



Brand Guide

V 1.0 | Q3 2020

TABLE OF CONTENTS

OH HEY THERE!

Building Our Brand	01
Vision & Mission Statement	02
Manifesto	04
The Role of Brand Identity	06
How to Use These Guidelines	07
Logo Guidelines	08
• Tagline Guidelines	10
• Isolated Logo Guidelines	12
• Acceptable Logo Usage	14
• Isolated Color Logo Usage	16
• Corporate Logo Applications	18
• Cloud Icon & Guidelines	20
Corporate Typography	22
Primary Color Palette	24
Cloud Color Palette	26
Iconography Guidelines	28
Corporate Imagery	32
Applications	38
Summary	42

BUILDING OUR BRAND

Welcome! Here you will find your single source of information related to the Zywave brand.

This document provides guidelines for execution within the framework of our brand identity.

This is a living document that outlines recommendations for the creative expression of our brand related to logo usage, color, typography, iconography and other visual elements.

MISSION STATEMENT

Zywave's mission describes our organization's function and offering. Our mission informs the greater vision.

Zywave leads the insurance tech industry with the most comprehensive cloud platform solutions that automate workflows and drive business growth.

We are an essential partner, leveraging robust data and rich content to empower smart business decisions.

With an open and expansive portfolio of sales and content management, client delivery and analytics solutions, we automate the conventional so your advice can be exceptional.

VISION STATEMENT

03

Our vision is inspirational and aspirational.
It describes Zywave's greater sense of purpose.

**Empowering smart business advice in service
of greater health, wellness and safety.**

MANIFESTO

The Zywave brand does more than represent a product or set of solutions. It personifies a set of beliefs or values and the intent of the brand. The manifesto will serve as a compass to define and guide our brand, and help identify what makes us unique.





In an increasingly complex and dynamic insurance market, there are technology companies promising to simplify or improve your business with a solution for this challenge or that problem. However, there is only one company that delivers everything you need to automate your workflow and grow your business. We are a company of restless innovators. Of thinkers and coders. Of developers and hard-driving pioneers. We are Zywave.

At Zywave, we are an all-on-one platform. We are the innovative leader providing a backbone of insurance tech that moves your business to a highly efficient, highly effective, insight-filled source of support and value for the people you serve.

At Zywave, we are the most complete—and most expansive—cloud-based portfolio of sales management, client delivery, content and analytics solutions. We are smart advice always at your fingertips. We are rich, robust content that is forever growing, evolving and improving. We are innovation that never ends.

With our platform of cloud solutions, and market-leading open architecture, Zywave enhances and automates the conventional so you can offer trusted advice on health, wellness and safety. We are an advanced content management system that organizes and delivers the right content to you at the right time. We are the force behind seamless, end-to-end workflows that dramatically boost efficiency. And we are data that powers the platform, fostering smarter prospecting and enabling better business decisions.

We are your mission-critical partner with a laser focus on driving significant growth for your business.

We are Zywave.

THE ROLE OF THE BRAND IDENTITY

At the heart of any brand is its visual identity; the logo. The Zywave logo is our company's primary visual identifier. When any stakeholder sees it, they instantly think of the Zywave brand, our products, our services, who we are and what sets us apart.

It is important to use our logo and all elements of our creative expression consistently across all platforms and towards all audiences. Whether it's on our website, in a PowerPoint deck, within a social media post or piece of collateral, consistent use of creative identity will ensure strong brand recognition now and in the future.

To put it simply, when we use our logo and creative expression properly and consistently, we can create a brand that is powerful and memorable.

HOW TO USE THESE GUIDELINES

07

This guide is critical to preparing all internal and external communications. Use it to determine the correct colors, sizes, fonts and placement of logos. Consult it whenever you're designing anything from a PowerPoint to an Info Sheet, and follow the rules for fitting all of the elements of the Zywave identity together. This guide helps show you not only what to do, but also helps you evaluate and, if necessary, correct the use of our brand elements.

The goal of this guide ensures that, together, we communicate the Zywave brand in a way that is consistent, strong and accurate.

The Brand Guide is a living and breathing document and, especially in its early stages, will be updated quarterly. In the spirit of our *Keep Growing* core value, we rely on your feedback to help guide our creative identify in alignment with our overarching brand strategy as the Zywave brand continues to evolve.

LOGO GUIDELINES

08

LOGO GUIDELINES

Use the combined logo and tagline as a visual element anytime we have an opportunity to make a statement about what Zywave stands for.



Minimum width
for the logo and
tagline is 1.5"

Approved logo's can be found on the shared drive
located here: I:\Shared_BRANDING\2020 Logo

TAGLINE USAGE

Use the logo and tagline together, unless you have prior approval from Zywave Marketing.

Generally, the tagline alone is not meant to be used as a headline or as part of body copy.

In rare cases when the tagline is presented as a stand-alone headline, "Insuring Growth" should follow these standards:

- Do not italicize or use other font applications
- Capitalize only the first letter of each word

In rare cases when the tagline is used as part of body copy:

- Do not capatilize the phrase
- Recommended to use the tagline as a point of summary. Example "At Zywave we insure growth."

LOGO GUIDELINES

TAGLINE GUIDELINES

Modifications of the tagline lead to inconsistency and can dilute brand impressions and weaken power of the brand.

The logo and tagline are meant to be used together.

There are exceptions where it is appropriate to use the logo standalone, without the tagline. Discuss with Marketing prior to removing tagline from the logo.

Examples of appropriate reasons to remove tagline from logo:

- **Space constraints.** *In small spaces the tagline may be difficult to read or reproduce.*
- **Message comprehension.** *Does the tagline confuse the message from a readers' POV? This could happen if text is placed too closely after the logo/tagline combination.*

For reference, typical changes to avoid are shown on the next page.



INSURING GROWTH

— soleil regular - 230 tracking



Background Medium Tone
HEX: 76777A



W — X
W

The tagline is nested beneath the
Zywave logo as shown neither
longer or shorter than indicated

INSUR~~X~~ING GROWTH

Do not squish or elongate the typography when used as a brand tagline

INSUR~~X~~ING GROWTH

Do not alter the weight of font when used as a brand tagline

INSUR~~X~~ING GROWTH

Do not use a different color when used as a brand tagline

Insur~~X~~ing Growth

Do not use all lowercase or upper and lowercase letters.

Insur~~X~~ing Growth

Do not substitute a different font when used as a brand tagline

LOGO GUIDELINES

ISOLATED LOGO GUIDELINES

The isolation area guards our logo from other design elements encroaching into its personal space, which confuses the audience and takes away from strength and impact of the logo. **The isolation area should never have anything encroaching into it.**



USAGE

The isolated logo should be surrounded by white, light tone, or dark tone space equivalent to the size of the "Z" in the logomark.



LOGO GUIDELINES

ACCEPTABLE LOGO USAGE

The Zywave logo, with and without the tagline, can be used on white, light tone, and dark tone backgrounds.



White background



Light tone background



Dark Tone background



LOGO GUIDELINES

COLOR LOGO USAGE

The Zywave logo, with and without the tagline, can be used in white against any approved Zywave color palette.

References and approved logo variations are shown on the next page.



Zywave blue background



Zywave green background



Sales Cloud Yellow background



Client Cloud Coral background



Content Cloud Purple background



Analytics Cloud Teal background



LOGO GUIDELINES

CORPORATE LOGO APPLICATIONS

Modifications of the logo can be used to showcase a program, department name or cloud solution.

Please use only approved logo variations and work with the Marketing team to create new applications.

References and approved logo variations are shown on the next page.

ZYWAVE | UNIVERSITY

|

Segoe UI regular

ZYWAVE | SUPPORT

|

X – W



Background Medium Tone
HEX: 76777A

The modification is located after the Zywave logo separated by a vertical glyph line with the font size of 50 pts and a stroke of .5pts.

CLOUD LOGO APPLICATIONS

Examples of approved modifications to the product cloud icons are shown below.

ZYWAVE | CLIENT CLOUD

ZYWAVE | SALES CLOUD

ZYWAVE | CONTENT CLOUD

ZYWAVE | ANALYTICS CLOUD

LOGO GUIDELINES

CLOUD ICON GUIDELINES

Cloud icons are used to reinforce the product strategy. These icons should not be adjusted or used to represent any other categories than what they are intended, and must be used with their corresponding color identities.

THE ICONS



Sales Cloud



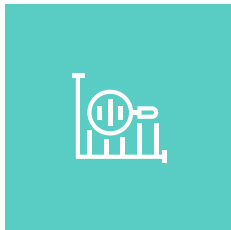
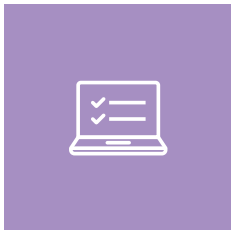
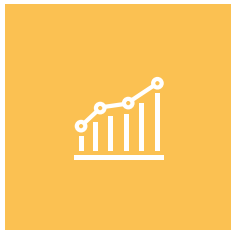
Client Cloud



Content Cloud



Analytics Cloud



USAGE

When using text as a headline or description of the product cloud, always capitalize first letters (as shown on the left) and follow typography guidelines. Icons may be used standalone without the description.

Approved variances of cloud icons are shown to the left.



Sales Cloud

*.25in minimum white space
around cloud logos*

CORPORATE TYPOGRAPHY

CORPORATE TYPOGRAPHY

Typography, just like color, is a powerful representation of the values and tone of our brand. **Soleil is used for headlines** in all print and digital marketing communications. **Segoe UI is used for all body copy** and aligns with in-product design strategy, connecting the brand experience to the in-product user experience.

ACCEPTABLE HEADLINE TYPOGRAPHY

Soleil Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Soleil Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Soleil Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

ACCEPTABLE BODY COPY TYPOGRAPHY

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Segoe UI Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

Segoe UI Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!?\$1234567890()&%@.,

PRIMARY COLOR PALETTE

PRIMARY COLOR PALETTE

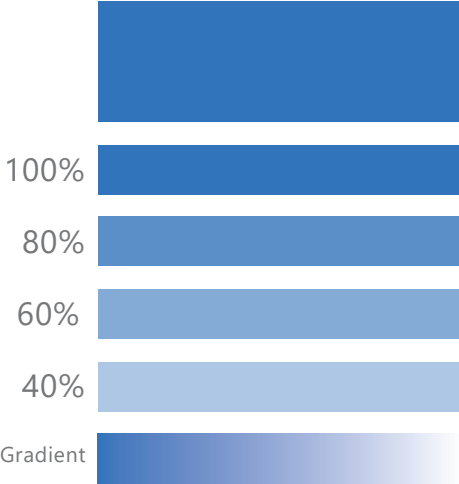
The primary color palette should be used first and frequently throughout the visual system. Hero application areas such as website and corporate presentations should use this palette to reinforce the Zywave brand.

Weighted guidelines are shown on the next page. Zywave Blue is leveraged more heavily in the primary palette. Zywave green is used as an accent color. The grey tones are used for headlines and backgrounds.

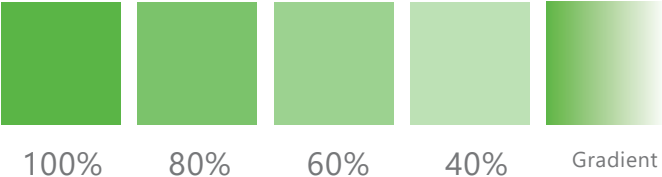
The primary palette aligns with in-product design standards, which can be found in ZUI.

PRIMARY COLOR A
Zywave Blue

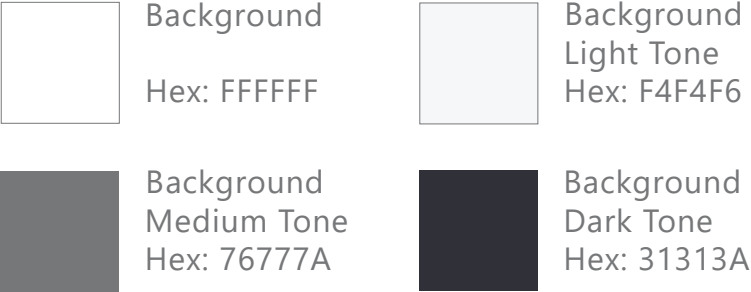
Print Color Codes:
Pantone: 2727 C
CMYK: 80 52 0 0
RGB: 39 119 211
Hex: 00A0DF



SECONDARY COLOR B
Zywave Green



Print Color Codes:
Pantone: 360 C CMYK: 67 3 100 0
RGB: 95 181 59 Hex: 5FB53B



CLOUD COLOR PALETTE

CLOUD COLOR PALETTE

The product cloud color palette should be used first and frequently throughout the visual system when referencing the product brand. This creative expression of the product clouds provides further definition to our product cloud go-to-market strategy.



Sales Cloud



CLOUD COLOR : Sales Cloud Yellow

Print Color Codes:

Pantone: 1235 C RGB: 251 172 14

CMYK: 0 36 100 0 Hex: FBAC0E



Content Cloud



CLOUD COLOR : Content Cloud Purple

Print Color Codes:

Pantone: 2075 C RGB: 140 107 194

CMYK: 51 65 0 0 Hex: 8C68C2



Client Cloud



CLOUD COLOR: Client Cloud Coral

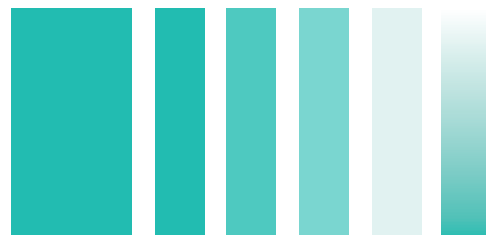
Print Color Codes:

Pantone: 2024 C RGB: 242 124 95

CMYK: 1 64 64 0 Hex: F27C5F



Analytics Cloud



CLOUD COLOR : Analytics Cloud Teal

Print Color Codes:

Pantone: 40C1AC RGB: 48 187 177

CMYK: 70 0 37 0 Hex: 30BBB1

ICONOGRAPHY GUIDELINES

THE CHEVRON

Iconography is an essential component of any brand. The chevron is a part of our logo and an impactful component to our brand identity. The chevron infers movement and growth, which is a primary brand message. It can also be used to convey a 'take action' approach.

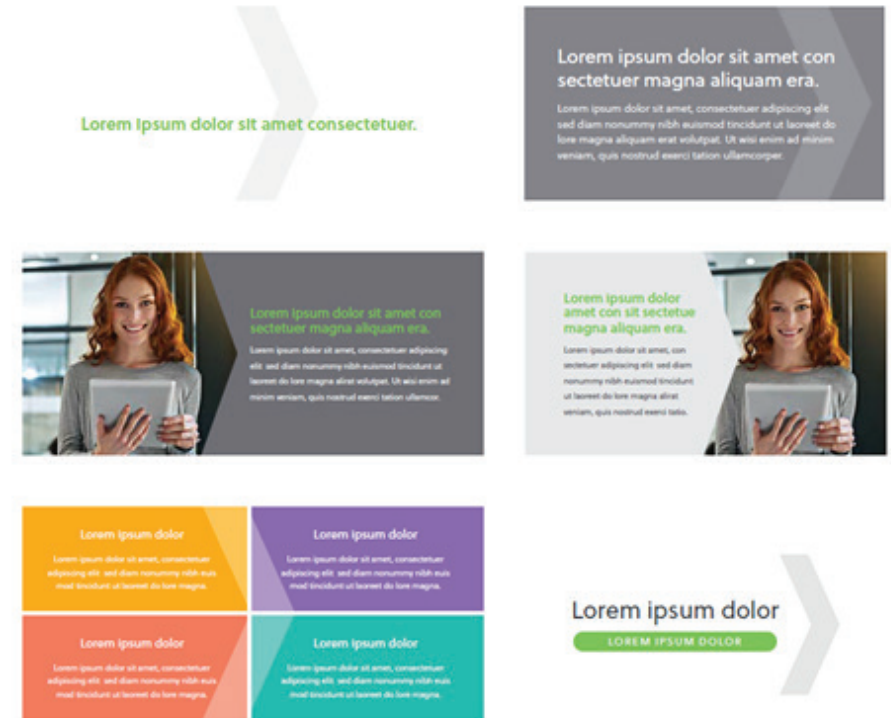
Acceptable usage of the Chevron and other icons can be found on the next page.



ACCEPTABLE CHEVRON USAGES

The chevron adds interest and dimension to the Zywave brand identity. This powerful element should be used, but not overused. It should not distract from the message, but add subliminal significance and depth.

- May be used in any Zywave color palette, typically 1-2 shades lighter than brighter colors in the corporate and cloud palettes
- Always point to the right
- Add interest to image design
- Convey 'take action' message
- General guidelines – one chevron per page



ICONOGRAPHY GUIDELINES

THE CHEVRON (CONT.)

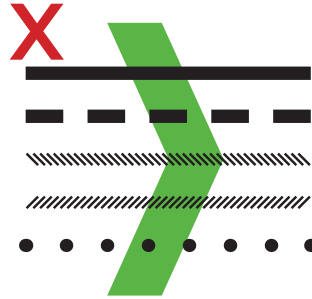
The main goal of the chevron is to add visual interest but should not be overused or distract from a message. Generally follow a minimalist, less-is-more approach to chevron usage.

Unacceptable usage of the chevron and other icons is shown on the next page.





Avoid stacking the chevron or using multiple chevrons next to one another.



Avoid adding stripes or texture to the chevron. Gradient use is acceptable.



Don't use the chevron as a bullet

-  Don't use as a bullet
-  Don't use as a bullet
-  Don't use as a bullet
-  Don't use as a bullet

Do not point the chevron any direction other than right. Do not angle or tilt.



CORPORATE IMAGERY

CORPORATE IMAGERY

At Zywave we use a variety of image types to convey the personality of our brand. Image types include photography/stock photos, illustrations, spot illustrations and icons. Image strategy will be built out much further in later versions of this Brand Guide.

Some guidelines and examples are listed on the next page.

PHOTOGRAPHY should have a clean, natural and modern style. Computers and technology featured in photos should look current. People should appear professional but not stuffy with expressions suitable to match the intended message of your piece. Leverage the 'cut-out' style to showcase photography in a modern way.

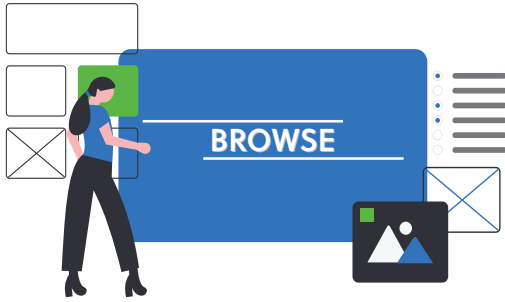


CORPORATE IMAGERY

ILLUSTRATIONS

Illustrations and less complex spot illustrations are helpful to humanize topics related to product functionality or features. Approved color palettes may be incorporated to add the branded element, which cannot be done with photography. Illustrations can introduce technical concepts in a light-hearted or whimsical manner. Adding illustrations to our identity helps ensure we do not overuse traditional photography, which can easily become outdated.

Examples are shown on the next page.



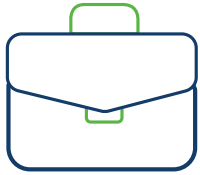
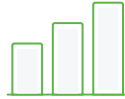
CORPORATE IMAGERY

ICONS

Icons provide a stylistic extension of our brand identity and are modern, clean tools to help carry out specific messages. They can represent a variety of concepts and used diversely across platforms and therefore should be used consistently in terms of line weights, art style, colors and font.

Coming Soon! A library of illustrations and icons approved for use in marketing communications will be built, which you will see in future versions of the Brand Guide.

Examples are shown on the next page.



CORPORATE APPLICATIONS

POWERPOINT

Aside from our website, PowerPoint presentations are one of the most viewed applications of the Zywave brand. It is critical to leverage PPT templates to increase brand consistency, while being able to design and tell a story to a broad set of audiences.

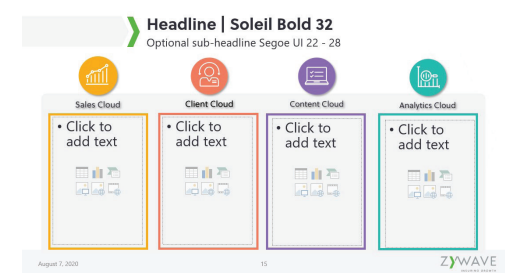
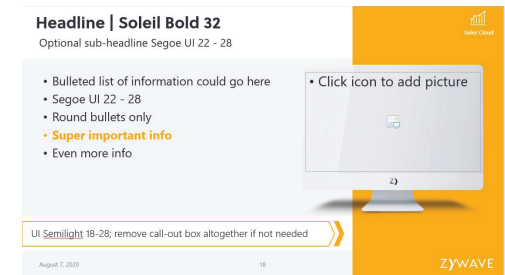
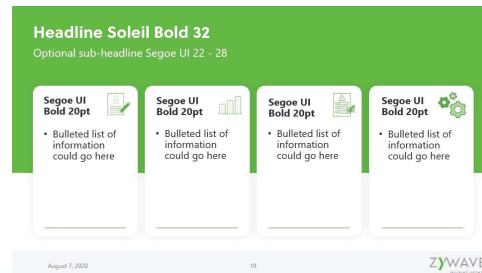
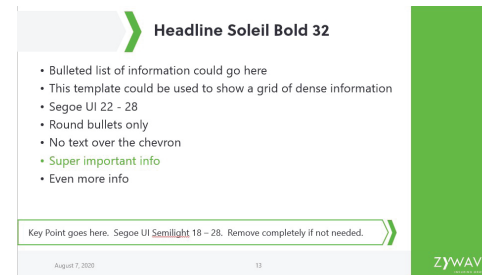
Examples of approved applications of PowerPoint presentations are shown on the next page.

There are two templates to choose from.

1. **Zywave Corporate** – For use in more general communication.
2. **Zywave Product** – Leveraging the updated cloud colors to showcase product-related information.

A third PPT resource is available – titled ‘**Corporate Images**’. This is an extensive image library to pick and choose from when you are building your deck.

Access the templates here: I:\Shared_BRANDING



CORPORATE APPLICATIONS

MARKETING COLLATERAL

Marketing Collateral, typically in form of a PDF file, are used as downloadable materials from the website or digital channels, or emailed to customers as part of the sales process.

Examples of approved applications of marketing collateral and are shown on the next page.

MARKETING COLLATERAL

Templates for specific collateral types (Info Sheets, Case Studies, Whitepapers and more) are being built.

Find the most current versions of all marketing collateral in Bloomfire or on Zywave's website.



Now let's start creating.
Go ahead and have some fun!

SEE YOU
LATER!