificates, All Items, Login, and a shopping cart icon with a '0' notification. The main content area features a large banner for 'Apparel' with a 'Shop Now' button and two polo shirts (one grey, one blue) displayed. Below the banner is a 'FEATURED PRODUCTS' section with five product cards: Vented Sport Umbrella (GLB0044), Pop Socket (GLB0045), Heathered Mesh Back Cap (GLB0055), Classic Tervis Tumbler (GLB0066), and Mens Trail Softshell (GLB0056).



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