

Unum UK

Visual brand guidelines

JANUARY 2024

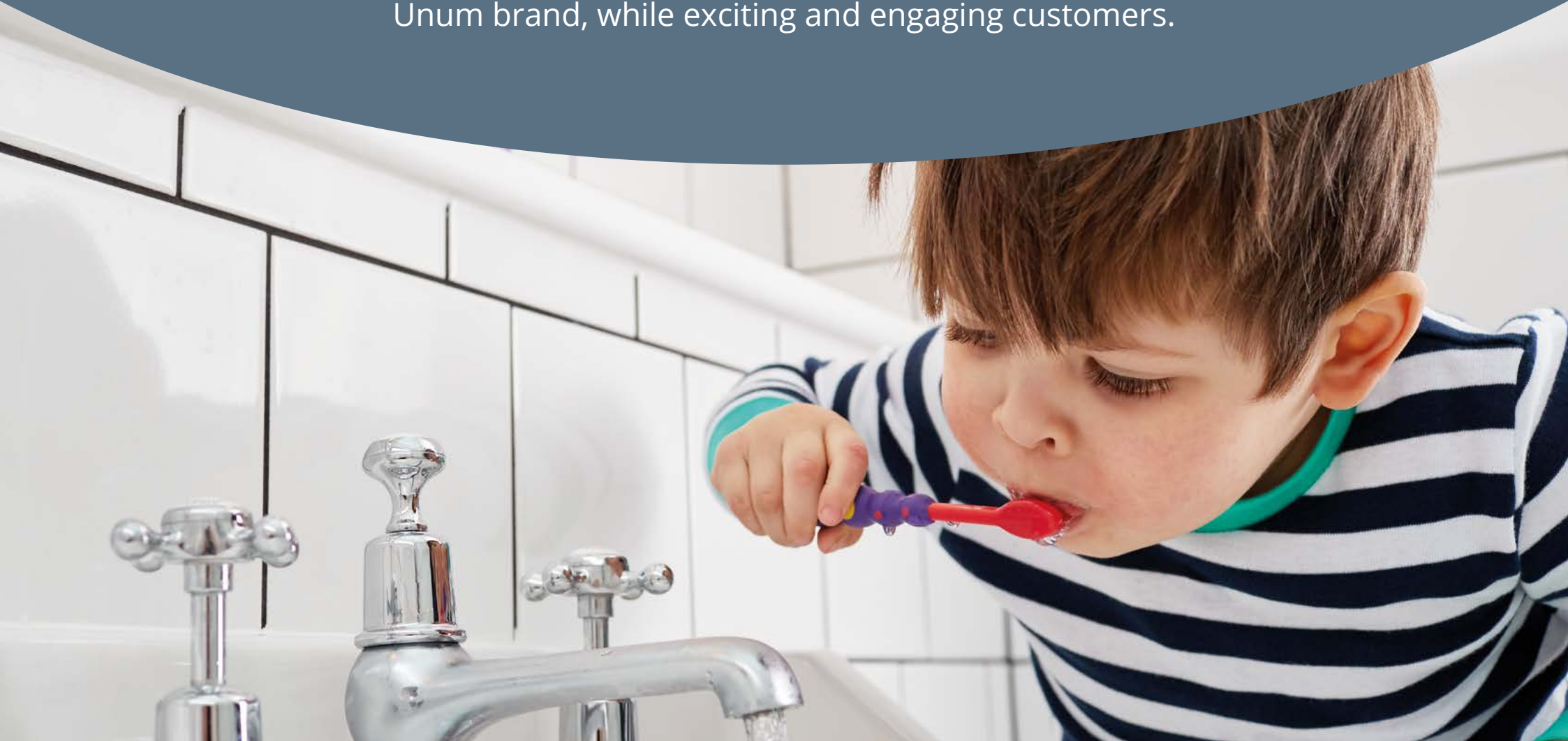


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Introduction

These guidelines set out the design direction for Unum UK's digital and print collateral. They aim to ensure all internal and external design is consistent, appropriate and strengthens the Unum brand, while exciting and engaging customers.



Design principles

Our visual identity aligns with the core values of our US parent company, whilst making subtle changes to reflect the uniqueness of our target market and operating environment.

Photography led

An image speaks a thousand words.

Our brand is photography led, we have invested in our imagery to ensure we own our space and stand out in a busy marketplace. Please strive to use our brand photography in your designs. Stock should only be used as a last resort.

Forward-thinking and insightful

– belief in our ability as change makers

We drive innovation in the industry to improve the working and home lives of the people we cover. The design uses bold typography and a modern visual style to tell stories about our products and the people we work with.

High quality market specialists

Our visual design is professional with large bold typographical statements, strong shapes and colours to reflect our confidence, experience and belief in the protection we provide people.

Caring and empathetic

Trust comes from conversations and not from being dictated to. Our visual design uses white space, typographic statements and natural, bright photography to engage and encourage dialogue.

Responsible

Design consistency across all touch points cements our responsible and professional values. Our design style conveys knowledge and authority in a friendly manner that helps clients and customers feel protected.

Confident but humble

We are down-to-earth with a subtle self-assurance in our expertise. Our modern, clean design and use of photography ensures the focus is on situations and articles that relate to our customers' working lives.

Tone of voice

How we communicate with our customers matters. Our tone of voice and use of language should show that we're trustworthy experts who care.

Unum uses active voice

We are a dynamic company dedicated to driving solutions for our customers. That's why we use active voice rather than passive. Passive voice can sound evasive and like we aren't taking ownership. For example:

Active voice:

"We will send you your Income Protection quotes in the morning."

Passive voice:

"Your Income Protection quotes will be sent to you in the morning."

Active voice shows drive; passive voice lacks ownership and can come across like you're passing the buck.

Write how you speak (and embrace contractions)

When writing, it's easy to become overly formal, using words and phrases you wouldn't use every day in the office when talking to colleagues. Instead, use less complicated words and phrases wherever possible to get your meaning across.

Also, don't be afraid of contractions. Can't, don't, wouldn't, shouldn't, couldn't – we use them all the time when we speak, yet often spell them out in full when we're typing. Contractions set a more informal tone, making us more accessible.

We're jargon-free

We may provide financial services, but that doesn't mean we have to sound like we've swallowed the regulator's rulebook. Above all, we're humans talking to humans about solutions that can make a real difference to people's lives.

Our job is to balance our regulatory and compliance requirements with creating a tone of voice that's inviting, empathetic, trustworthy and transparent.

Pick your audience

Always consider who you're writing for. If you're writing for brokers and intermediaries, you probably don't need to explain every single acronym or what a rate guarantee is. Yet sometimes you'll need to assume you're writing for a layman who doesn't know everything. Think about your audience, their level of knowledge and what's best for them.

That's why we've segmented our website into three audiences – employers, employees and advisers – so the right people get the right content aimed specifically at their needs and understanding.

Logo usage

Unum's logo is our core asset, so it is important that these guidelines are followed to ensure its correct use. Our 'badge' is a core brand element to be used on all material.



Our logo should primarily be used in our logo badge.
The badge may be Unum Blue or white in colour.
A4 and A3, right and left iterations exist and include bleed.
They can be downloaded from our toolkit.



Our logo should have a safe area around it where nothing else can impose – ensuring space. The height of the dot establishes this distance.

The minimum dimension for our logo is 19mm wide.

Accepted colourways:

Black – for forms

Unum blue – one colour merchandise



Dual branded marketing assets

- **Dual branded assets should be clear as to who is providing the product** and the role of the other party (e.g broker/adviser).
- Where two logos are present, it should be **clear which party has created the asset and is providing the service.**
- **The Unum name and logo should be first** and have due prominence as creator of the asset and provider of the product.
- **The audience of the asset should be clarified along with any restrictions on use.** E.g is it for internal broker use only, can it be left with an employer? Caveat wording may need to be included to reflect the audience.
- Where materials are provided for a broker these should be **proportionate and mindful of possible inducement risk.**
- When creating assets for a broker, there should be a **clear value for the employer.**
- **Dual branded assets should have appropriate regulatory status wording** that ensures the details and status of the parties are clear. Unum is the product provider so their regulatory status wording should appear first in the footer, followed by the other party.
- We should only be **approving material that we are creating for the market,** we should not be providing compliance sign off for a brokers' materials.
- **Brokers should not have undue influence or control** over the content of our assets. E.g omitting details of features of our service due to something that the broker is seeking to monetise separately, potentially to the detriment of the customer.
- **Content should be agreed and signed off** internally prior to seeking broker sign off to avoid things being agreed that we are unable to proceed with.

Dual branded marketing assets – examples

Some recent example of PPA dual branded assets are included below for reference.



Try to visually balance both logo's to have an equal prevalence

The line should be Unum Grey 1 point / or white if using on a dark background

White out badge example from sales 'placemat'



Dual branded assets should be clear as to who is providing the product and the role of the other party (e.g broker/adviser).

The Unum name and logo should be first and have due prominence as creator of the asset and provider of the product.



Typography usage

Our type styles are bold and contemporary. We use Ubuntu for our headlines and subheads and Open Sans for the remaining body copy. Feel free to mix up weights.

PRINT

Headline fonts

Ubuntu Bold
Ubuntu Medium
Ubuntu Regular
Ubuntu Light

Body fonts

Open Sans Light
Open Sans Regular
Open Sans Semi Bold
Open Sans Bold

DIGITAL

Headline fonts

Ubuntu Bold
Ubuntu Medium
Ubuntu Regular
Ubuntu Light

Body fonts

Open Sans Light
Open Sans Regular
Open Sans Semi Bold
Open Sans Bold

MICROSOFT APPLICATIONS (if Open Sans unavailable)

Primary font

Calibre Bold
Calibre Regular
Calibre Light

Secondary font

Arial Bold
Arial Regular

PLEASE NOTE WE DO NOT USE ITALICS

Primary colours

Unum blue is our predominant colour, and should be used in all marketing materials, there are tints and tones for extra depth/button rollovers.

The neutral colours are used as text and backgrounds.

UNUM BLUE	UNUM SLATE	WARM NEUTRAL	COOL NEUTRAL
CMYK: 100, 62, 0, 20 Pantone: 653C, 2945U RGB: 1, 82, 148 Hex: #015294	CMYK: 42, 8, 0, 40 Pantone: 5415C/U RGB: 90, 113, 132 Hex: #5A7184	CMYK: 70, 64, 63, 63, Pantone: 5415C/U RGB: 46, 46, 46 Hex: #2E2E2E	CMYK: 5, 0, 0, 10 Pantone: 5415C/U RGB: 223, 231, 236 Hex: #DFE7EC
Unum Blue D1 CMYK: 100, 77, 32, 17 Pantone: 295U RGB: 0, 68, 112 Hex: #004470	Unum Slate D4 CMYK: 89, 66, 43, 29 Pantone: 2168U RGB: 38, 73, 95 Hex: #26495F	Warm Neutral L3 CMYK: 0, 0, 0, 80 Pantone: To come RGB: 82, 82, 82 Hex: #525252	Cool Neutral D1 CMYK: 50, 37, 27, 1 Pantone: 430U RGB: 137, 147, 164 Hex: 8993A4
Unum Blue L2 CMYK: 53, 25, 3, 0 Pantone: 2170U RGB: 120, 165, 209 Hex: #78A5D1	Unum Slate L1 CMYK: 24, 9, 6, 0 Pantone: 538U RGB: 190, 210, 224 Hex: #AEC7D8	Warm Neutral L2 CMYK: 0, 0, 0, 25 Pantone: To come RGB: 204, 204, 204 Hex: #CCCCCC	Cool Neutral L1 CMYK: 2, 1, 1, 0 Pantone: To come RGB: 246, 248, 250 Hex: #Ff6f8fa

Secondary colours

The remaining Unum palette should be used as accent colours to highlight specific tasks or products. Please use the main colours and the tints and tones to aid digital applications where more colourways are needed.

Product accent colours

-  Critical Illness
-  Dental
-  Income Protection
-  Life
-  Sick Pay
-  Optical

UNUM ORANGE	UNUM GOLD	UNUM LAWN	UNUM KIWI	UNUM SKY	UNUM POOL
CMYK: 6, 47, 99, 0 Pantone: 7408U RGB: 233, 150, 37 Hex: #e99625	CMYK: 2, 21, 90, 0 Pantone: 1235C, 1225U RGB: 250, 200, 50 Hex: #fac832	CMYK: 50, 1, 98, 0 Pantone: 376C, 368U RGB: 140, 195, 66 Hex: #8CC342	CMYK: 29, 4, 100, 0 Pantone: 390C, 389U RGB: 192, 207, 48 Hex: #C0CF30	CMYK: 75, 16, 4, 0 Pantone: 312C/U RGB: 0, 166, 215 Hex: #00A6D7	CMYK: 67, 8, 27, 0 Pantone: 325C 3252U RGB: 71, 180, 188 Hex: #47B4BC
Unum Orange D3 CMYK: 13, 61, 100, 2 Pantone: 124U RGB: 214, 121, 33 Hex: #D67921	There are no tints or tones of Unum Gold.	Unum Lawn D3 CMYK: 89, 33, 100, 26 Pantone: 347U RGB: 10, 106, 54 Hex: #0A6A36	Unum Kiwi D2 CMYK: 51, 24, 100, 4 Pantone: 384U RGB: 137, 157, 59 Hex: #899D3B	Unum Sky D3 CMYK: 80, 30, 5, 0 Pantone: 639U RGB: 0, 144, 199 Hex: #0090C7	Unum Pool D3 CMYK: 80, 21, 33, 1 Pantone: 2234U RGB: 1, 153, 166 Hex: #0199A6
Unum Orange L2 CMYK: 3, 33, 88, 0 Pantone: 7506U RGB: 243, 177, 59 Hex: #F3B13B		Unum Lawn L2 CMYK: 31, 0, 56, 0 Pantone: N/A RGB: 182, 217, 145 Hex: #B6D991	Unum Kiwi L2 CMYK: 20, 0, 73, 0 Pantone: 2289U RGB: 211, 219, 106 Hex: #D3DB6A	Unum Sky L2 CMYK: 35, 4, 4, 0 Pantone: N/A RGB: 161, 211, 234 Hex: #A1D3EA	Unum Pool L2 CMYK: 50, 3, 22, 0 Pantone: To come RGB: 124, 198, 202 Hex: #017F90

Please note more colour tints and tones are available upon request.

Product icons and colour associations

We use these signature icons and associated colours to present our core products. However, you are still free to use these colours elsewhere.

UK products



Income Protection



Critical Illness



Life



Sick Pay Insurance



Dental



Optical



Photography

Our photography is authentic. The image needs to connect with the customer and their circumstances.

Photography needs to show a wide range of diversity, not only with age, gender, race and ability, but work environments and types of people. We want images to communicate that Unum is the right choice for all companies large or small.

Portraits speak directly to the viewer, so don't be afraid to use these where appropriate. But ensure they reflect our key photographic authenticity attributes. Remember - not too many 'young and beautiful' people - use normal, everyday people that are relatable rather than aspirational.

Always consider the tone of the piece of collateral when choosing appropriate photography. We have a library of unique Unum images available, please request them [here](#).

Photography should be appropriate to the message, and as much as possible, highlight the colours in the Unum colour palette.

Stock photography usage should be kept to an absolute minimum and used only when our own photography does not suit. All above the line marketing must use our own photography to enable ownership.



Please [email us](#) for our brand asset toolkit which includes a wide range of unique Unum owned photography >



Please [email us](#) for our brand asset toolkit which includes a wide range of unique Unum owned photography >



Iconography

We use illustration minimally in our brand and only when our objective cannot be achieved using photography, such as infographics, you may create an appropriate icon but please ensure it contains no shape edges. Our icons can be used in the following ways:

Core example iconography



Roundel options

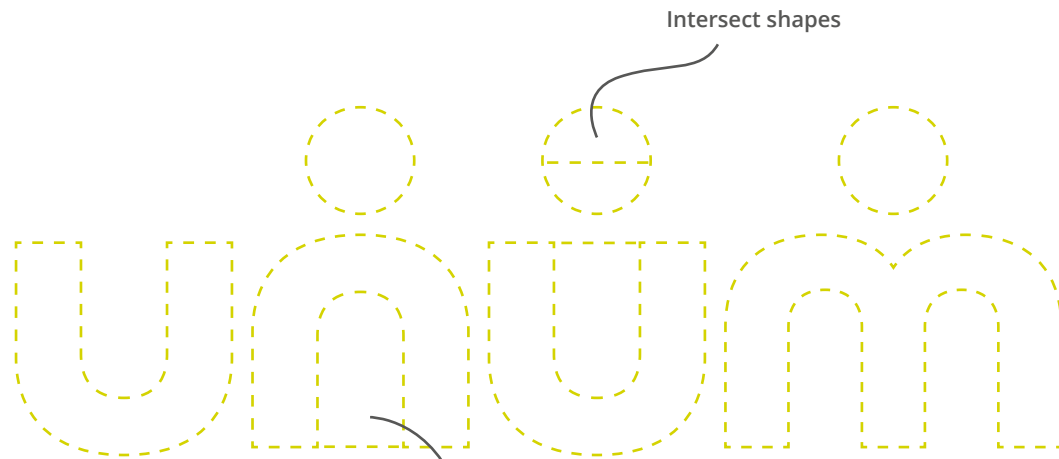


White Iconography



Our brand shapes

Our designs use our core asset shapes to create unique design compositions. We use our 'U', 'n', 'u', 'm' and the ellipse shapes to hold imagery and text. See examples below.



Intersect shapes

Use both positive and negative space



The example above shows how our shapes can be used in a typical layout.

Work examples

These examples show how we combine our brand shapes and typography in our core marketing material.

Life Insurance 'placemat' sales aid

Group Income Protection from Unum

More than just financial peace of mind, our Group Income Protection provides access to a wide range of built-in expertise and support tools for employers and employees alike, while promoting health and wellbeing.

Prevention
Access to experts, tools and resources

Immediate access to Vocational Rehabilitation Consultants (VRCs) who can work with you to provide:

- Support on health, wellbeing and absence concerns
- Guidance via our phone helpline or email

Our regular On Course webinars and online modules provide education and support for HR and line managers on key topics:

- Stress awareness & management
- Cancer in the workplace
- Musculoskeletal conditions & ergonomics
- Sickness absence management
- Fluctuating conditions
- Mental health in the workplace
- Gender, health, work

Our 24/7 live helpline, Movement matters and Adapting to change sessions have been designed specifically for employees and can be delivered to people or via an online webinar.

Click today to find out more or book the On Course modules available.

Over 13,000 people attended a workshop or webinar in 2021

Intervention
A dedicated team providing rehab support

Rehab support should be accessed as soon as possible, to support employees who may be struggling at work or are absent from work with ill health or injury. Our VRCs can partner with you and your employees to:

- Understand your needs as an employer
- Listen with you and the employee to establish return to work goals and plans
- Provide support to managers

Click today for full details of our vocational rehabilitation services, including specialist assessments.

Our **intensive listening** can guide you through our end-to-end absence support.

It's easy to get in touch
Call us 01306 646 001
For more details or to discuss.
Or email rehab@unum.co.uk

Protection
Claims Management Service

We know that every employer and employee is unique, so we work closely with businesses to develop a tailored plan to meet specific needs:

- Continuity via dedicated Claims Management Specialists from start to finish
- Regular communication and updates with both employer and employee
- Consistent approach with clear and honest claims decisions

Knowledge and experience from our extensive and dedicated in-house resource:

- 54 Claims Assessors
- 23 Vocational Rehabilitation Consultants & Nurses
- 4 Doctors

Accurate as of 2020/21

Mental Health Pathway
Mental health issues are a leading cause of absence. 65% of individuals who used Unum's Rehabilitation services returned to work or had their case resolved in 2021

unum

Unum Optical poster

unum DENTAL

RUR EYES HAPPY & HEALTHY?

AN EYE EXAM IS ABOUT MORE THAN JUST GLASSES OR A CHANGE OF PRESCRIPTION. DURING AN EYE HEALTH CHECK, AN OPTICIAN CAN SPOT MANY GENERAL HEALTH PROBLEMS AND EYE CONDITIONS*

Optical cover from Unum Dental can help make costly and essential optical expenses more affordable for you and your family (if insured) helping you to maintain good eye health.

Cover levels, annual limits and exclusions apply. Please refer to a benefit schedule for full details.

unum.co.uk

To find out more visit your employer's benefits site before your benefit window closes on

Case study

Employer case study

Ensuring mental health in the workplace
Skipton Building Society

Ensuring employees' mental health takes more than just a once and done, tick box exercise. Embedding a culture of wellbeing takes considerable time and investment, along with a commitment to providing a suite of support tools that are appropriate, accessible and sustainable. Here's how one organisation enhanced and complemented their existing wellbeing offering to provide their people with a comprehensive mental health strategy.

Promotional pieces

unum

Group Critical Illness From Unum

A serious illness such as cancer, heart attack or stroke can happen to anyone at any age, causing real distress to the person affected and their family or dependents. Our Critical Illness cover allows you to protect your people and their loved ones from the potential financial consequences of a critical illness by providing a tax-free lump sum.

Our Care or Payout is available to insured employees providing quick and easy access to support - at diagnosis, through treatments, after treatments and end of life, whenever it is needed.

Group Critical illness cover

Pays a tax-free lump sum directly to an employee should they then (spouse or partner if named) or child, suffer any of a list of defined medical conditions or surgical procedures and survive for 14 days.

The lump sum can be used however an employee wants to. For example, they could fund private health insurance, make adaptations to their home, take time off to care for a loved one, or take a well-deserved holiday once their treatment is finished.

The average claim for Critical Illness is £75,274 and the main causes for claim were cancer 49% and heart attack 39%

unum

Cancer in the Workplace workshops

Unum are continuing their long term partnership with Maggie's Cancer Charity to bring you a series of workshops and webinars which provide expert guidance for HR Professionals and Line Managers to help them support employees affected by cancer.

There is an ever increasing need to provide expert support and guidance to managers and employees affected by cancer. There were an estimated 3.5 million people living with cancer in the UK in 2015, predicted to rise to 4 million by 2020.

The number of people living with cancer in the UK in 2015 had increased by almost half a million people in the previous five years.

One in two people will develop cancer at some point in their lives, according to the most accurate forecasts to date from Cancer Research UK.

1 in 3 people living with cancer experience loss of income as a result of their diagnosis

Delivered by a Maggie's cancer expert and a Unum Vocational Rehabilitation Consultant, our workshops will cover:

- The emotional, physical and psychological needs of employees with cancer
- How to approach situations with knowledge, empathy and understanding by providing insights and management strategies
- Creating the right framework to support and manage employees with cancer

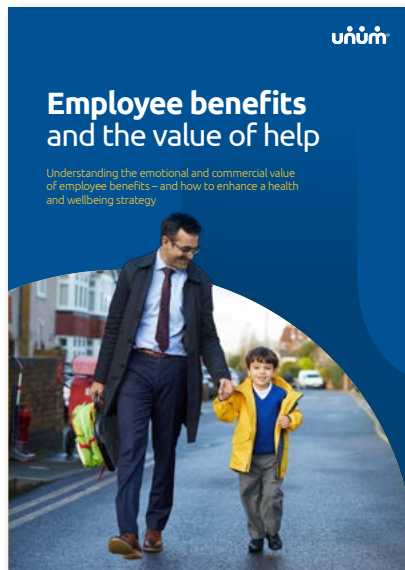
Our workshops and webinars will give you the tools and insights to help you support people with cancer in the workplace

* Modified from Cancer Research UK 2015
* Based on data from the Cancer Research UK website published October 2015. 1 in 3 people living with cancer experience loss of income as a result of their diagnosis. Source: Cancer Research UK 2015

Work examples

These examples show how we push our guidelines to ensure creativity in all applications.

Value of help brochure



Group Life Insurance interactive welcome pack



Roll banner

Infographics

Infographics should utilise our brand and use our library of icons in a fun, typographical way as shown below.

Mindful infographic



Missed appointments infographic

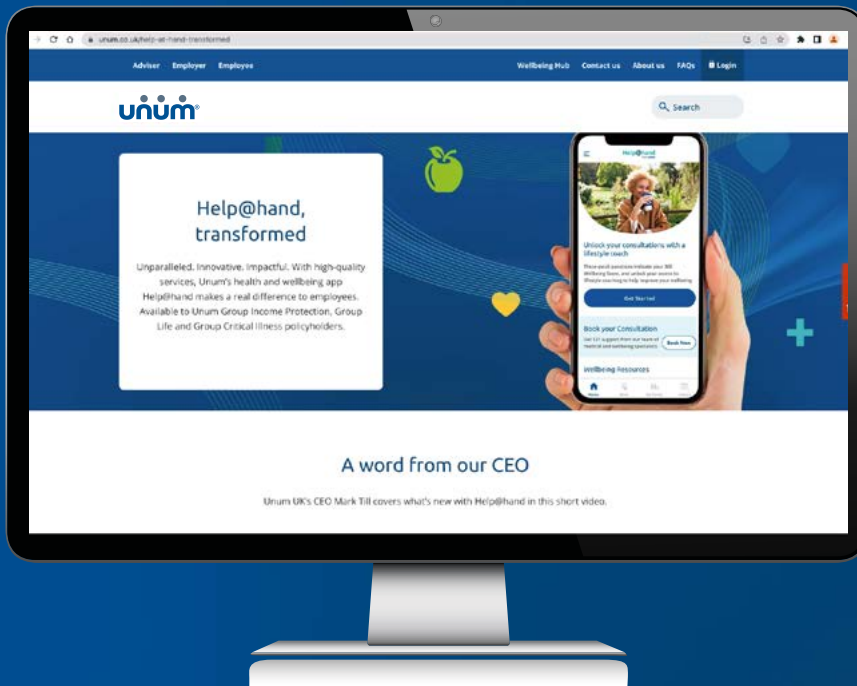


Services: Help@hand

These examples show how we communicate our added benefit Help@hand. The full guidelines can be found [here](#).

Help@hand[®]
from unum

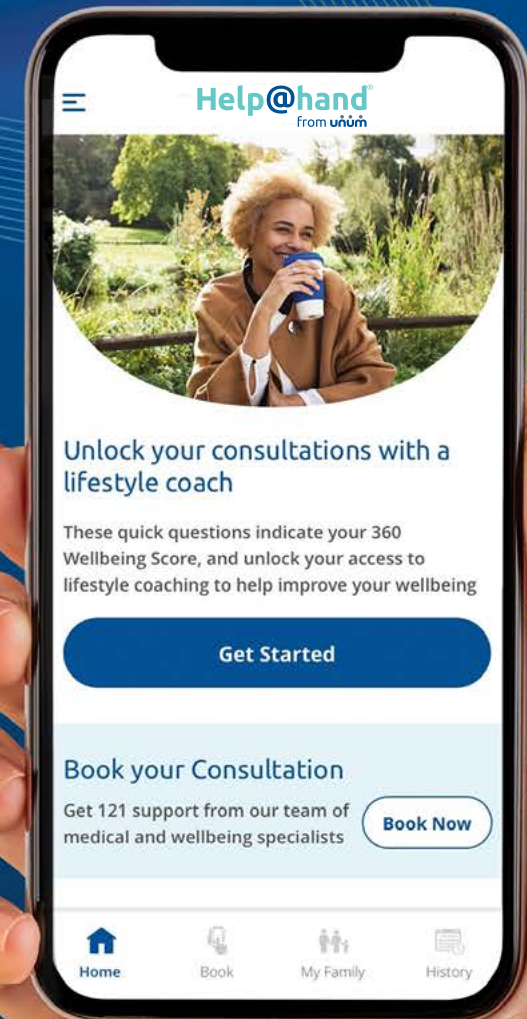
Website



Online banner



Application screen

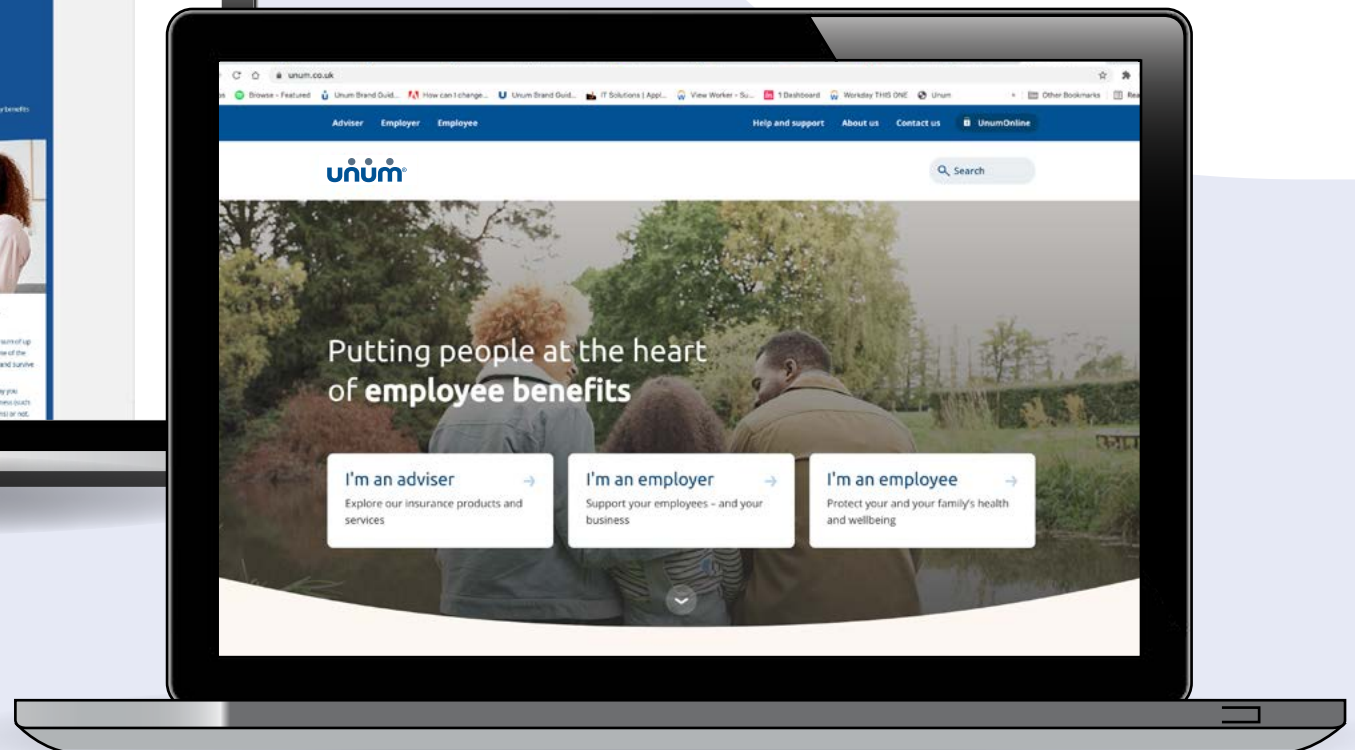


Digital

These examples show a very basic outline of some of our digital communications.



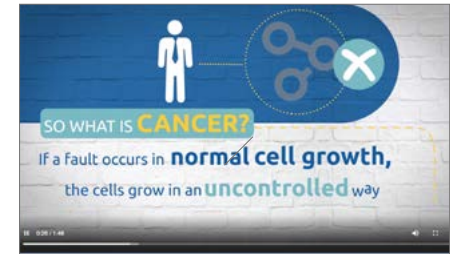
Pardot email



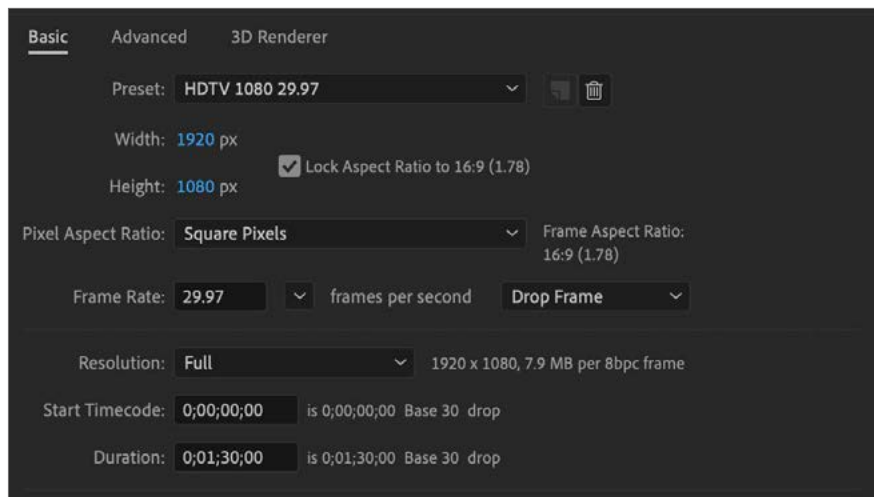
Unum.co.uk

Animation

All animations should be produced within the HDTV 1080 29.97 preset found in AfterEffects (AE). This ensures HD quality, frame rates set to 29.97 and a locked aspect ratio of 16:9. If you find yourself editing in other software besides AE, please follow the below settings for your composition. Animations should always start with the pre-rendered Unum intro and close with Unum outro, you can request [here](#) >.



View our [YouTube channel](#) for examples



Our Unum sting



For any questions on our brand guidelines or to request a brand toolkit, please contact:

Stuart Flint, Senior Brand & Strategic Communications Manager

Email: stuart.flint@unum.co.uk