

FOR WORK SAMPLE DISPLAY ONLY

Illinois Mutual Brand Guidelines





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Our Story

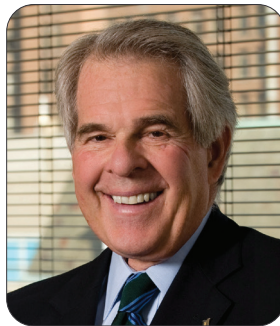
► Our History

Five Generations Strong

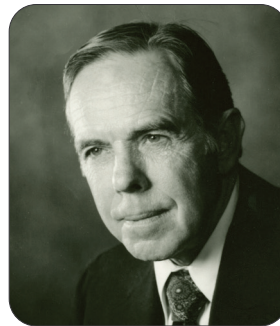
Illinois Mutual Life Insurance Company has been a provider of insurance and financial solutions for over 110 years. Ours is a family business. Not only have we been a family-operated company since our founding, but we see our policyowners, our agents and our employees as family—individuals connected by a passion for helping others and a respect for the uniqueness of each other's lives.



K.M. Jenkins
Fifth Generation



M.A. McCord
Fourth Generation



R.A. McCord
Third Generation



E.A. McCord
Second Generation



O.L. McCord
First Generation

Our history demonstrates how our adaptability, financial fortitude and growth mindset have helped us remain successful throughout the years. We pride ourselves in leaning on our experience to continue to understand our agents' and policyowners' goals and commitments. At Illinois Mutual, we embrace the idea that we are the very people we serve: the family providers and the dedicated workers. To that end, throughout our history, we have always prioritized our financial stability in order to be there for our policyowners when they need us most.

► Our Values

Our unique culture is inspired and strengthened by our values.



Be honest,
reliable & respectful



Work together
to create results



Think of
others first



Stand out with personal,
caring service



Our Mission

We help people achieve and safeguard their financial security.



Our Vision

We will be the middle market's preferred choice for financial solutions backed by sustainable financial strength.



Our Positioning Statement

For hardworking, middle market Americans that take pride in the work they do every day - Illinois Mutual is the financial solutions partner of choice that is backed by sustainable financial strength, stability, values and support.

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Our Brand Key



Our Root Strengths

These are the pillars upon which we have structured our purpose as an organization. These strengths guide us when we face adversity, just as we celebrate them when we realize our goals.

Our Legacy

- We are a mutual insurance company whose legacy spans over 110 years, five generations and counting. We provide financial solutions that focus on serving middle market consumers, agents and policyowners.

Our Reach

- We have three diverse product lines which help individuals, businesses and employees achieve and safeguard their financial security in 47 states.

Our People

- Our strong culture and company values drive our excellent customer service. Agents and policyowners are not just a number, they are truly valued by the people who work at Illinois Mutual.

► Our Competitive Landscape

Disability Income Insurance (DI) Competitors



Life Competitors



Worksite Competitors





Our Target Customers

Independent insurance agents who:

- Are life and health licensed.
- Serve the middle market.
- See themselves playing a critical role in bringing vital protection to clients.
- Value personal, back-office sales support and direct access to underwriters.

Middle-market consumers and policyowners proactively seeking insurance and financial solutions to:

- Protect their income in the event of a disability during working years.
- Provide financial security for the future of those they care about.
- Ensure their surviving loved ones aren't financially burdened by expenses related to their death.

Business owners looking to:

- Cover business overhead expenses in the event of a disability.
- Offer voluntary benefit solutions to the employees of their small-to-medium sized business.

Our Voice of Customer

Our Policyowner:

- Cost of premium is in line with benefits
- Professional and timely claims handling
- Hassle-free access to a live person
- Great customer service from knowledgeable staff
- Middle market coverage
- Company with a great reputation

Our Agent:

- Company with a great reputation
- Great products to fulfill middle market needs
- Exceptional customer service & sales support
- Direct access to underwriters
- Product training & product expertise
- Return of Premium (ROP) products

“*Being able to provide for my family or leave a legacy if I were sick, hurt, unable to work or no longer living is important to me. That is why securing my financial future is important.*”

**Voice of Customer Insights were taken from the 2021 Random Policyowner Survey and the 2021 Agent Training Survey.*

Our Benefits

Our Commitment



Our Expertise



Our Partnership



Our Reasons to Believe

Our Commitment

- We are committed to helping people achieve and safeguard their financial security with financial solutions available in 47 states.
- We are committed to providing exceptional customer service, agent support and product innovation to ensure the people we serve are always cared for.
- We have returned over \$179 million to policyowners with the Return of Premium Rider since 1972.

Our Expertise

- We have been a provider of insurance and financial solutions for over 110 years with a focus on the middle market.
- Our team of experts with over 2,300 years of combined service will help you add our products to your existing life, health and P&C sales.
- We are a fifth generation, family-operated mutual insurance company focused on the interests of our policyowners, with a strong capital position backed by \$1.59 billion in assets.

Our Partnership

- We work with agents and consumers to help tailor policies to fit individual needs.
- We are invested in the practice development, business growth and overall success of our agent force.
- We provide top-notch, personalized service and support and allow direct access to underwriting, sales and claims personnel for both agents and consumers.

Our Key Differentiators:

- Products created specifically for the middle market and small businesses
- Return of Premium (ROP) Rider offerings for Life & DI
- Return of Premium (ROP) Rider on Business Expense (BE) Insurance—which no other carrier currently offers
- Direct access to the underwriter assigned to the case
- Excellent customer service & support
- Caring claims examiners
- Hassle-free access to a live person

“*Illinois Mutual provides products and services specifically tailored for middle market individuals and businesses to help people achieve and safeguard their financial security. To that end, we partner with and train agents who put the needs of their clients first.*”

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Our Tone & Style

Our Tone of Voice

Why is Tone of Voice Important?

Brands are like people – they all have different personalities that reflect who they are and the people they serve. Some are compassionate and caring, while others are loud and bold. However, the strength of brand comes from how that style is applied consistently.

Detailing out the brand's tone of voice allows us to showcase our essence in all marketing communications that touch our consumer and agent base. We want the Illinois Mutual experience to be as consistent as possible throughout our agent and consumer journey.

Illinois Mutual is:

- Stable
- Trustworthy
- Responsible
- Experienced
- Attentive
- Compassionate
- Empathetic
- Strong
- Secure
- Knowledgeable
- Accessible
- Responsive

Illinois Mutual is not:

- Pushy
- Reckless
- Irresponsible
- Aloof
- Aggressive
- Condescending
- Unrealistic
- Impulsive
- Arrogant



Our Style

We Are Who We Serve

At Illinois Mutual, we remember that the agents we support, the policyowners we keep our promises to, and the customers and business owners we aim to serve are all real people—just like us. Our passion is to consistently provide the customer experience that we would want to have ourselves.

We are:

- Honest and Kind
- Empathetic and Compassionate
- Trustworthy and Loyal
- Stable and Reliable

We are not:

- Harsh or Snarky
- Flashy or Arrogant
- In your face or Pushy
- Inconsistent or Deceptive

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Our Visual Guidelines

Our Primary Logo Identity

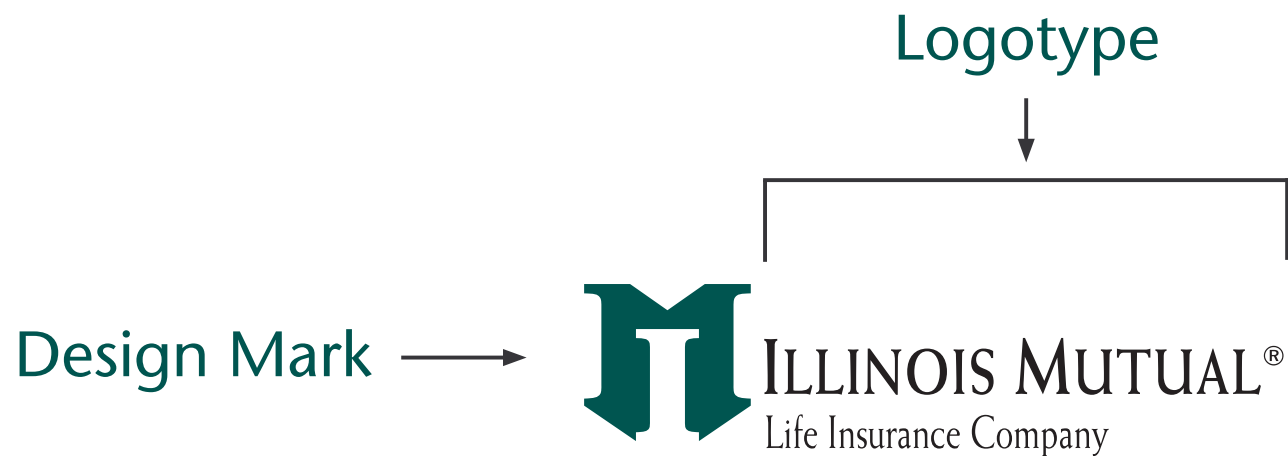
The Illinois Mutual logo is an important part of our corporate identity and plays a valuable role in setting us apart in the marketplace. Therefore, it is necessary our logo is used properly.

The proportions or relative placement of any of these elements should not be altered and only authorized digital artwork should be used.



► Our Design Mark & Logotype

The Illinois Mutual design mark and logotype are designed to work together to form our basic corporate identity. Although the design mark may be used alone as a design element, the logotype must never be used without the design mark.



General Guidelines

- To maintain visual integrity, the Illinois Mutual logo must never be re-drawn, re-spaced or altered in any way.
- When reproducing the Illinois Mutual logo, use only camera-ready or electronic artwork provided by the Graphics Department. Do not use second generation reproductions, such as a photocopied or faxed logo.
- All logos must have the ® symbol, which is provided with the logo artwork.
- When sizing the logo, it must always stay in proportion (height and width never distorted).

► Our Primary Logo Colors

The Illinois Mutual design mark and logotype are allowed only the following color combinations:



Color Description:

- 2-color, with the design mark in our corporate green and the logotype in black



Color Description:

- All black



Color Description:

- All white, inverted on a solid background

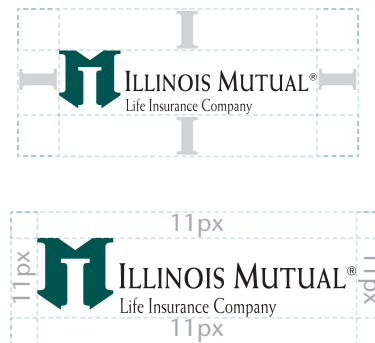
Our Logo Spacing

The Illinois Mutual logo should never appear to be crowded by other elements (including type, photographs or illustrations), therefore the use of clear space is essential. This clear space is a pre-determined measurement that scales with logo size. Clear space, equal to at least the height of the design mark, should be maintained on all sides.

Print Clear Space



Digital Clear Space



(for small-format usage)

Circle Clear Space (Print and Digital)

The width of the top of the notch on the logo in the size of logo using determines the clear space to allow in a circle as the padding requirement. For example, in this case the width of the notch is 72px so the padding should be 72 pixels.



► Our Minimum Logo Size Requirements

Print Size Requirements

- The Illinois Mutual logo should never be smaller than 1.625 inches wide with a proportional height of 0.367 inches.



This is actual minimum size.

Digital Size Requirements

- The Illinois Mutual logo should never be smaller than 133px in width with a proportional height of 30px (for web use only).



This is actual minimum size.

► Our Logo Variations

The following approved logo variations are used for marketing pieces, both print and digital:

Our “Life Insurance Company” Logo (Primary)



Our Basic Logo (Secondary)



Our Design Mark Logo (Small Format)



► Our Logo Variations

Our Letterhead Logo



Our B&W Correspondence Logo



Our Applications & Policies Logo



Our Envelope Logo





Our Logo Violations

Logotype and Design Mark must remain in proportion (height and width never distorted).



Logotype must never be used without the Design Mark.



Design Mark when used with logotype must not be rearranged, but remain as one unit as originally designed.



Avoid using the logo on complex, photographic or patterned backgrounds.





Our Brand Colors

Our corporate colors are important elements of our corporate identity, and play a valuable role in building brand recognition and setting us apart in the marketplace. Therefore, it is imperative they be used consistently.

Primary Color:

Our primary color is used to represent the Illinois Mutual brand and is part of our primary design mark.

Illinois Mutual
Corporate Green

Secondary Colors:

Our secondary colors are used to represent our product lines.

DI Product Line Blue

Life Product Line Purple

Worksite Product Line Red



Our Illinois Mutual Corporate Green

Our Illinois Mutual Corporate Green is used on both print and digital assets that represent our Illinois Mutual brand.

100% Tint

Usage:

Main design elements, headlines and primary design elements

Color Key:

HEX 005551
CMYK 89 0 43 65
RGB 0 85 81
PMS 7721CP

12% Tint

Usage:

Callouts primarily

Color Key:

HEX E0EAEA

7% Tint

Usage:

Charts/Tables primarily

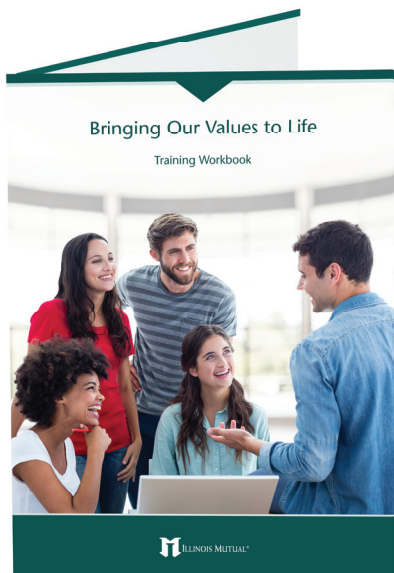
Color Key:

HEX EDF3F3

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► Our Illinois Mutual Corporate Green Samples

Color usage and logo placement on both print and digital assets that represent our Illinois Mutual brand.





Our DI Product Line Blue

Our Disability Income Insurance Product Line Blue is used on both print and digital assets that represent our DI products.

100% Tint

Usage:

Main design elements,
headlines and primary
design elements

Color Key:

HEX 00468B
CMYK 100 75 2 18
RGB 0 70 139
PMS 287CP

12% Tint

Usage:

Callouts primarily

Color Key:

HEX E0E9F1

7% Tint

Usage:

Charts/Tables primarily

Color Key:

HEX EDF2F7

FOR WORK SAMPLE DISPLAY ONLY

Our DI Product Line Samples

Color usage and logo placement on both print and digital assets that represent our DI products.





Our Life Insurance Product Line Purple

Our life insurance product line purple is used on both print and digital assets that represent our life insurance products.

100% Tint

Usage:

Main design elements,
headlines and primary
design elements

Color Key:

HEX 511C6C
CMYK 75 100 8 26
RGB 81 28 108
PMS 2623CP

12% Tint

Usage:

Callouts primarily

Color Key:

HEX EAE3ED

7% Tint

Usage:

Charts/Tables primarily

Color Key:

HEX F3EFF5

FOR WORK SAMPLE DISPLAY ONLY

Our Life Insurance Product Line Samples

Color usage and logo placement on both print and digital assets that represent our life insurance products.





Our Worksite Insurance Product Line Red

Our worksite insurance product line red is used on both print and digital assets that represent our worksite insurance products.

100% Tint

Usage:

Main design elements,
headlines and primary
design elements

Color Key:

HEX A30C33
CMYK 7 100 68 32
RGB 163 12 51
PMS 201CP

12% Tint

Usage:

Callouts primarily

Color Key:

HEX F4E1E6

7% Tint

Usage:

Charts/Tables primarily

Color Key:

HEX F9EEF1

FOR WORK SAMPLE DISPLAY ONLY

Our Worksite Insurance Product Line Samples

Color usage and logo placement on both print and digital assets that represent our worksite insurance products.

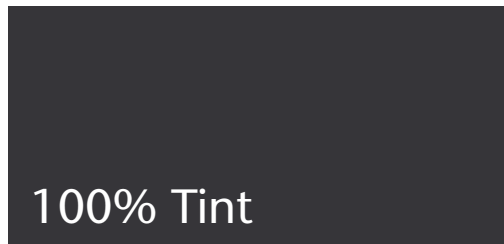




Our Typography

Type styles are an important component of Illinois Mutual's identity. The consistent use of our corporate fonts is essential in creating a recognizable look for the Company throughout all communications, both print and digital.

Our Plain Text Color:



Color Key:

HEX 333333
CMYK 100 100 100 0
RGB 54 54 57

Usage:

Plain text



Our Print Fonts

ITC Stone Sans

Used as the primary print font.

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Arial

Used in cases when ITC Stone Sans can't be used (PPTs, Word files, etc).

Regular

Italic

Bold

Bold Italic

Black

Weiss Std

Used in rare cases where a serif font is needed.

Regular

Italic

Bold

Extra Bold

Arial Narrow

Used in Applications, Charts or Forms (where space is an issue).

Regular

Italic

Bold

Bold Italic

Times New Roman

Used in cases when Weiss would be used, but isn't available (PPTs, Word files, etc).

Regular

Italic

Bold

Bold Italic



Our Digital Fonts

Open Sans

Used as the primary web font.

Regular

Italic

Times New Roman

Used in rare cases on the web where a serif font is needed.

Regular

Italic

Bold

Bold Italic

FOR WORK SAMPLE DISPLAY ONLY

► Our Brand Application & Samples

► Our Inclusive Lifestyle Imagery Samples

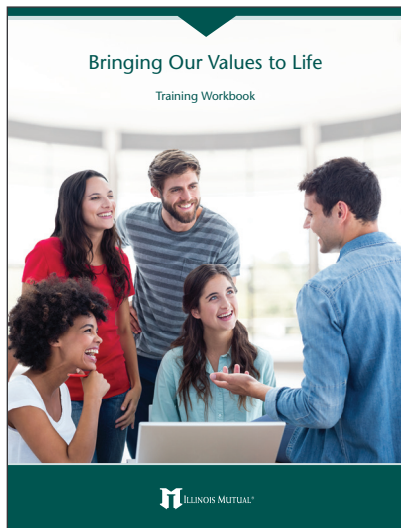
We strive to select photos to represent our brand in a very deliberate and thoughtful way to be inclusive. It has the power to make our culture, products and services more equitable for everyone.



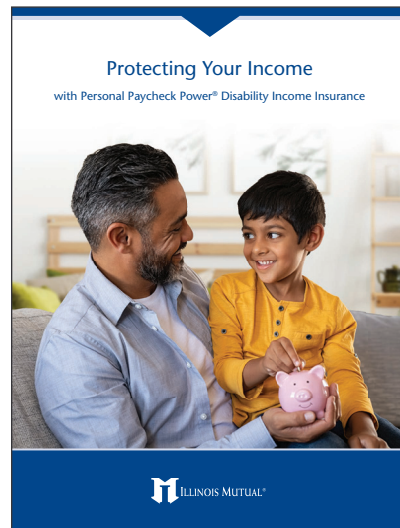
Our Brand Application & Samples

Brochure Samples

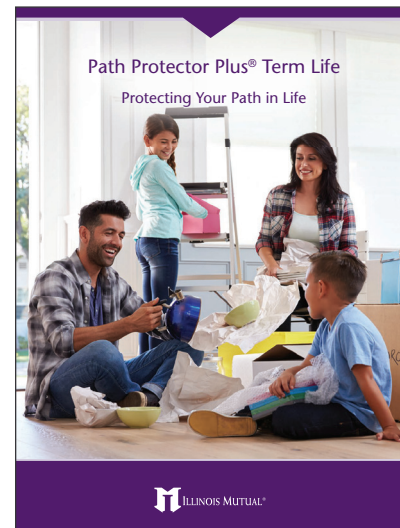
Below are examples of how the Illinois Mutual brand is represented on our brochures. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



Illinois Mutual
Branded Brochures



DI
Branded Brochures



Life
Branded Brochures



Worksite
Branded Brochures



Our Brand Application & Samples

Flyer Samples

Below are examples of how the Illinois Mutual brand is represented on our flyers. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.

Financial Integrity, Winning Tradition

A service-driven business partner is essential to your long-term success. In today's world of volatility and constant change, it is critical to align yourself with a stand-alone mutual insurance company that focuses on you and your clients' well-being.

U.S. Disability Income and Worksite Insurance Products Available in 47 States

A- (Excellent) Rating from A.M. Best

5th Generation Family-Operated Business

110+ Years of Serving Middle America

Direct Access to Our Safe and Underserving Teams

We can position you for success!

Strength and Stability

Illinois Mutual helps people achieve and safeguard their financial security by providing competitive life insurance, disability income insurance and worksite insurance solutions.

For more than 110 years, we have focused on delivering the best personal service to our policyowners and our agents with respect and integrity.

Our century-long legacy of hard work and a commitment to doing what's right for people is underlined by \$1.29 billion in assets, a surplus of \$277.62 million, and a surplus-to-asset ratio of 17.46%.*

*As of 12/31/21

To learn more about our business and our company values, visit www.IllinoisMutualNow.com or www.IllinoisMutual.com.

Contact Illinois Mutual at:
(800) 437-7355 • Sales@IllinoisMutual.com

ILLINOIS MUTUAL
Life Insurance Company

Agent Use Only

Illinois Mutual
Branded Flyers

Business owners!

When you own your own business, you're faced with an array of hidden expenses. Utilities, technology expenses, promotion, cleaning fees, employee salaries – it can quickly add up. Only some expenses are in your control, and many people take into their control what they can. If you've opted out of your business' workers' compensation coverage on yourself, consider this:

Workers' compensation is designed to protect employees in the case of an injury on the job. Disability Income Insurance (DI) is designed to provide income protection in case of disability due to illness or injury; only these benefits apply 24/7, not just when you're working.

You can use a DI benefit for any expense you choose – mortgage, cell phone bill, internet, loans, et cetera.

Next question: How much?

How much DI coverage do you need, and what will it cost? This can be as simple as 1-2-3:

- 1 The M.U.G.* Plan.**
This stands for Mortgage, Utilities, and Groceries – the basic things you and your loved ones would need if you were unable to work for a period of time. Start with the M.U.G.* plan to figure out how much money you would need per month to cover your basic expenses.
- 2 How long do you want to receive your monthly benefit payment?**
A disability isn't always a lifelong condition. For context, the average claim for Illinois Mutual policyowners lasts just under a year – 11.91 months.*
- 3 How long you would want to go before your DI monthly benefit payment kicks in?**
This decision can be personal, because you need to take into account how long your savings would last.

*Sample coverage on outstanding policy loans and annual dividends are paid based on dividend cycles as of 12/31/2019. Dividends are not guaranteed and are payable at the discretion of Illinois Mutual.

ILLINOIS MUTUAL

DI
Branded Flyers

Take a Look at Path Protector Plus® Whole Life!

Five Reasons You Should Be Excited

1. Five plan options based on client's life stage, needs and planning objectives
2. Preferred, Non-Tobacco class available at all issue amounts
3. Enhanced renewal commissions
4. New Guaranteed Insurability Option (GIO) Rider with flexibility for life events
5. Modal factors updated – Annual average savings of over 5% with monthly EFT option

Take a look at this cash value comparison between our former To Age 65 whole life plan and our new Limited Pay – WL Series 200 plan:

| TO AGE 65 WHOLE LIFE (TO AGE 65) (NON-SMOKER) GUARANTEED CASH VALUE | | LIMITED PAY – WL SERIES 200 (NON-SMOKER) GUARANTEED CASH VALUE | |
|---|------------------------|--|------------------------|
| Year 20 Cash Value (\$K) | \$10,000 Face Amount | Year 20 Cash Value (\$K) | \$10,000 Face Amount |
| Former CV | \$11,315 | Former CV | \$26,230 |
| New CV | \$11,223 | New CV | \$26,375 |
| | 1% Cash Value Increase | | 1% Cash Value Increase |

| TO AGE 65 WHOLE LIFE (TO AGE 65) (NON-SMOKER) (NON-GUARANTEED CASH VALUE) | | LIMITED PAY – WL SERIES 200 (NON-SMOKER) (NON-GUARANTEED CASH VALUE) | |
|---|-------------------------|--|-------------------------|
| Year 20 Cash Value (\$K) | \$10,000 Face Amount | Year 20 Cash Value (\$K) | \$10,000 Face Amount |
| Former CV | \$11,817 | Former CV | \$28,367 |
| New CV | \$12,444 | New CV | \$28,652 |
| | 40% Cash Value Increase | | 10% Cash Value Increase |
| | 50% Cash Value Increase | | 50% Cash Value Increase |

*Sample coverage on outstanding policy loans and annual dividends are paid based on dividend cycles as of 12/31/2019. Dividends are not guaranteed and are payable at the discretion of Illinois Mutual.

For more detailed information on each of the five Path Protector Plus® Whole Life plans, order our Portfolio Comparison Chart (CS820) today.

ILLINOIS MUTUAL

Agent Use Only (continued on back)

Life
Branded Flyers

Online Accident Wellness Claims

Submit Accident Wellness Benefit Claims Online

You can submit Accident Wellness Benefit Rider claims on your My Policy site at <https://policyowner.illinoismutual.com>.

This gives you the freedom to submit Wellness claims anytime, anywhere without having to request materials. With this mobile-friendly tool, you can even submit Accident Wellness claims on the go! It also expedites the claims process with direct processing and a faster turnaround time.

Go to WellnessClaims.com for a step-by-step tutorial that shows you how to submit your Accident Wellness claims!

Contact the Illinois Mutual Claims Department for more information:
(800) 437-7355, ext. 751

ILLINOIS MUTUAL
Life Insurance Company

Policy form WS0001 - Subsequent Accident Policy Policy form WS01, Wellness Benefit Rider. Not available in AL, AZ, HI, IL or VT. Coverage and availability may vary in other states. Benefits are subject to the terms, conditions and exclusions contained in the policy and rider. Refer to the policy and rider for a complete description. For cash and death benefits, contact your agent or Illinois Mutual. CS801 (12/13) Employee Version 1

Worksite
Branded Flyers

Our Brand Application & Samples

Social Media Samples

Below are examples of how the Illinois Mutual brand is represented on our social media channels. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



Illinois Mutual
Branded Social Post



DI
Branded Social Post



Life
Branded Social Post



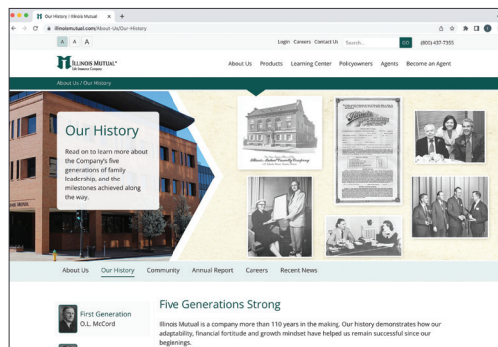
Worksite
Branded Social Post



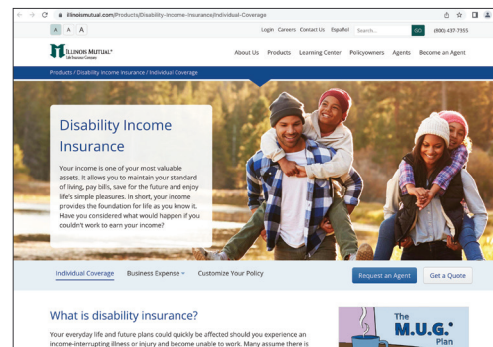
Our Brand Application & Samples

Website Layout Samples

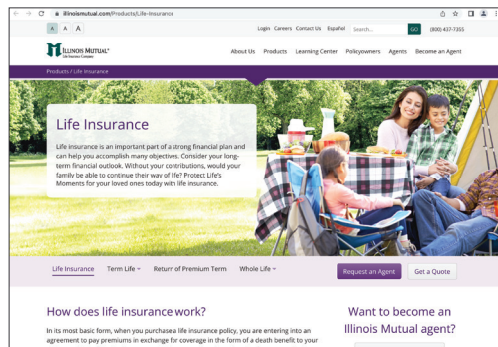
Below are examples of how the Illinois Mutual brand is represented throughout our website. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



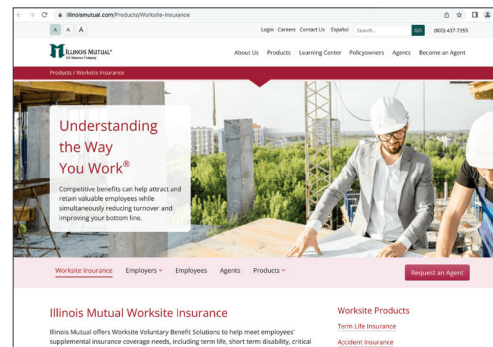
Illinois Mutual
Branded Web Page



DI
Branded Web Page



Life
Branded Web Page



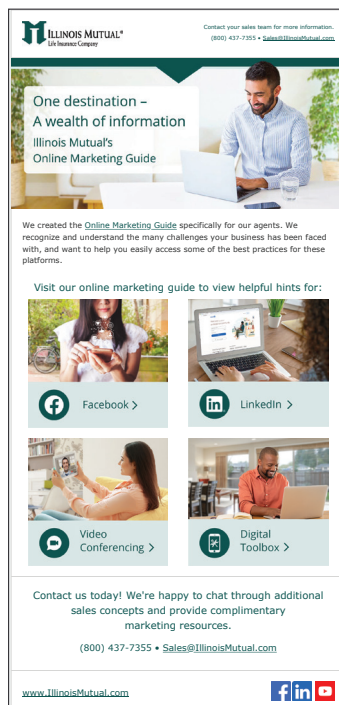
Worksite
Branded Web Page

Our Brand Application & Samples

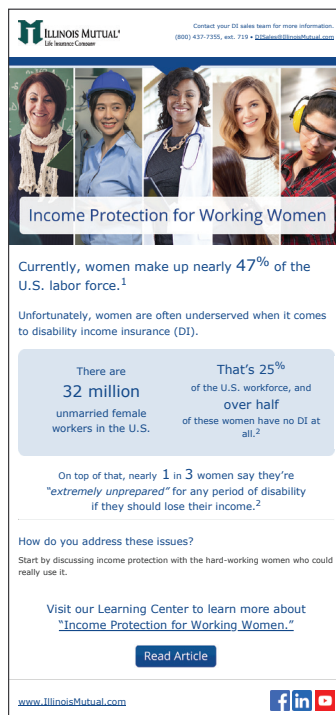
Email Samples

Below are examples of how the Illinois Mutual brand is represented in our agent emails. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.

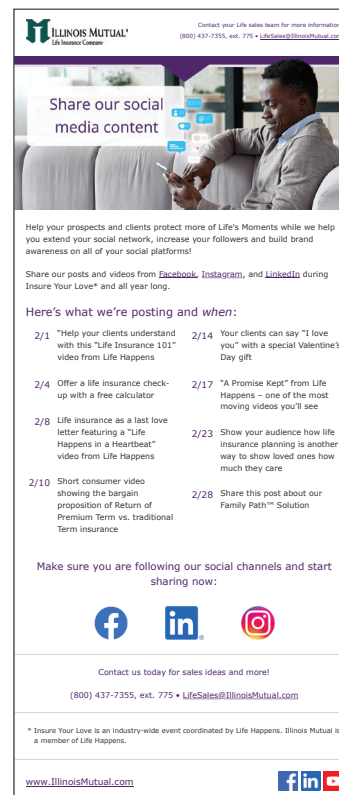
Illinois Mutual Branded Emails



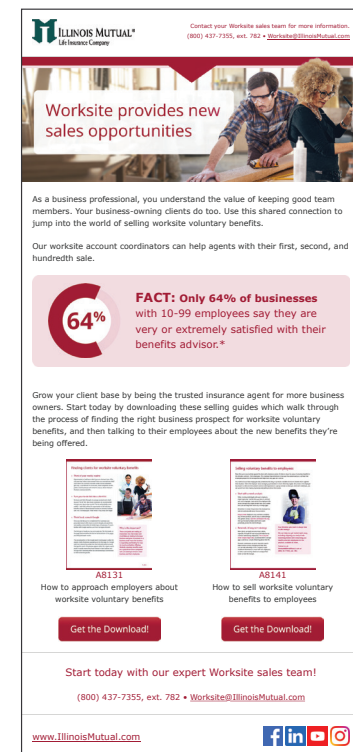
DI Branded Emails



Life Branded Emails



Worksite Branded Emails



Our Brand Application & Samples

PowerPoint Samples

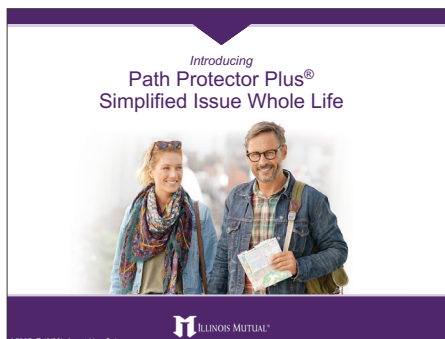
Below are examples of how the Illinois Mutual brand is represented in our presentations. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



Illinois Mutual
Branded PowerPoint



DI
Branded PowerPoint



Life
Branded PowerPoint

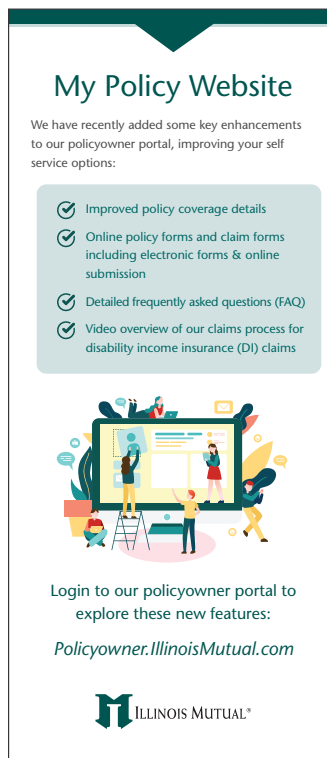


Worksite
Branded PowerPoint

Our Brand Application & Samples

Stuffer Samples


Below are examples of how the Illinois Mutual brand is represented on our stuffers. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



My Policy Website


We have recently added some key enhancements to our policyowner portal, improving your self service options:

- ✓ Improved policy coverage details
- ✓ Online policy forms and claim forms including electronic forms & online submission
- ✓ Detailed frequently asked questions (FAQ)
- ✓ Video overview of our claims process for disability income insurance (DI) claims



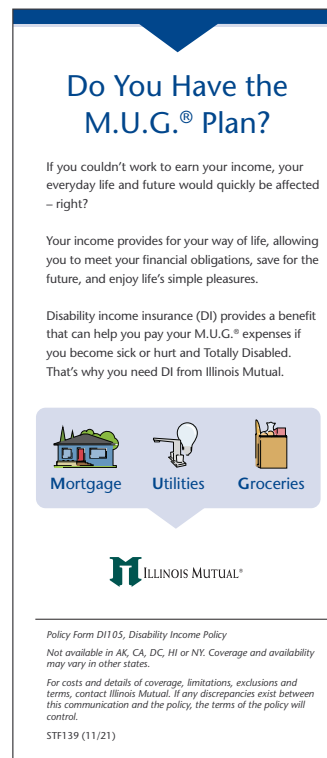
Login to our policyowner portal to explore these new features:

Policyowner.IllinoisMutual.com



STF139 (11/21)

Illinois Mutual
Branded Stuffers


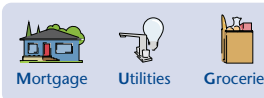


Do You Have the M.U.G.® Plan?

If you couldn't work to earn your income, your everyday life and future would quickly be affected – right?

Your income provides for your way of life, allowing you to meet your financial obligations, save for the future, and enjoy life's simple pleasures.

Disability income insurance (DI) provides a benefit that can help you pay your M.U.G.® expenses if you become sick or hurt and Totally Disabled. That's why you need DI from Illinois Mutual.



Policy Form DI105, Disability Income Policy
Not available in AK, CA, DC, HI or NY. Coverage and availability may vary in other states.
For costs and details of coverage, limitations, exclusions and terms, contact Illinois Mutual. If any discrepancies exist between this communication and the policy, the terms of the policy will control.
STF139 (11/21)

DI
Branded Stuffers



Protect more of Life's Moments

Big or small – Life's Moments aren't always planned, but we strive to protect them all.

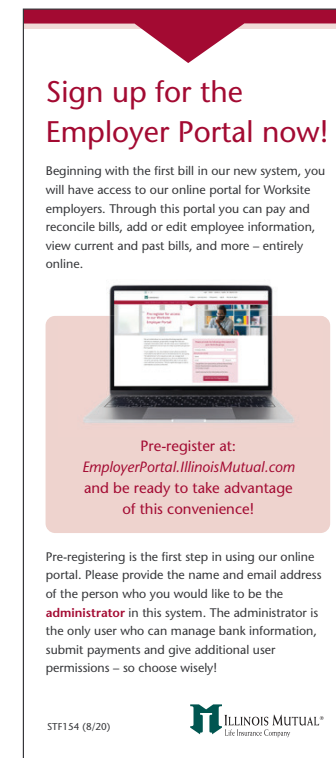


Talk to your Illinois Mutual agent today or visit IllinoisMutual.com/LifesMoments for more information.



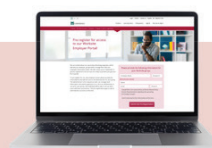
CS655 (7/21)

Life
Branded Stuffers




Sign up for the Employer Portal now!

Beginning with the first bill in our new system, you will have access to our online portal for Worksite employers. Through this portal you can pay and reconcile bills, add or edit employee information, view current and past bills, and more – entirely online.



Pre-register at:
EmployerPortal.IllinoisMutual.com
and be ready to take advantage of this convenience!

Pre-registering is the first step in using our online portal. Please provide the name and email address of the person who you would like to be the **administrator** in this system. The administrator is the only user who can manage bank information, submit payments and give additional user permissions – so choose wisely!



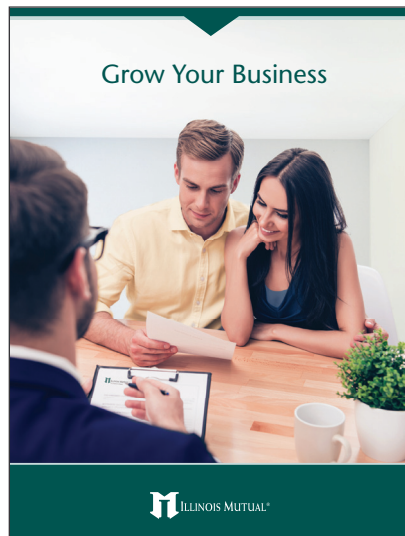
STF154 (8/20)

Worksite
Branded Stuffers

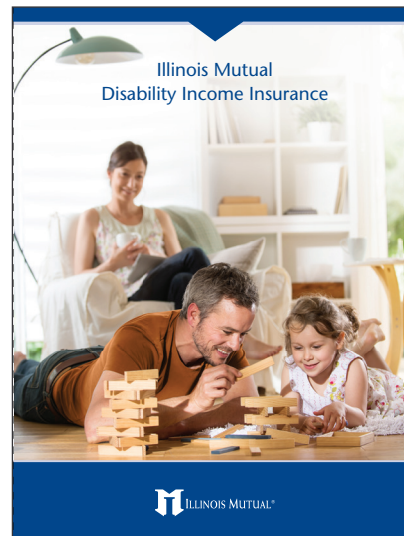
Our Brand Application & Samples

Folder Samples

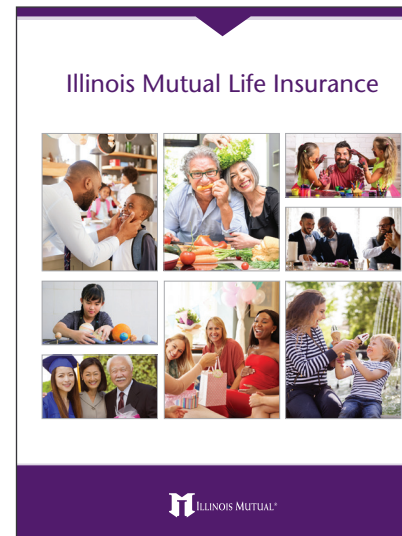
Below are examples of how the Illinois Mutual brand is represented on our folders. You can see the consistent application of logo usage, colors, design elements and imagery throughout these pieces.



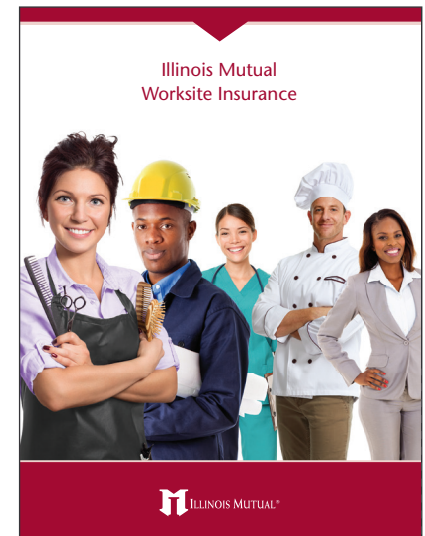
Illinois Mutual
Branded Folder



DI
Branded Folder



Life
Branded Folder



Worksite
Branded Folder



Complying with Illinois Mutual's Brand Guidelines

Illinois Mutual can only build our brand through consistent execution of our distinct graphic elements. Repetition is the key to success of the branding process and is imperative to not only build a visual image that clearly sets us apart from our competitors, but also to protect that image from unnecessary erosion.

It's easy to falter "just this one time," because we're busy, or because we think our effort will only be used or viewed internally. Faltering, however, will make the fact that we have a good brand completely irrelevant. No one, including our employees, will ever really know or remember what our brand is, unless it is the same every time they are exposed to it. Without consistency, brand awareness becomes impossible to achieve and our good brand identity—that we spent so much time defining—will waver.

These graphic standards apply to any and all uses of the Company's corporate identity, including printed and digital materials, promotional items (t-shirts, pens, etc.), internal communications and website graphics, etc. Proper language, capitalization, spelling and treatment must be used to effectively communicate product names and marketing terms. The guidelines established in this guide are to be used.

Any material not originating from Illinois Mutual that promotes Illinois Mutual, or the Company's products and services, must be submitted in writing to the Graphics Department and approved by the Legal Department prior to publication and distribution.

Occasionally, special circumstances will arise that have not been fully addressed in this guide.

If you have questions regarding the proper application of our corporate identity, please contact:

- Emily Cook, eccook@IllinoisMutual.com
- Anna Fredrick, aefredrick@IllinoisMutual.com