



Visual Elements Guidelines

MetLife



1p **MetLife**

The MetLife name as expressed in the logo is the single most important visual component in establishing our brand presence. Our logo is a clear, strong, timeless presentation of our name.

As of 2009, the MetLife logo does not need to include the “®” registered mark. While the MetLife mark is still registered, there is not a requirement for the “®” symbol to be applied. Removal of the “®” mark from the logo should occur on a going forward basis. There is no need to destroy or reprint current materials to accommodate this change. This change applies to the corporate logo only.

Clear Space

A minimum amount of clear space must always surround the MetLife logo, separating it from other elements such as headlines, text or imagery. The protected area is equal to the cap height of the MetLife “M” and is proportional to the size of the signature being used.

Minimum Size

Careful consideration should be given when determining the size of the MetLife logo. When it is too small it can be ineffective. The minimum size for the logo should be 1 pica for the height of the “M” in MetLife.

Color

The preferred color for the MetLife logo is MetLife Blue (Pantone 285). Acceptable alternatives are for the logo to be reversed out in white or reproduced in black. Do not use the logo in any other color.

Recommended

MetLife

MetLife

Acceptable

MetLife

MetLife

Primary Color

MetLife Blue



CMYK
C-89
M-43
Y-0
K-0

RGB
R-0
G-106
B-182



Do not confine the logo within a shape.



Do not place the logo on a pattern or color of insufficient contrast.

MetLife is the

Do not use the logo in a headline or text.



Do not turn the logo into an outline.

New England Financial[®]
A MetLife Company

Tower Square Securities, Inc.[®]
A MetLife Company

Walnut Street Securities, Inc.[®]
A MetLife Company

MetLife
MetLife Auto & Home[®]

Incorrect Logo Usage

The signatures shown on this page are examples of unacceptable uses of the MetLife logo. Our logo is a specifically drawn piece of artwork. It should never be recreated or altered in any manner.

When the name MetLife appears in a headline or text, it should be set in the same typeface as the other words. For example, “MetLife is the leading...”

Marks for Affiliates and Subsidiaries

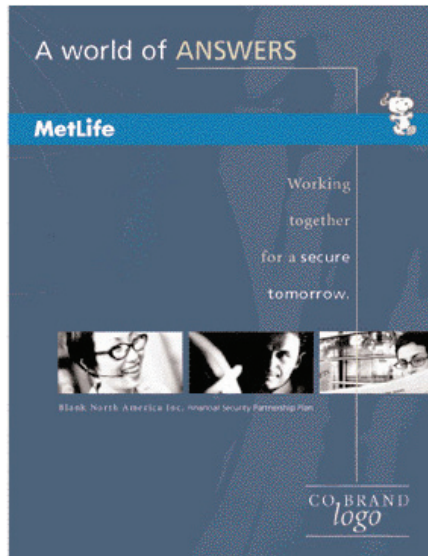
Logo treatments for subsidiary companies without “MetLife” in their name will contain the standard endorsement “A MetLife Company” in a subordinate relationship. Always use the approved art files for these marks rather than typesetting them.

These marks can be rendered in the traditional colors associated with each company (e.g., PMS 280 for New England Financial), black or white knocked out of a color.

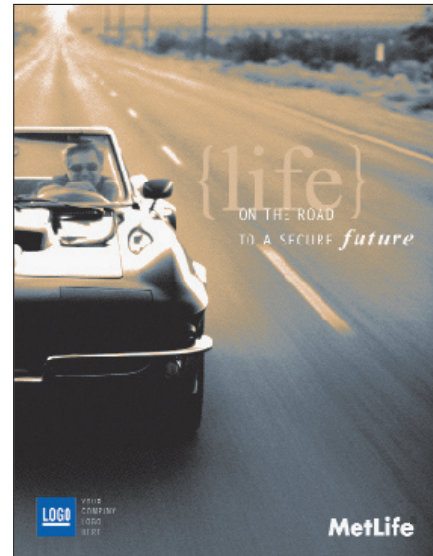
For MetLife-named companies, the majority of sales and marketing materials should go to market under the MetLife brand only. The company name should appear elsewhere, in a consistent type treatment. In certain instances, such as commercial advertising and signage, the MetLife-named company may align itself with the MetLife logo, repeating the company name in full (e.g., MetLife Auto & Home, as shown here).

These marks will continue to have the registered mark at the end after the most prominent usage.

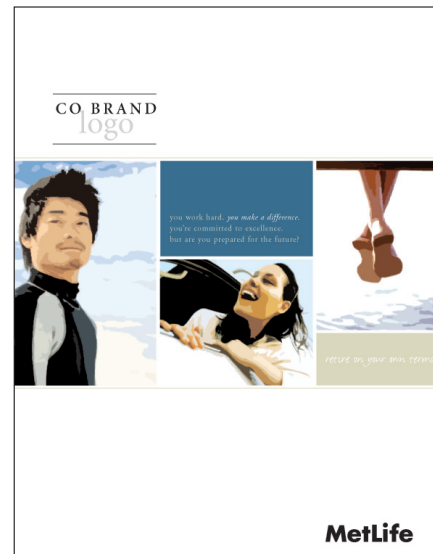
MetLife Superior



MetLife Equal



MetLife Subordinate



Using the Logo with Another Third-Party Logo

There are often business or legal requirements that suggest or dictate the use of third-party logos, for reasons such as a joint offering, partnership or an endorsement.

MetLife Superior

Third-party logos of subsidiaries and partners are clearly subordinated to the MetLife logo and should be placed in a way that they compete as little as possible with the MetLife logo. The subsidiary's logo should be placed in the lower right corner of the brochure, in a size approximately 50% of the MetLife logo. The MetLife logo with Snoopy should appear in the identity band in its standard position.

MetLife Equal

The MetLife logo should not appear in the identity band, but should be rendered in MetLife Blue (or other acceptable color) and aligned with the other company's (or companies') logos at the bottom corner of the brochure. Preferable placement is for the MetLife logo to appear in the lower right of the page. Snoopy should not appear in these co-branded situations.

MetLife Subordinate

In instances where the MetLife logo is subordinate to another company's logo, the preferred positioning is the lower right-hand corner of the page. Snoopy should not appear in these co-branded situations.

Full Copyright Notice



PEANUTS © [year] Peanuts Worldwide

Credit line must be included somewhere in document.

Concise Copyright Notice



© PNTS

Snoopy serves as an ambassador for MetLife and enhances the approachable quality that is important to the MetLife brand. The use of Snoopy in a prominent manner sends a powerful and positive visual signal.

The pose shown here, **Ambassador Snoopy**, has been selected as the corporate icon that is used in combination with the MetLife logo (e.g., in the identity band).

In some instances it may not be appropriate to use Snoopy, but careful consideration should be given before determining that the use of Snoopy is inappropriate.

Snoopy may be used in other poses as an illustration to convey specific messages, used alone or with the other PEANUTS characters. Please keep in mind that Snoopy cannot interact with himself, therefore, do not use more than one Snoopy pose within same page or spread.

PEANUTS Copyright, Usage and Approval

MetLife uses Snoopy through an agreement with Peanuts Worldwide. Our agreement states that all uses of Snoopy and PEANUTS characters must be approved in advance by Peanuts Worldwide. The agreement also states that copyright credit must always be assigned to Snoopy or any of the other PEANUTS characters. One of the two options featured here must be used at all times. On large, two-sided applications, such as brochures and pocket folders, Snoopy should be used with the copyright notice, "PEANUTS © [year] Peanuts Worldwide," included elsewhere in the document (e.g., the back cover) and must appear in one line.

On smaller applications or one-sided collateral, it is acceptable to use Snoopy with the concise copyright notice, "© PNTS," in the least obtrusive location on the piece in 6-point type.

Incorrect Snoopy Usage

It is important that when Snoopy serves as our corporate icon, only the **Ambassador Snoopy** pose be used across all communications.

This icon should not be altered, distorted or redrawn in any way.



Do not add an airbrushed tint or other shading to Snoopy or alter his appearance in any way.



Do not reverse Snoopy's outline on a dark background.



Do not alter the line quality of Snoopy.



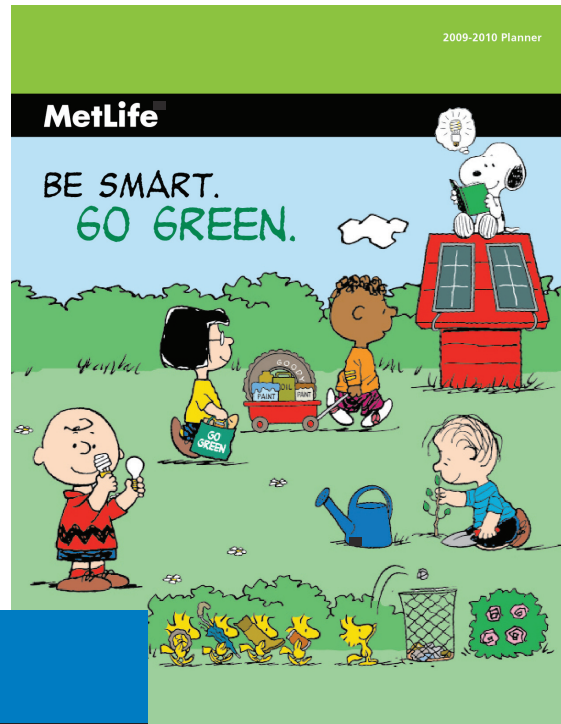
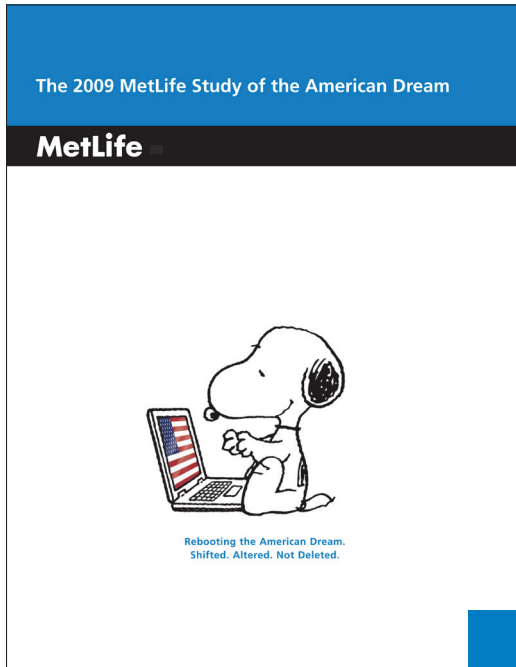
Do not reproduce Snoopy from inferior quality art.



Do not flip or mirror Snoopy's image.



Do not alter Snoopy's fill or outline color.

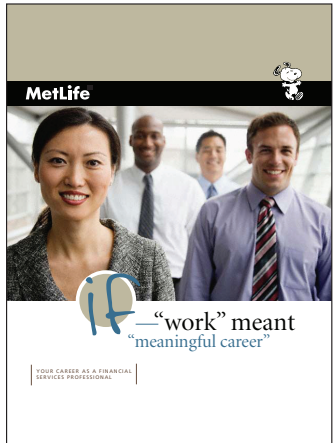


PEANUTS Character Usage

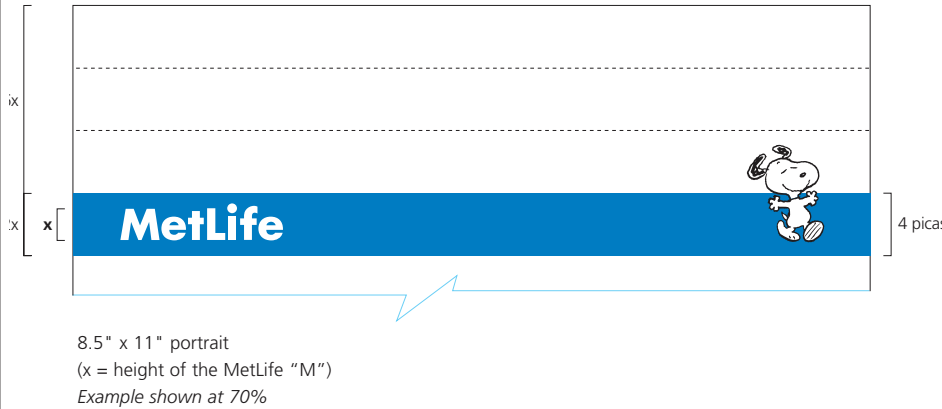
The use of other PEANUTS characters also allows us to make MetLife communications distinctive and approachable.

PEANUTS characters may be used as illustrations to convey messages about MetLife businesses, products and services. Their use will vary from business to business.

All uses of Snoopy and other PEANUTS characters must be submitted for approval by the MetLife Advertising Department, Peanuts Worldwide and Creative Associates.



Sample brochure cover



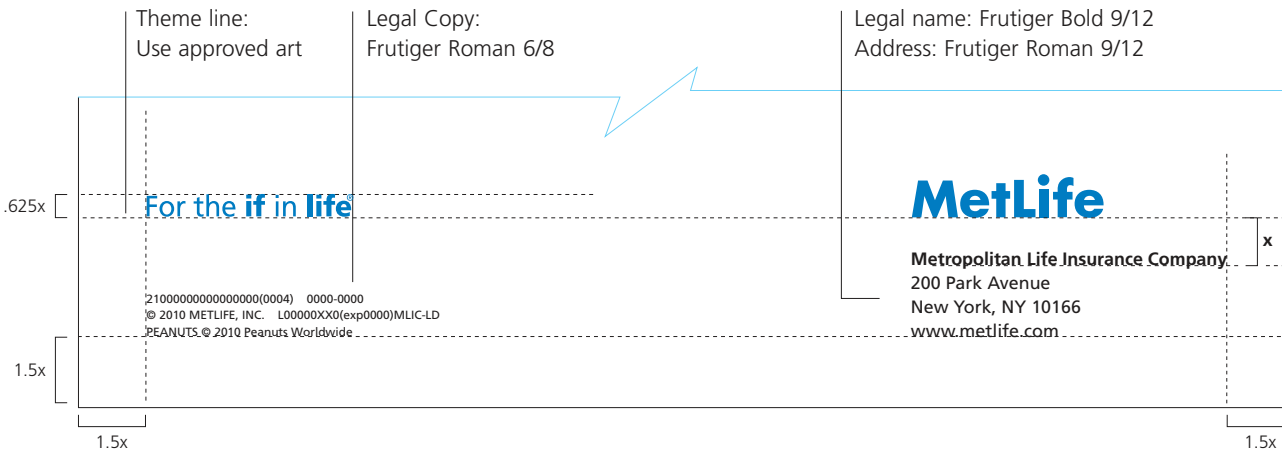
Identity Band

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

For a standard 8.5" x 11" brochure (with a portrait orientation), the band height is 4 picas. For a 4" x 9" slim brochure, the band height is 3 picas.

The MetLife logo always appears on the left with Snoopy on the right. The identity band can be used in MetLife blue, black or as a transparent band.

Snoopy's size should be 3x. The white of Snoopy's feet should be aligned with the baseline of the MetLife logo.



Signature

This diagram reflects the recommended size, weight and placement of the text for the back of an 8.5" x 11" brochure. It is based around the variable x, which represents the height of the MetLife "M" used on the accompanying front cover

Frutiger Font Family
Arial Font Family

Minion Font Family
Times New Roman Font Family

Fonts

Consistent typography adds dimension, distinctiveness and personality to all communications. Frutiger and Minion are the preferred primary typefaces. When the preferred typefaces are not available, for example in word processing documents, PowerPoint or web applications, standard PC typefaces Arial and Times New Roman are acceptable substitutions.