Brand logo & Colour

Usage Charter

pnb MetLife
LIFE INSURANCE

25 YEARS
of building a confident future

Always Ready For Life

Logo System

ANATOMY

Our logo consists of three elements—the PNB logo, the MetLife wordmark and the brand descriptor. The three should always be used together as a unified identity.

The primary horizontal logo is the preferred version for most brand applications and communications.



LOGO COLOUR SPECIFICATIONS

Consistent color reproduction is essential to maintaining a strong and recognizable brand identity across all mediums.





Pantone 201c
C: 10 M: 100 Y: 60 K: 30
R: 165 G: 15 B: 54
HEX: #A50F36



Pantone 7548c
C: 0 M: 25 Y: 100 K: 0
R: 255 G: 198 B: 0
HEX: #FFC600



Pantone 201c
C: 100 M: 74 Y: 42 K: 37
R: 0 G: 54 B: 82
HEX: #003652

REVERSED AND MONOCHROME

Outlined here are the guidelines for usage of logo across various background.

Please refer to the examples of the reversed and monochrome versions for placement on colored or dark backgrounds. The use of patches or bands as a base to enhance the logo's appearance should be avoided.

Versions

Primary logo



Reverse logo



Single colour logo



Other colour versions



CLEAR SPACE & MINIMUM SIZE

The minimum clear space guidelines help maintain the legibility and impact of the logo by keeping it free from competing visual elements such as text and supporting graphics. This designated area should always be treated as the minimum safe distance around the logo.





The logo clearspace measurement is the size of the box around the PNB logo.
This will proportionately increase or decrease based on where it is being applied.



LOGO PLACEMENT

Alignment

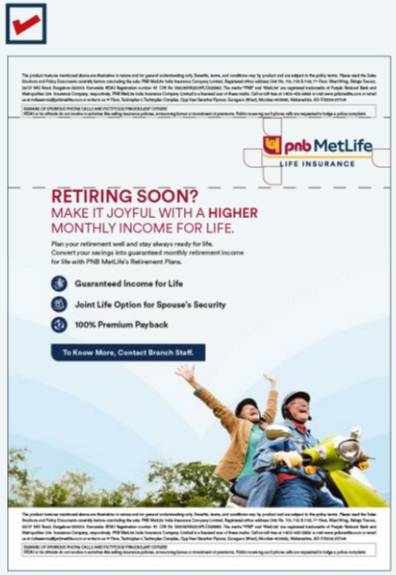
The logo should always follow the prescribed alignment to maintain visual consistency, balance and a cohesive brand presence.

Layout positioning

Use approved positioning guidelines to ensure consistent logo placement across different formats and touchpoints.



Do’s





Don’ts

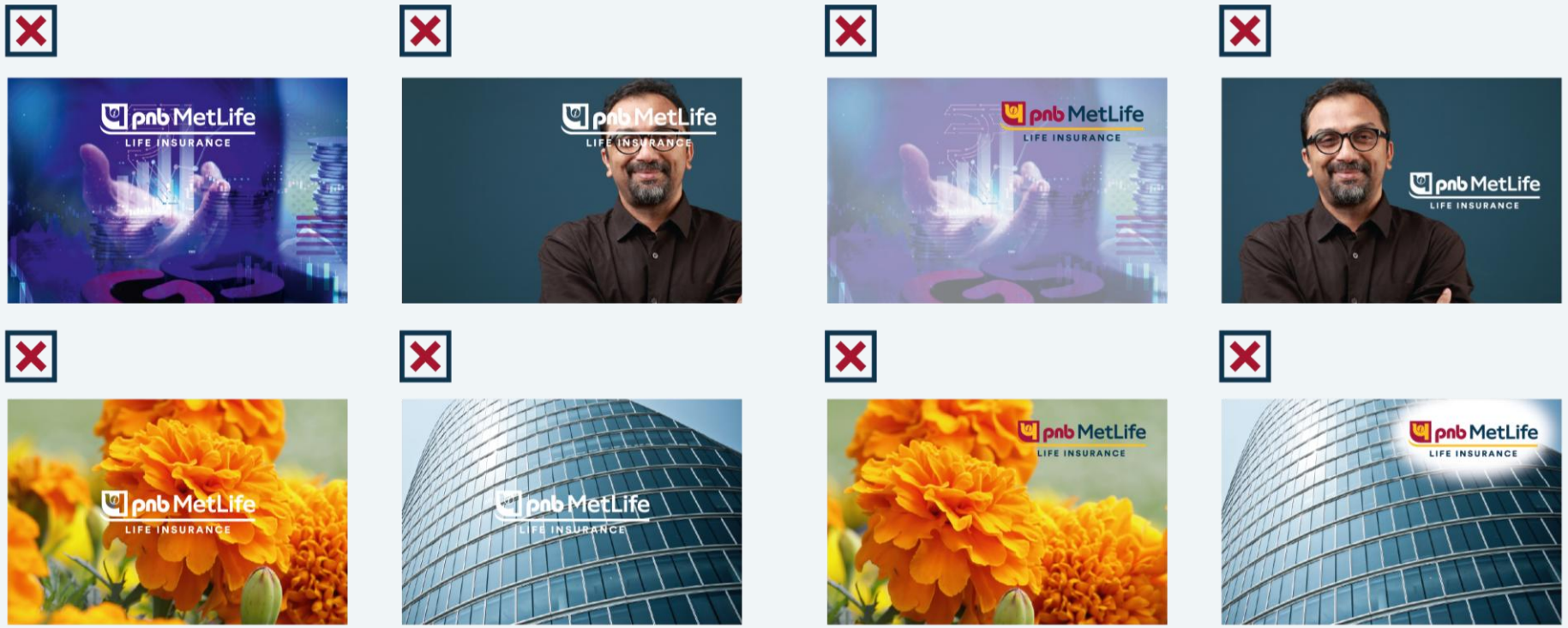
Don’t use the incorrect clear space rules or place the logo outside the page margins.



DON'TS

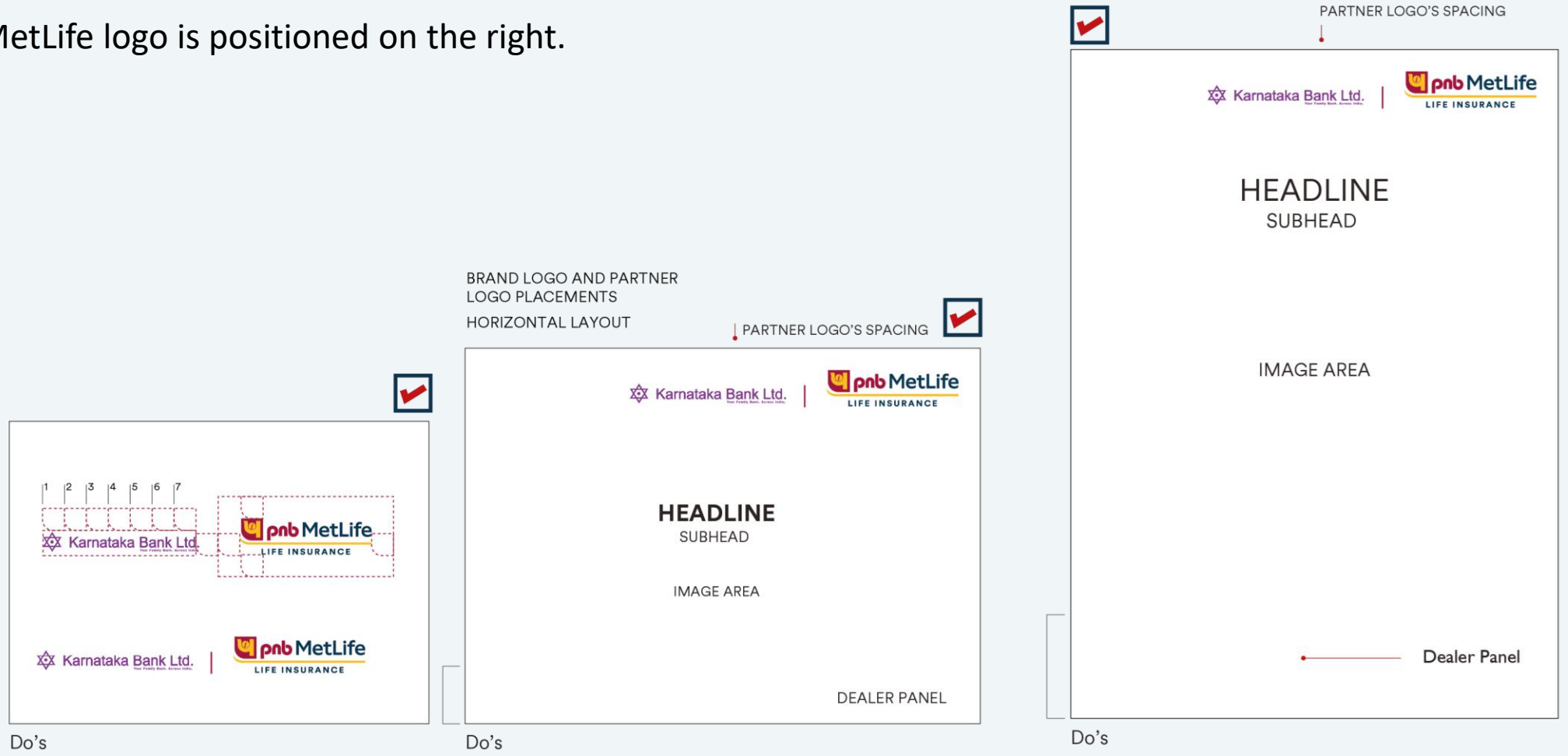
The logo will always be placed on an uncluttered background.

Don't position the logo over key subject matter in a photograph or break the minimum clear space rules.



COBRANDING

In co-branded communications, partner logos should appear on the left while the PNB MetLife logo is positioned on the right.



DO'S & DONT'S

There may be several instances where the logo is used incorrectly. The following examples highlight some of the most common misuses of the logo. To ensure all applications remain consistent and on-brand, please ensure none of the following practices are used in your designs.



Don't distort, warp or rotate the logo. Don't change or alter the supplied artwork in any way.



Don't change or alter the logo, such as changing the colours or moving the elements separately.



Don't change the colour or any character of the logo.



Don't use logo versions that doesn't stand out on dark and light backgrounds.



Don't use shadow behind the logo.



Don't rotate the logo in any scenario.

Color System

COLOR PHILOSOPHY

Our color system reflects a brand identity that is modern, optimistic and trustworthy.

The thoughtful balance of primary, neutral and secondary colors helps maintain consistency while allowing flexibility across brand communications.

Emotional role

The palette is designed to evoke confidence, warmth and positivity, creating a fresh and approachable brand experience.

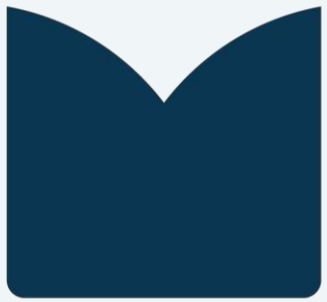
Brand alignment

Each color has been carefully chosen to align with the brand's values and maintain a cohesive visual identity across every touchpoint.

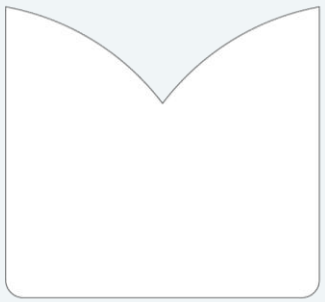
PRIMARY PALETTE

Color is a key expression of our brand identity. Blue, Green, Pantone & White are our core brand colors and should lead all communications.

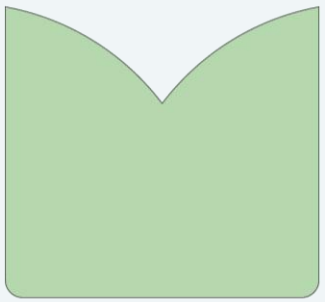
When used together in balanced proportions and supported by ample white space, they create a visual language that feels modern, fresh and confident.



Blue 950
C: 92 M: 60 Y: 38 K: 50
R: 13 G: 52 B: 76
HEX: #003652



White
C: 0 M: 0 Y: 0 K:0
R: 255 G: 255 B: 255
HEX: #FFFFFF



Green 400
C: 35 M: 0 Y: 40 K: 0
R: 143 G: 245 B: 177
HEX: #8FF5B1

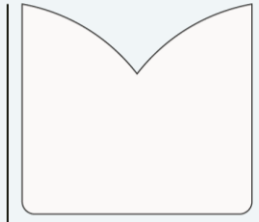
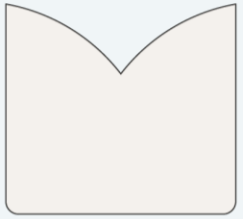
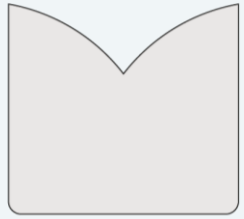
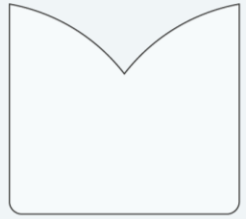
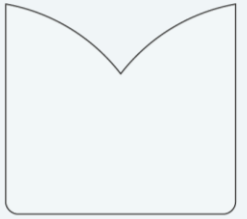


Pantone 201c
C: 10 M: 100 Y: 60 K: 30
R: 165 G: 15 B: 54
HEX: #A50F36

NEUTRAL PALETTE

Our neutral tones are designed to complement and support the primary palette.

These tones help create balance and are best suited for applications where softer or tonal visuals are required.

				
Warm Gray 100 #FBFAF8	**Warm Gray 100** #F5F2ED	**Warm Gray 300** #EAE7E1	**Teal 100** #F1FFFE	**Blue 100** #EFFBFF
C: 2 M: 2 Y: 3 K: 0	C: 5 M: 5 Y: 7 K: 0	C: 10 M: 8 Y: 10 K: 0	C: 5 M: 0 Y: 2 K: 0	C: 7 M: 1 Y: 3 K: 0
R: 251 G: 250 B: 248	R: 245 G: 242 B: 237	R: 234 G: 231 B: 225	R: 241 G: 255 B: 254	R: 239 G: 251 B: 255

SECONDARY PALETTE

The secondary palette brings vibrancy and energy to our visual system. These colors should be used selectively to enhance and support the primary and neutral palettes without overpowering the overall brand expression.



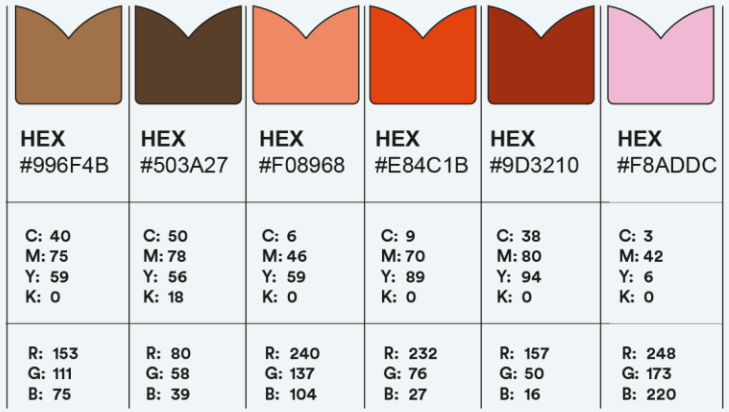
Teal 950 #003652	Teal 500 #64D1CE	Teal 200 #D1FAF9	Blue 500 #61C2E5	Blue 200 #CBF1FF	HEX #FAF8DF	HEX #A7C2F8	HEX #F9B243	HEX #96BE59	HEX #5D6BC1	HEX #4F3102	HEX #36271A	HEX #4E1908	HEX #374073	HEX #3B4B23	HEX #1C2039	HEX #03102A
C: 90 M: 45 Y: 50 K: 45	C: 55 M: 0 Y: 25 K: 0	C: 15 M: 0 Y: 6 K: 0	C: 65 M: 0 Y: 10 K: 0	C: 22 M: 0 Y: 3 K: 0	C: 2 M: 3 Y: 12 K: 0	C: 35 M: 22 Y: 1 K: 0	C: 2 M: 40 Y: 62 K: 0	C: 41 M: 29 Y: 70 K: 0	C: 64 M: 55 Y: 16 K: 0	C: 50 M: 81 Y: 67 K: 19	C: 41 M: 62 Y: 44 K: 38	C: 50 M: 70 Y: 77 K: 20	C: 75 M: 68 Y: 36 K: 3	C: 55 M: 56 Y: 70 K: 22	C: 54 M: 50 Y: 28 K: 35	C: 50 M: 41 Y: 9 K: 49
R: 1 G: 68 B: 76	R: 100 G: 209 B: 206	R: 209 G: 250 B: 249	R: 97 G: 194 B: 229	R: 203 G: 241 B: 255	R: 250 G: 248 B: 223	R: 167 G: 194 B: 248	R: 55 G: 178 B: 67	R: 150 G: 190 B: 89	R: 93 G: 107 B: 193	R: 79 G: 49 B: 2	R: 54 G: 39 B: 26	R: 78 G: 25 B: 8	R: 55 G: 64 B: 115	R: 59 G: 75 B: 35	R: 28 G: 32 B: 57	R: 3 G: 16 B: 42

TERTIARY PALETTE

In instances where additional colors are required beyond the primary and secondary palettes,

the tertiary palette may be used to introduce greater visual flexibility and variety.

Tertiary colour palette



HEX	HEX	HEX	HEX	HEX	HEX
#996F4B	#503A27	#F08968	#E84C1B	#9D3210	#F8ADDC
C: 40 M: 75 Y: 59 K: 0	C: 50 M: 78 Y: 56 K: 18	C: 6 M: 46 Y: 59 K: 0	C: 9 M: 70 Y: 89 K: 0	C: 38 M: 80 Y: 94 K: 0	C: 3 M: 42 Y: 6 K: 0
R: 153 G: 111 B: 75	R: 80 G: 58 B: 39	R: 240 G: 137 B: 104	R: 232 G: 76 B: 27	R: 157 G: 50 B: 16	R: 248 G: 173 B: 220

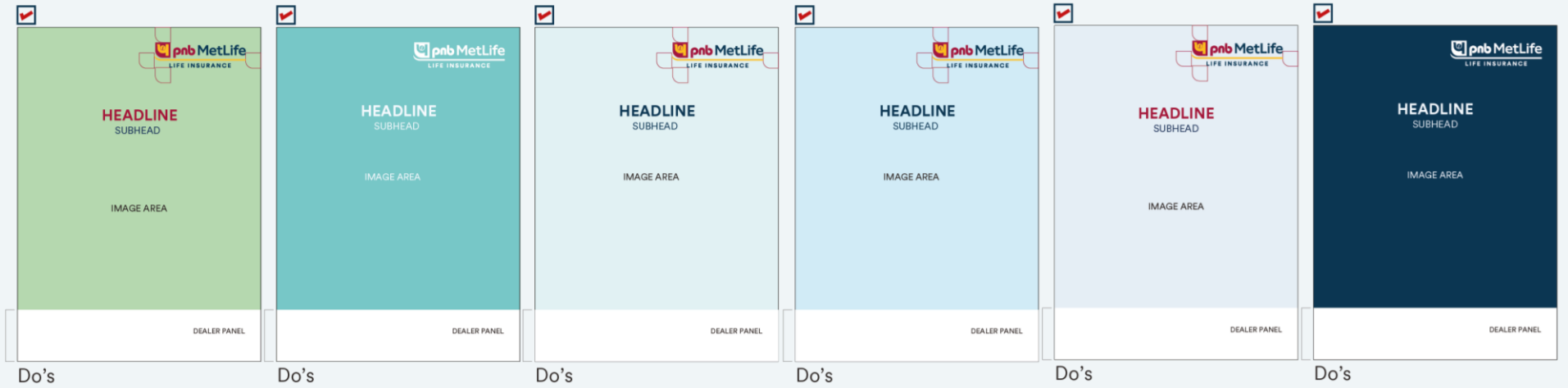
Tertiary colour palette



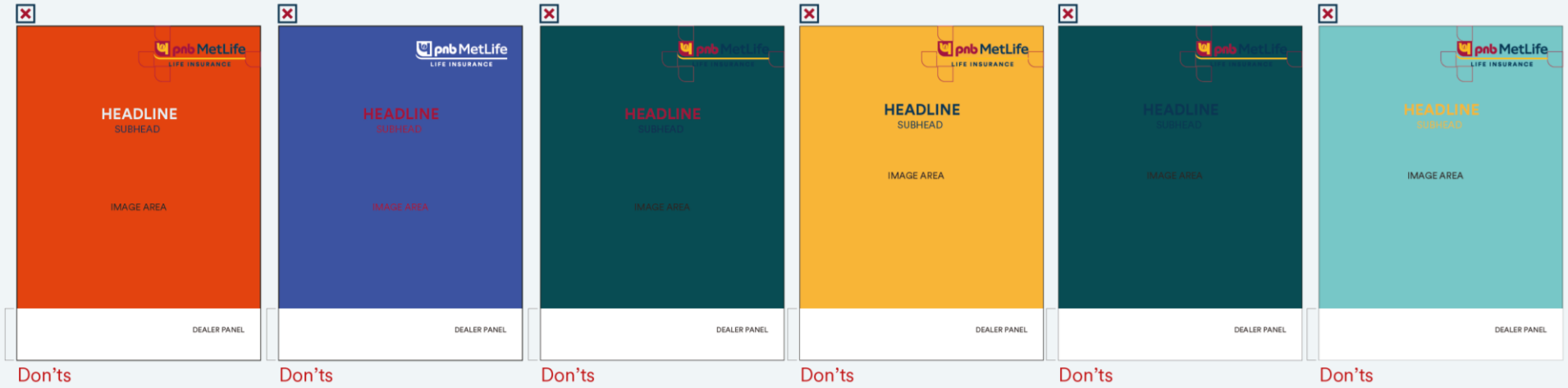
HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX
#F377C4	#56335B	#C6CDF6	#5085F1	#1152D2	#0A317E	#03102A	#ECE37E	#E1F5C4	#F1EA9E	#E3CFBD	#D6F9DC	#ADF4B9	#597135	#144A1E	#2D391A	#C69E7B
C: 5 M: 69 Y: 10 K: 0	C: 60 M: 80 Y: 16 K: 12	C: 22 M: 19 Y: 2 K: 0	C: 69 M: 44 Y: 1 K: 0	C: 93 M: 62 Y: 5 K: 0	C: 95 M: 73 Y: 13 K: 1	C: 50 M: 41 Y: 9 K: 49	C: 7 M: 12 Y: 49 K: 0	C: 12 M: 4 Y: 25 K: 0	C: 5 M: 9 Y: 36 K: 0	C: 11 M: 25 Y: 22 K: 0	C: 14 M: 0 Y: 16 K: 0	C: 29 M: 1 Y: 32 K: 0	C: 61 M: 59 Y: 81 K: 4	C: 64 M: 6 Y: 100 K: 22	C: 47 M: 48 Y: 59 K: 35	C: 22 M: 50 Y: 43 K: 0
R: 243 G: 119 B: 196	R: 86 G: 51 B: 91	R: 198 G: 205 B: 246	R: 80 G: 133 B: 241	R: 17 G: 82 B: 210	R: 10 G: 49 B: 126	R: 3 G: 16 B: 42	R: 236 G: 227 B: 126	R: 225 G: 245 B: 196	R: 241 G: 234 B: 158	R: 227 G: 207 B: 189	R: 214 G: 249 B: 220	R: 173 G: 244 B: 185	R: 89 G: 113 B: 53	R: 20 G: 74 B: 30	R: 45 G: 57 B: 26	R: 198 G: 158 B: 123

COLOUR USAGE GUIDELINE

To maintain a clean language, when using dark or light-colored backgrounds, pair them with typography and graphic elements that ensure strong contrast, clarity and readability across all applications.



Never use a dark font on a dark background that affects readability.



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