PRIMERICA®

The Primerica brand is important to all of us. Our identity is intended to represent our company's unique bond between the field, our clients and our company. It unifies the organization visually and assists in building brand recognition and equity. It also provides a framework for consistent and uniform presentation to our representatives, clients and business partners. But, brands aren't built with logos and colors alone. They are built with reputation, trust and a dedication to doing what's right.

We are proud of our history of doing what's right for families. It's this philosophy that will make Primerica one of the world's great brands.

Please join me in working with our branding team to ensure that the Primerica's story is always told well.

Glenn Williams
Primerica CEO

The trademarks and other proprietary indicia (trade names, logos, symbols, brand names, etc.) ("Marks") are the intellectual property of Primerica, Inc. These Marks may not be used except with the written authorization by Primerica.

Active Primerica independent contractor representatives ("Representatives") are authorized by contract to use these Marks in their Primerica businesses, but always in accordance with this Guide and other applicable requirements, including the Advertising Handbook.

Alteration of the Marks or use of Marks without written authorization violates the legal rights of Primerica and will not be permitted.

Our mission and values

The mission of Primerica is to help families earn more income and become properly protected, debt free and financially independent.

Primerica's clients are Main Street families. Our products and services are tailored to meet the needs of this demographic – the people who need us most.

With approximately 5 million lives insured through our life companies, we represent hope to families and help them realize that, by buying term life insurance and investing the difference, they can create a better future.

Our brand and what we stand for

The Primerica brand is simple: We represent hope, family, teamwork and the opportunity to live life on your own terms.

Our programs, products and marketing should reflect that image at every turn. In all communications with clients, representatives and business partners, these ideals should be at the forefront.

Visual Elements

Logo
The Primerica logo is the primary brand identity for the company. Our company benefits from a widely recognized Primerica brand, and adhering to these guidelines will help keep us from diminishing that equity.

Color
The colors carefully chosen to represent our company are Primerica Blue, Primerica Red, black and white.

Typography
Our primary typeface fonts are Interstate or Adobe Garamond.

Details about our visual element rules are available further within this guide.

The Primerica Logo can be acquired from the Logos/Graphics section in the Download Center on Primerica Online.
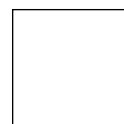
PRIMERICA®

Primerica Logo

Primerica Blue

Primerica Red

Black

White

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Interstate Font

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&
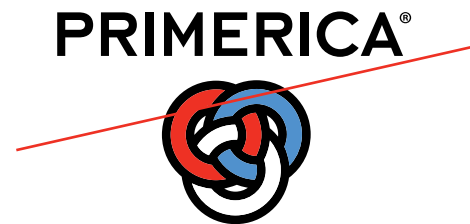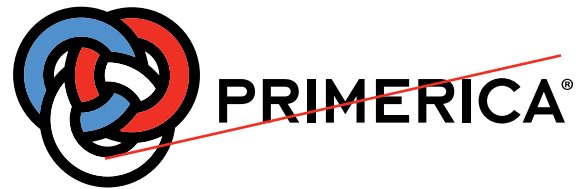
Adobe Garamond Font

Logo: Incorrect Uses

Incorrect uses of the logo are illustrated here.

Do not alter colors of any part of the logo.

Do not alter the scale of any element of the logo.

Do not alter the position of any element of the logo.

Do not use substituted text for any part of the logo.

Color

Color is one of the key elements used to aid brand recognition. Our color palette represents our brand personality and has been carefully selected to differentiate us from our competitors.

Core Colors
Primerica Blue and Primerica Red are the core colors of our color palette. These are the colors of the logo. Black and White are also an important part of the core color system.

Secondary Colors
Secondary colors may be used to extend and complement the core colors.

Color Matching
Use the color formulas to the right for the following applications.

PMS - Use the PANTONE® colors when reproducing in spot color.

CMYK - Use these values when printing in full color process.

RGB - Use these values when reproducing the logo for the web.

Primerica Blue
PANTONE 279
CMYK: 70 / 35 / 0 / 0
RGB: 51 / 153 / 255

Primerica Red
PANTONE 485
CMYK: 0 / 100 / 100 / 0
RGB: 255 / 0 / 0

Black

White

Primerica Core Colors

Primerica Light Gray
PANTONE Warm Gray 2
CMYK: 15 / 10 / 15 / 0
RGB: 204 / 204 / 204

Primerica Dark Gray
PANTONE Warm Gray 9
CMYK: 60 / 50 / 50 / 0
RGB: 102 / 102 / 102

Primerica Light Blue
PANTONE Pantone 283
CMYK: 40 / 10 / 0 / 0
RGB: 153 / 204 / 255

Primerica Navy Blue
PANTONE 288
CMYK: 100 / 85 / 10 / 25
RGB: 0 / 0 / 102

Primerica Secondary Colors

Typography: Print

Typography is also a key element of the identity system. Using approved Primerica typefaces presents a unified look for all our designs.

Interstate and Adobe Garamond are the approved Primerica typefaces. They blend the modern and the classic for a unique typographic voice. Use these typefaces in all communications.

Use color, size and weight to create an information hierarchy.

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Interstate Light

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Interstate Regular

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Interstate Bold

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Adobe Garamond Regular

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Adobe Garamond Bold

Typography: Mobile & Web

Open Sans and Rockwell are the approved typefaces for Primerica mobile and web applications. They blend the modern and the classic for a unique typographic voice. Open Sans is a modern font with a variety of weights that can be implemented as a web friendly font.

Use color, size and weight to create an information hierarchy.

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Open Sans Regular

**ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&**

Open Sans Bold

*ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&*

Open Sans Italic

***ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&***

Open Sans Bold Italic

ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
0123456789 #$%&

Rockwell Regular

Stationery: Overview

The Primerica stationery system is one of our most widely used communication tools.

These guidelines serve as a visual overview for letterhead, business cards and envelopes.

You can order approved Primerica stationery for your line of business from the Company Store on Primerica Online.
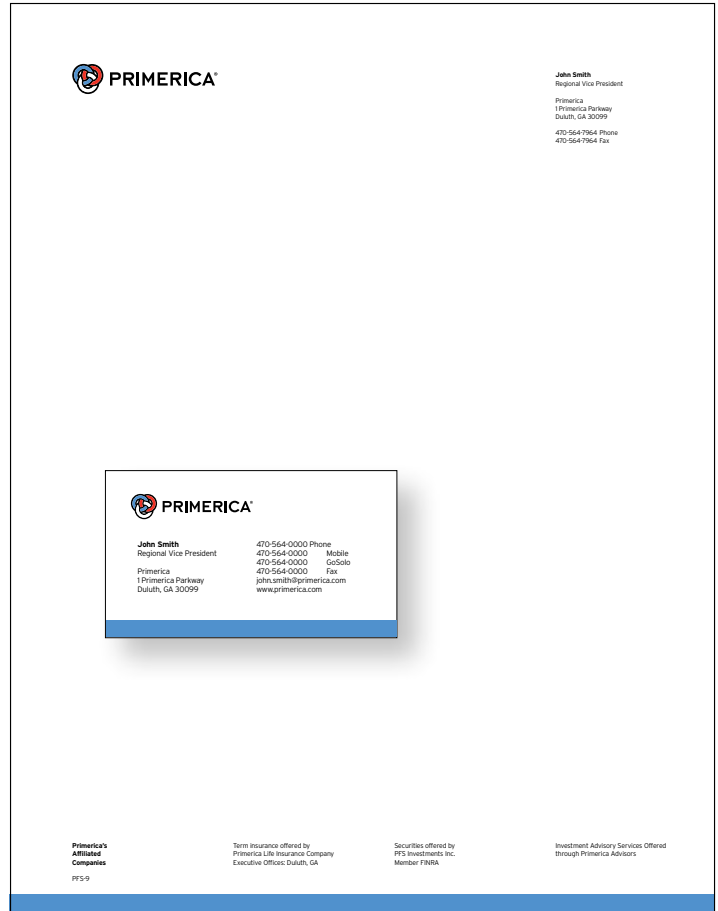
Stationery: Key Elements

The stationery key elements have been designed
to work together to support the Primerica Brand.

The key elements are:

Logo
The Primerica logo should appear on all
stationery.

Core Colors
Stationery utilizes the core colors: Primerica
Blue, Primerica Red, and black

Typography
Interstate should be used for all stationery.
Use only weights and styles shown here.

All body copy should be black to ensure legibility.

Use Arial and Georgia typefaces for word
processing documents and for html text online.

PRIMERICA®

Primerica Blue
PANTONE 279

Primerica Red
PANTONE 485

Black
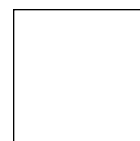
White

ABCDE abcde 123 #
Interstate Light

ABCDE abcde 123 #
Interstate Bold

Stationery: Business Cards

Business cards represent our business on a multitude of levels. They impact clients, partners, and representatives. Consistent production of cards supports our unified image.
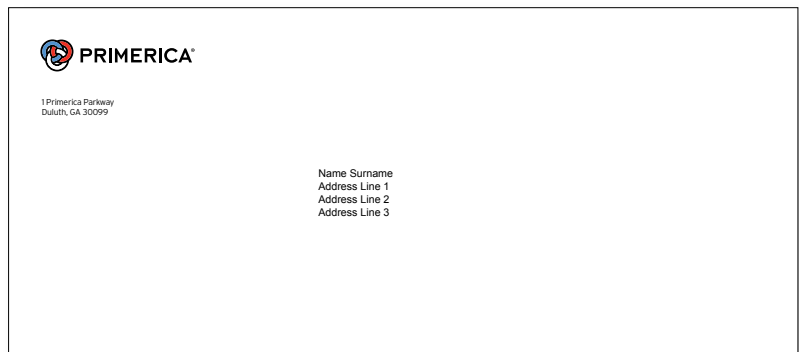
Size
3.5″ wide X 2″ high

Colors
Primerica Logo:
PANTONE 279
PANTONE 485
Black

Text:
Black

PRIMERICA®

John Smith	470-564-0000 Phone
Regional Vice President	470-564-0000 Mobile
	470-564-0000 GoSolo
Primerica	470-564-0000 Fax
1 Primerica Parkway	john.smith@primerica.com
Duluth, GA 30099	www.primerica.com

Front

John Smith
An independent representative of Primerica

Representing:
Primerica Life Insurance Company
Executive Offices: Duluth, GA

Primerica and PFS Investments Inc. are affiliated companies.

A Registered Representative of PFS Investments Inc.

Securities offered by:
PFS Investments Inc.
Member of FINRA
Home Office:
1 Primerica Parkway
Duluth, GA 30099
(470) 381-1000

An Investment Advisor Representative
Advisory services offered through
Primerica Advisors

Back example with multiple licenses

Stationery: Letterhead

Letterhead is available for representatives licensed in various Primerica lines of business.

Size
8.5″ wide X 11″ high

Colors
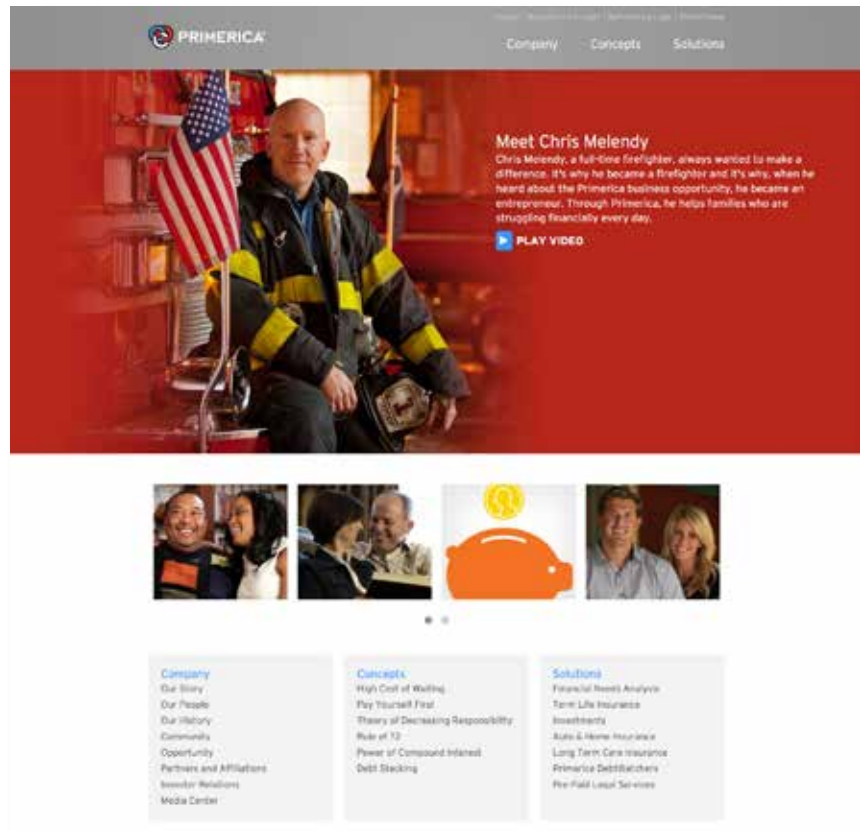Primerica Logo:
PANTONE 279
PANTONE 485
Black
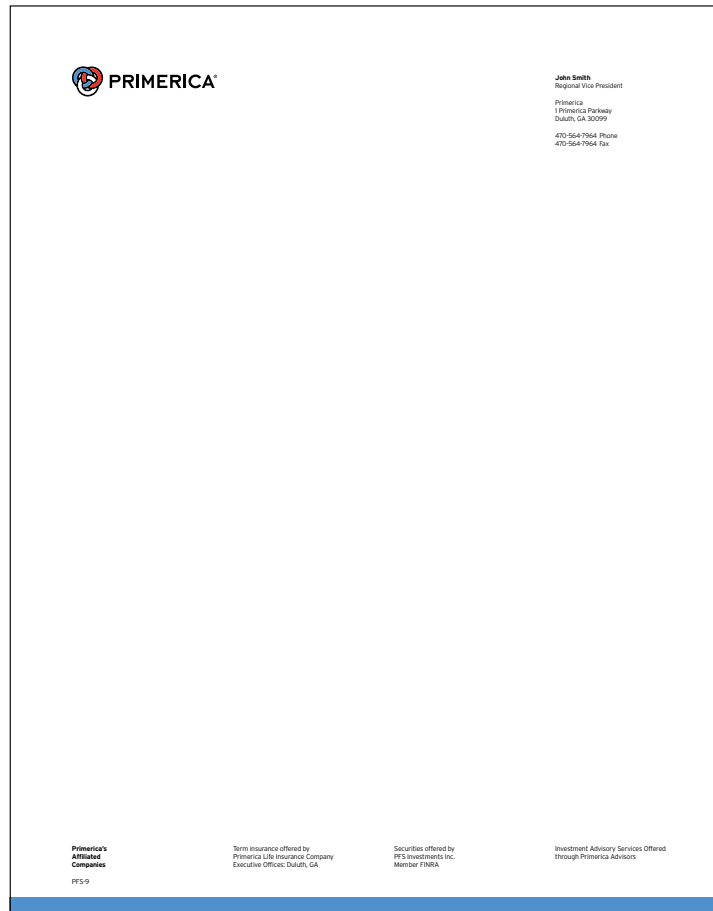
Text:
Black

Primerica representative letterhead

Stationery: Envelopes

Size
U.S. #10 9.5″ wide X 4.125″ high

Colors
Primerica Logo:
PANTONE 279
PANTONE 485
Black

Text:
Black

PRIMERICA®

1 Primerica Parkway
Duluth, GA 30099

Name Surname
Address Line 1
Address Line 2
Address Line 3

Primerica

Print

The Primerica Communications Department creates quality print materials that can be obtained from the Company Store.

Print materials are based on the key elements of the branding system, including color, secondary colors, typography, logos and imagery.

The Opportunity

PRIMERICA

ABCDE abcde 12345
ABCDE abcde 12345
ABCDE abcde 12345

ABCDE abcde 12345
ABCDEFGHIJKLMNOP
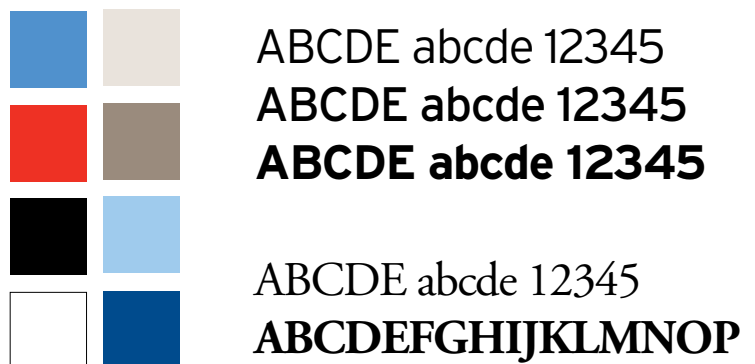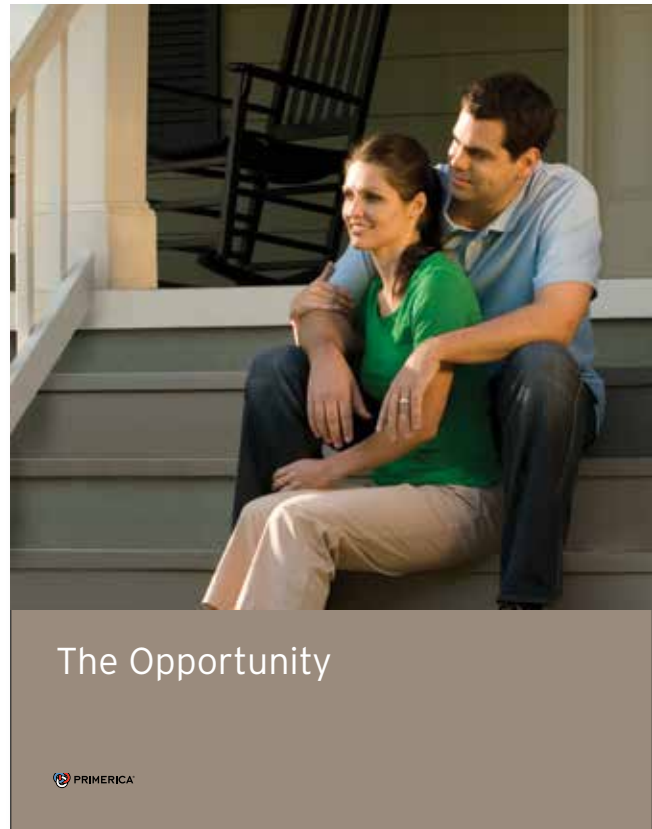
PRIMERICA®

Mobile & Web Overview

The Internet is more than a means to do business. It is, for many, a core component of the business. To be sure that we are competitive in the marketplace, Primerica has established a prominent presence on the World Wide Web. It's vital, however, that we maintain a professional, consistent appearance as we navigate and participate in Internet marketing. The following guidelines will help you do just that.

Web Page Example

Headlines	Open Sans	2.25 em	3399FF		
Subheads	Open Sans	2 em	666666		
Body Text	Open Sans	1 em	000000		
Header & Footer	Open Sans	.8 em	CCCCCC		
Top Navigation	Open Sans	1.25 em	FFFFFF		
Sub Navigation	Open Sans	1.125 em	000000		Rollover 3399FF
Callouts	Rockwell	1.2 em	FF9900		
Links	Open Sans	--	000066		
Rules	--	1 px	CCCCCC		

Mobile Example

Headlines	Open Sans	2 em	000000	
Subheads	Open Sans	1.6 em	666666	
Section Header	Open Sans	1.6 em	3399FF	
Body Text	Open Sans	1 em	000000	
Small Text	Open Sans	.7 em	666666	
Highlights	--	--	F36E21	
Accents	--	--	FB0404	

UI Elements

Iconography

Buttons

Default	Default	Default	Default		Large
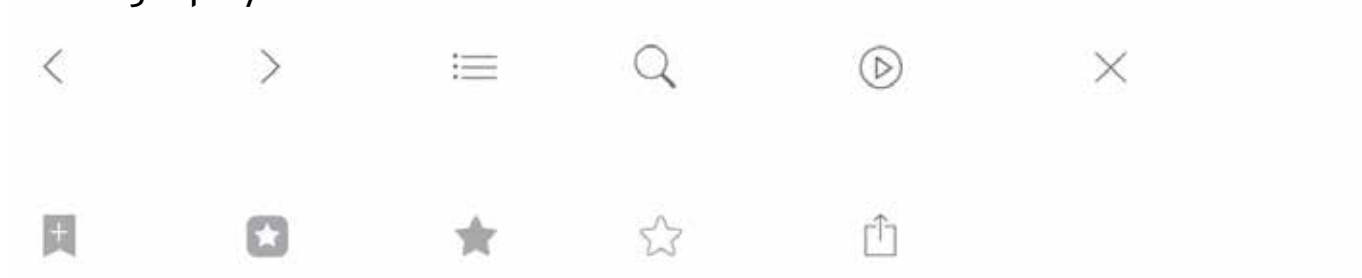
Hex# adadad
RGB 173 173 173

Hex# 3399ff
RGB 51 153 255

Hex# 3399ff
RGB 51 153 255

Hex# ff9900
RGB 255 153 0

179 x 54px

Pressed	Pressed	Pressed	Pressed		Small

Hex# 666666

Hex# 0265c7

Hex# b21f24

Hex# d48207

102 x 42px

Forms

Search

The FontAwesome library (http://fontawesome.io) is an approved web icon font library for conventional icons that are recoginzable. Such is the case in the iconography example above. Try to use the icons in most cases if applicable.

Logo Items

When printing or embroidering merchandise or apparel, colors may be coordinated with the color of the material on which the logo is applied. Do not alter the logo in any way.
The easiest way to avoid these issues is to order your custom or standard merchandise from PrimericaStore.com.

Signage

Signage
Any questions regarding signage should be referred to Primerica's Marketing Advisory by emailing –
us_marketingadvisory@primerica.com.

Contact

For inquiries about logos, colors or typography,
contact:

470-564-7900

oneteamonedream@primerica.com