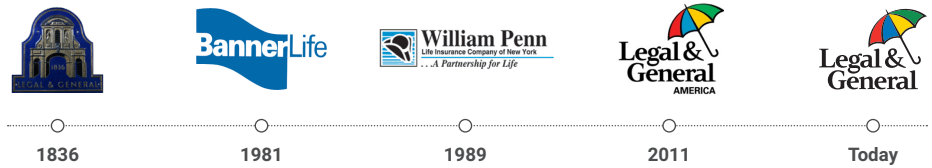


Quick Reference Brand Guide

The purpose of this document is to provide a quick reference guide for our Legal & General America brand. These tools and tactics illustrate how we talk about our brand and will help ensure consistent standards.

Who we are

Our parent company, Legal & General Group was established in London in 1836. After years of success in the UK, Legal & General Group expanded its reach to the US by purchasing Banner Life Insurance and, subsequently, William Penn Life Insurance of New York. In 2011, we consolidated our US identities into one unified brand: Legal & General America. Banner Life and William Penn operate as the twin engines of the Legal & General America machine, and continue to administer and deliver the highest level of products and customer service.



How to talk about Legal & General America

While our parent company is recognized globally as Legal & General, we use the name Legal & General America when referencing our US insurance division. In some cases, you may need to mention our sub-brands. This chart will help you determine when, where and how to communicate our brand.



Tone of Voice

Our tone of voice conveys our bright, calm and real personality. We're striving to unify our brand under one clear, simple voice that embodies the brand personality across all channels.

<p>Bright Being bright is about having fresh, relevant ideas and a positive, optimistic outlook.</p>	<p>Calm We keep it simple and concise, with a quiet confidence that lets the facts speak for themselves.</p>	<p>Real Even though we do amazing things for people, we're not boastful. We're down-to-earth. We sound like our customers. We're real.</p>
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How to answer a common question

Are you Banner Life, are you William Penn, or are you Legal & General America?

We're all three. In 2011, the three companies united under the Legal & General America umbrella. Banner Life and William Penn are part of Legal & General America — and Legal & General America is the one big name we all go by.

Logos



Primary logo: Our umbrella logo is our most distinctive asset. Wherever possible, we use our full-color logo.



Sub-brand logo: Our sub-brand logo can be used in situations where additional clarifications around our sub-brands are needed. For example:

- Direct mail to consumers
- Email signature logo to BGAs/agents or customers
- Online quoting platforms
- Application websites
- Distribution partner websites

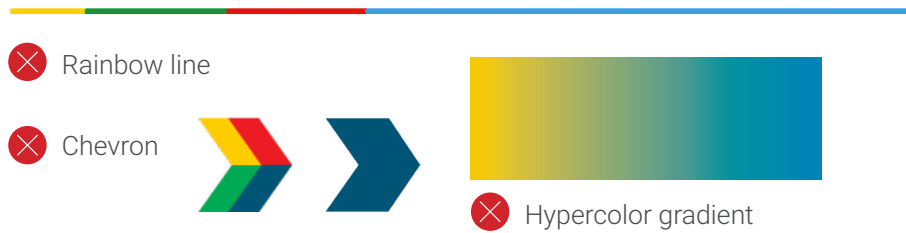
Core colors

Color is an integral part of our identity and tool kit. We're a bright and colorful brand, and we don't shy away from it. Our pallet represents our core colors, drawn from our umbrella. To ensure consistency, please use the CMYK references for print, and RGB references for digital.



Going, going, gone

As we've grown as a brand and finessed our color palette, logos, and brand assets, we've said goodbye to a few familiar friends. As we move forward, we've discontinued the use of the following assets.



Looking for more?

Legal & General America has a wealth of icons, images and templates at your disposal.

Reach out to Megan Morris at memorris@lgamerica.com for more info.