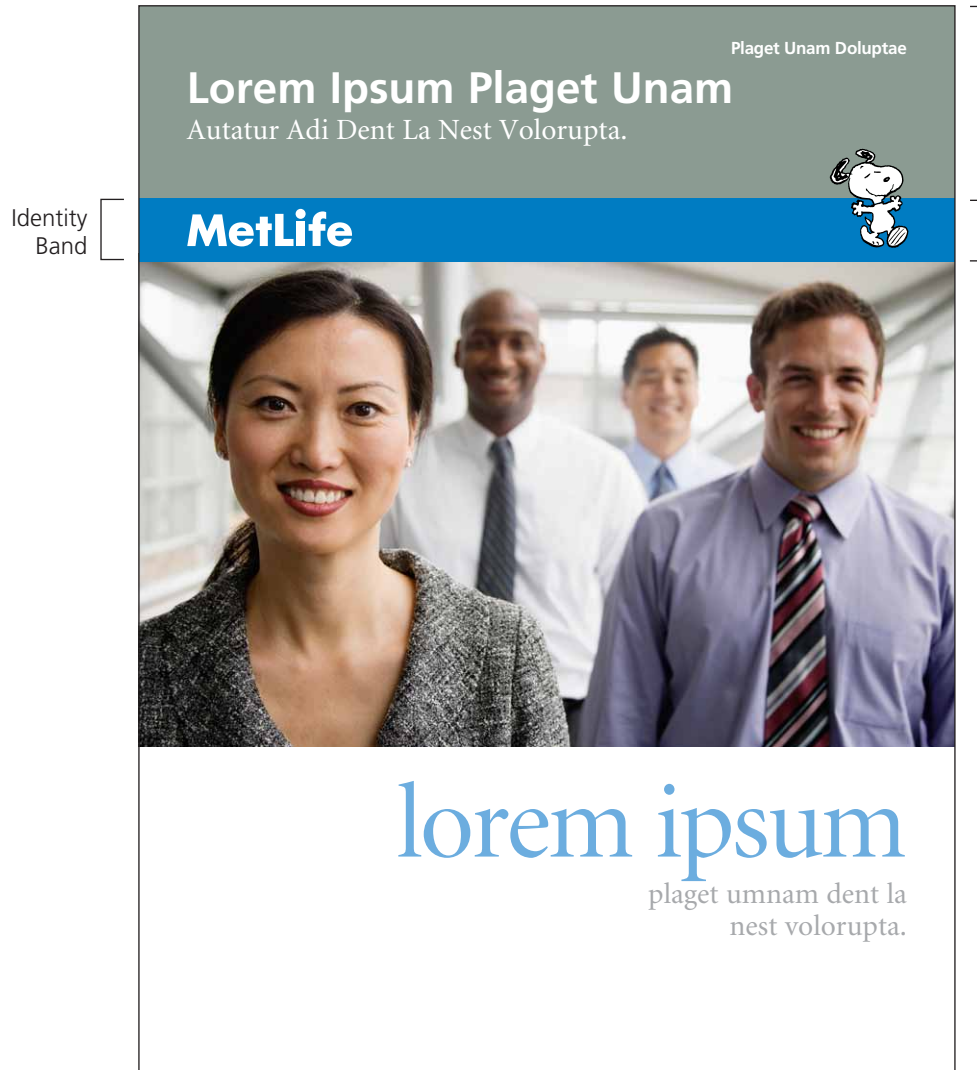




Print Standards

Version 3.0, January 2012



Information Area

The greeked cover examples shown here are based on actual material and illustrate some of the options available to develop communications “in brand.” However, they are not the only options permitted, nor are they meant to apply, as shown, precisely to other media. These illustrations merely show how different creative approaches can be applied and still convey the desired attributes—warmth, approachability, financial strength, and trust.

Information Area

The information area contains the brochure’s headline and, if necessary, subhead. A top descriptor in the upper right may be used to identify a business, product, affiliate company, or service name.

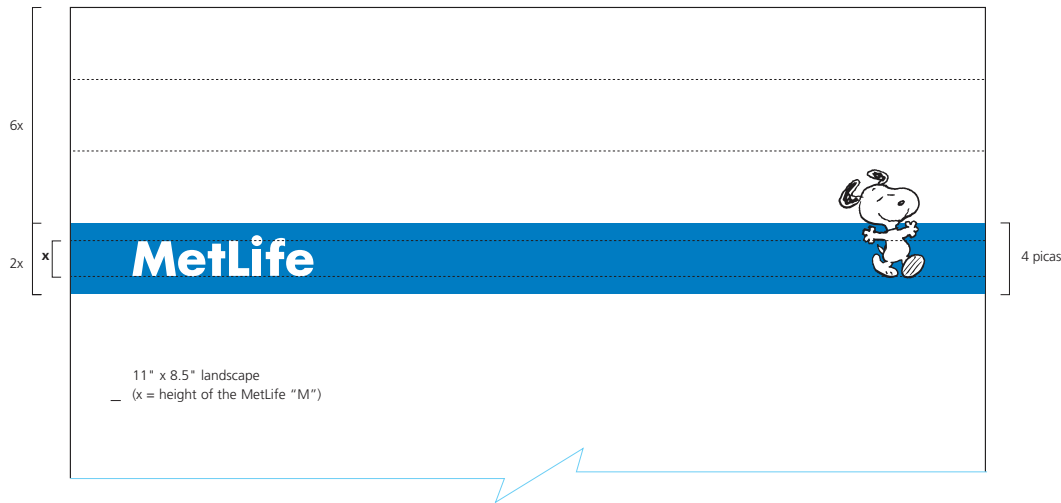
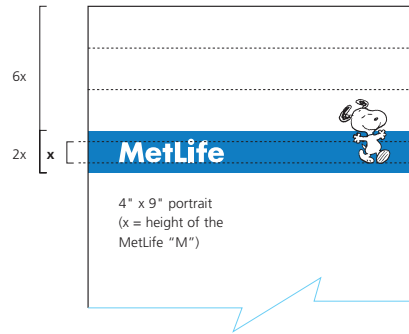
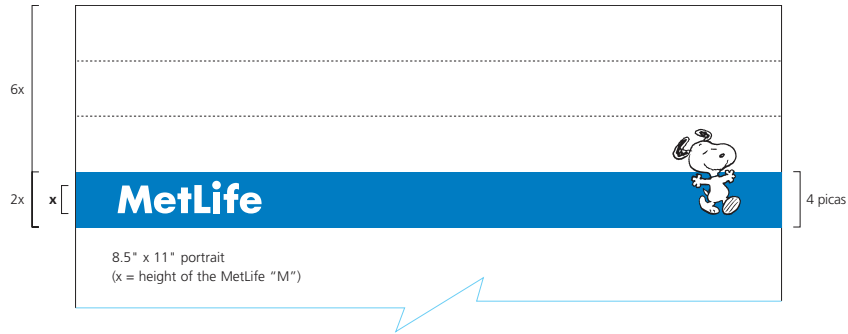
Identity Band

The identity band is one of the key elements of the MetLife visual identity. The band, usually a solid MetLife Blue, contains the MetLife logo and Snoopy as a brand icon.

Image & Message Area

Image Area

The lower portion of the brochure is reserved for imagery and typographic message area.

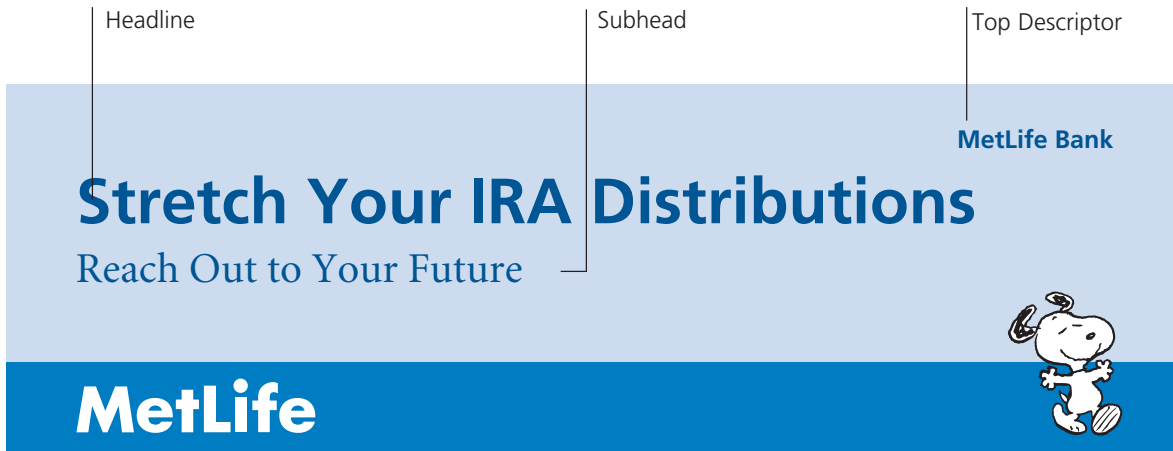


It is important for the identity band to maintain consistent placement and proportions across communications.

The first step in building a brochure is the sizing and placement of the identity band on the cover. For a standard 8.5" x 11" or A4 size (with a portrait orientation), the band height is 4 picas. For a 4" x 9" slim brochure, the band height is 3 picas. Use the table below to determine the appropriate band size for other proportions. In all cases, to establish the proper placement, the band should be placed four band heights from the top of the page, as shown.

Cover Size to Band Height Ratio

Portrait		Square		Landscape	
Size (inches)	Band (picas)	Size (inches)	Band (picas)	Size (inches)	Band (picas)
3x5	2.5	3x3	2	5x3	2
4.5x6	3	4x4	2.5	6x4.5	2.5
5x7	3	5x5	3	7x5	2.5
4x9	3	6x6	3	9x4	2.5
6x9	3.5	7x7	3.5	9x6	3
8x10	3.5	8x8	3.5	10x8	3.5
8.5x11	4	9x9	4	11x8.5	3.5
9x12	4	10x10	4	12x9	4
10x13	4.5	12x12	4.5	13x10	4
11x17	5	15x15	6	17x11	4.5
16x20	7	20x20	8	20x16	6
18x24	8	24x24	9	24x18	7
20x30	9	30x30	10	30x20	8



To ensure brand consistency and messaging impact please follow the suggested guidelines.

Headline

We recommend that headlines remain short, simple and engaging, consisting of three to five words.

Subhead

Subheads if needed, should offer further explanation and/or call the user to action.

Top Descriptor

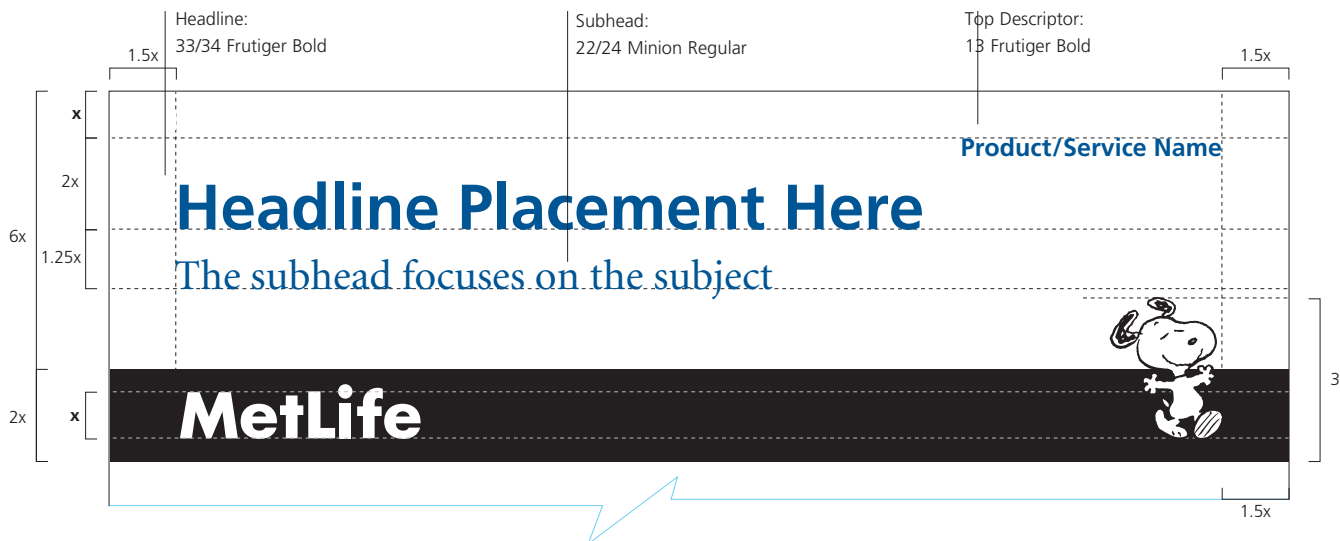
The information found in the top descriptor can be either a business entity or a product/service name.

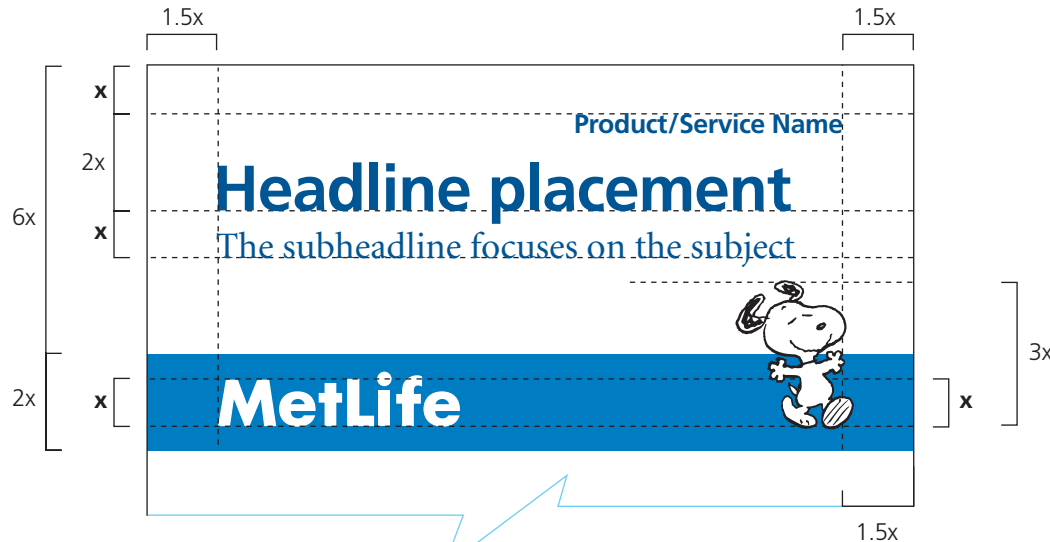
The top descriptor provides an opportunity to communicate these names in a prominent manner without attaching them to the MetLife logo.

Specifications

The lower diagram reflects the recommended size, weight, and placement of the text on an 8.5" x 11" cover.

The headline and subhead are set flush left with the MetLife logo, 1.5x from the left edge of the page, where x represents the height of the MetLife "M." The top descriptor is set flush right, 1.5x from the right edge, and aligned with Snoopy.





Standard 4" x 9" slim covers
 (x = 1 pica, 9 points, height of the MetLife "M")
 Example shown at 100%

These two diagrams illustrate the recommended size, weight, and placement of the header text on a 4" x 9" slim cover.

As in the 8.5" x 11" diagram, the headline and subhead are set flush left with the MetLife logo and the top descriptor is flush right, aligned with Snoopy.

The top diagram indicates the band placement when the headline and subhead each run only one line. The bottom diagram shows an alternate placement for the band when either the headline or subhead must run to a second line. Do not combine a two-line headline with a two-line subhead.

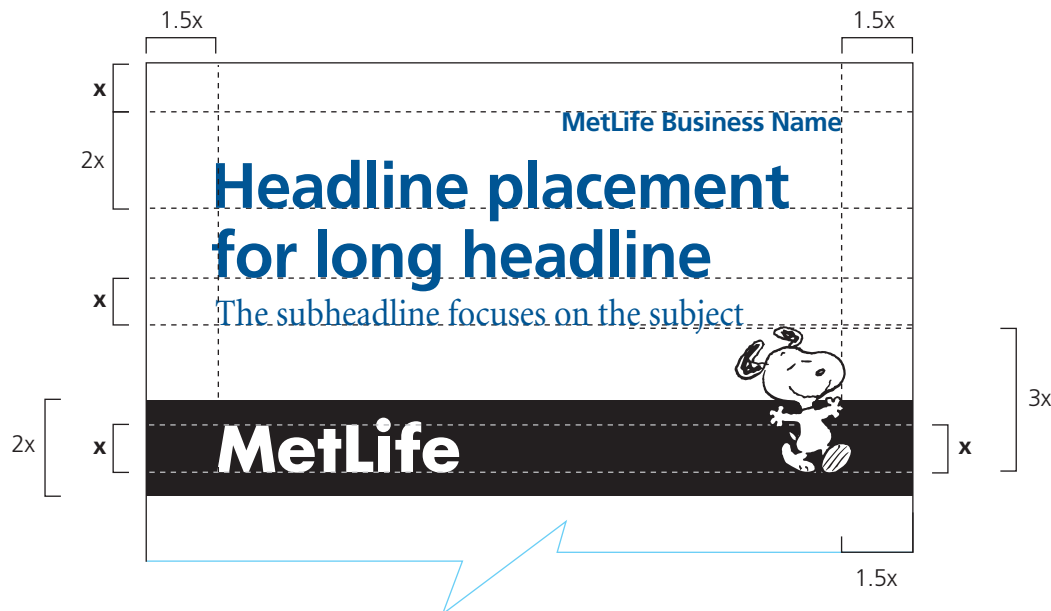


Image & Message Area



Image & Message Area

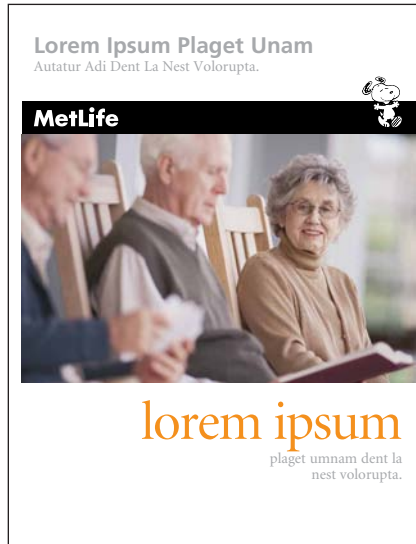


Image & Message Area

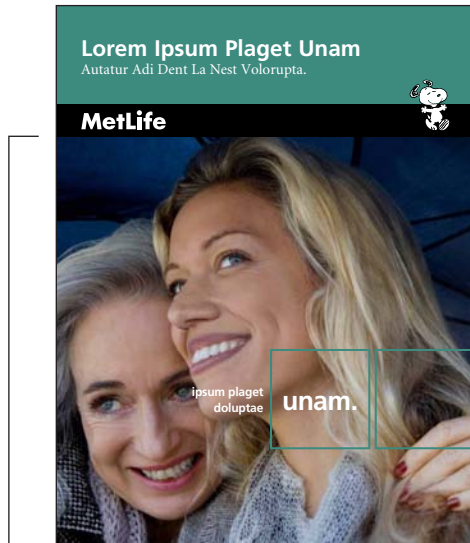
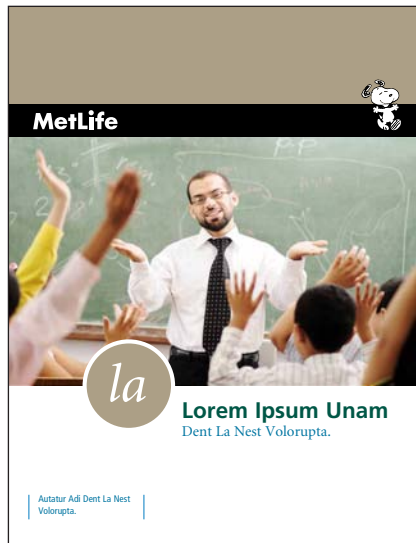


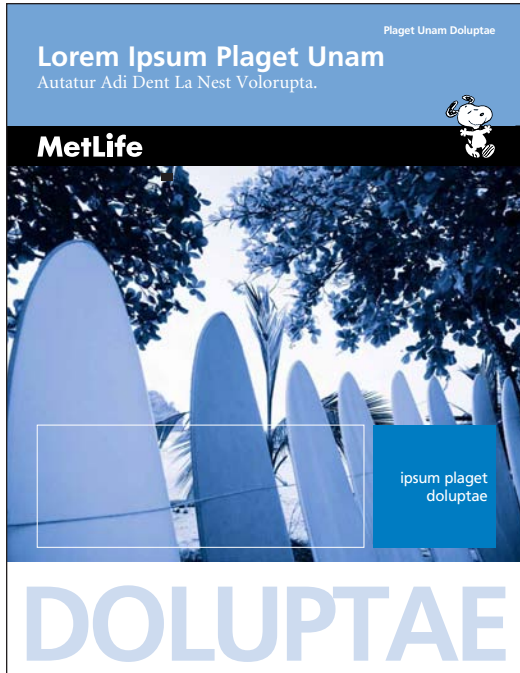
Image & Message Area



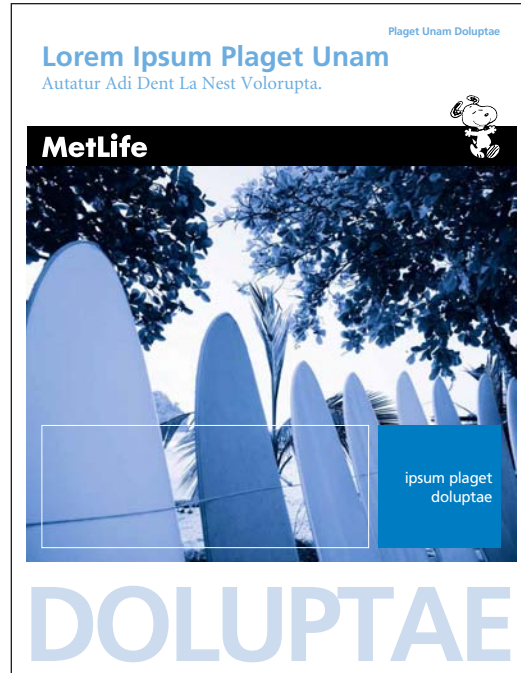
The image area can occupy the entire cover, as seen at far left. Header typography color should be of significant color contrast. The background imagery should not interfere with the legibility of the header information.

As another option, the image may occupy only the space below the identity band. This clear, solid area makes it easier to apply headlines, subhead, and the top descriptor.

Full Bleed



No Bleed



The brochure system accommodates bleed or no bleed situations.

There are certain situations, such as outputting from a laser printer, when a full bleed image isn't possible. The demonstration on the right shows how the basic components of our visual system can be adjusted to maintain a consistent look. In the case of no bleed, the information text and the identity band maintain the same placement. The identity band is trimmed .75x on each side. The image is offset from the edge of the page by .75x (by reducing the size, or trimming).



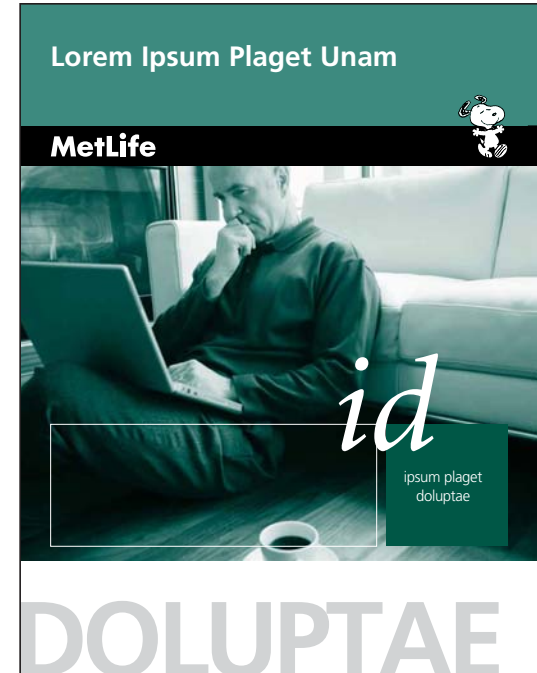
Full Color Image

Different photographic approaches add a flexible component to the MetLife brochure system. The above brochure is an example of a standard color image reproduced with a four-color print process.



Black and White Image

A black and white image can offer a dramatic alternative color. Use of a black and white image with a grey information area can be an effective cost-saving device.



Duotone Image

A duotone image offers another dramatic alternative to a color image.

MetLife

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