Meet the Brand

Brand Guidelines

pnb MetLife

Milkar life aage badhaein

Background

The world around us is changing. And so are we.
Our customers constantly seek someone who not only
handles their financial needs but is also a trustworthy
partner. We continue to stand for our relationship with our
partners, stakeholders and most importantly, our customers.

We are straightforward. We are warm. We are human.

Our Brand Strategy

Our business is changing, so our brand needs to evolve too — to represent who we are today and where we're going tomorrow.

BRAND PURPOSE

Instilling confidence amongst our customers to Dream Big
Communication Articulation –
Karo Bade Sapno Ki Tayyari.

BRAND POSITINING
Partner

Milkar Life Aage Badhaein
Partner & Guide. Will walk the Path.
Articulation of MetLife Global Positioning –
Navigating life together.

BRAND DIFFERENTIATOR
Know My Needs

Circle of Life
Need based selling –
Deep understanding of customer needs across life stages.

Brand Purpose

Karo bade sapno ki tayyari

PNB MetLife as the enabler, instilling confidence amongst our customers so that they can dream bold

Exhorting them **to embrace the bold possibilities' life presents**

With products and services that **guarantee the future of his loved ones and secure his own life goals**

Brand Positioning

Milkar Life Aage Badhaein

With uncertainties knocking doors, and the fear of unknown taking control over decision-making, PNB MetLife aims to help people realise their dreams and be their partner. It works on the idea of paving the way for people when they find themselves in the middle of nowhere. With Milkar Life Aage Badhaein, we instil in our customers the quality of fearlessness, so that they move ahead without caution, believing that we are always with them at every step.

Personality Traits

companionship. trustworthy. innovative

Visual Identity

Visual Identity

Toolkit

A simple kit of parts. This page highlights the key elements that make up our brand and visual identity. Please refer to the contents of the page for further information on each section of the guidelines.

Logo

Imagery Style

We use photography to illustrate the human benefits of our products and services. Our photo style is candid, honest, and authentic, with images reproduced in full colour. We have four different image types: Warm & Natural People Photography, Patron Portraits, Consultant Images & Concept Based Imagery. We use portraiture only when it accompanies customer quotes in order to humanise the voice of the customer.

Warm & natural
people photography

Patron portraits

Consultant images

Concept based photography

Colour Palette

Our primary colour palette is made up of shades of blue, green, and maroon.

Design sprint

The new design language of PNB MetLife takes inspiration from the old Indian tradition of rangoli which is followed across India in different forms, yet its essence stays the same everywhere. Similarly, with elements and patterns of basic shapes like circles, triangles and squares inspired by the rangoli, the brand also stands for the authentic Indian culture which is unique but simplistic.

Circles Rangoli Graphic

Typography

Utopia is a contemporary serif that we use to communicate with our customers in a friendly, approachable manner. We use Utopia as the lead typeface when introducing ourselves and speaking to our existing customers. We use Utopia primarily for headlines. MetLife Circular is a friendly sans serif with unmistakable character yet universal appeal. We use MetLife Circular for body copy.

Utopia Family   **MetLife Circular Family**

Brand Logo

Brand Logo

Construction of the Logo & Free Space

Our logo is made up of 2 parts - one half being the PNB Logo and the other being the MetLife wordmark. The logo is always to be used as a conjunction of the two. The tagline is always a part of the logo unless being used in spaces where the visibility may be affected.
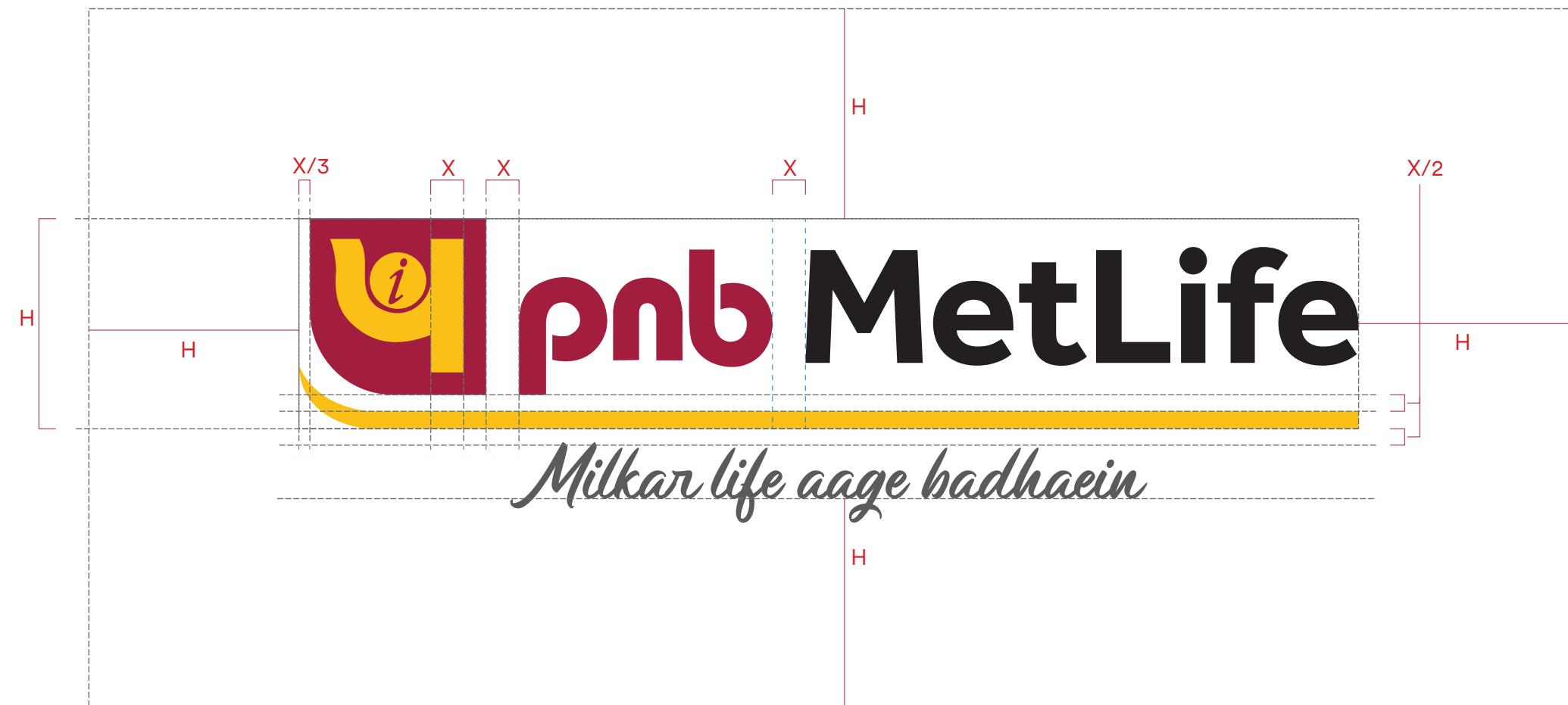
Versions

Stacked Logo

A lengthy logo can lead to visibility and legibility issues in smaller spaces like social media display pictures and posts. Hence, a stacked version of the logo will be ideal as illustrated below.
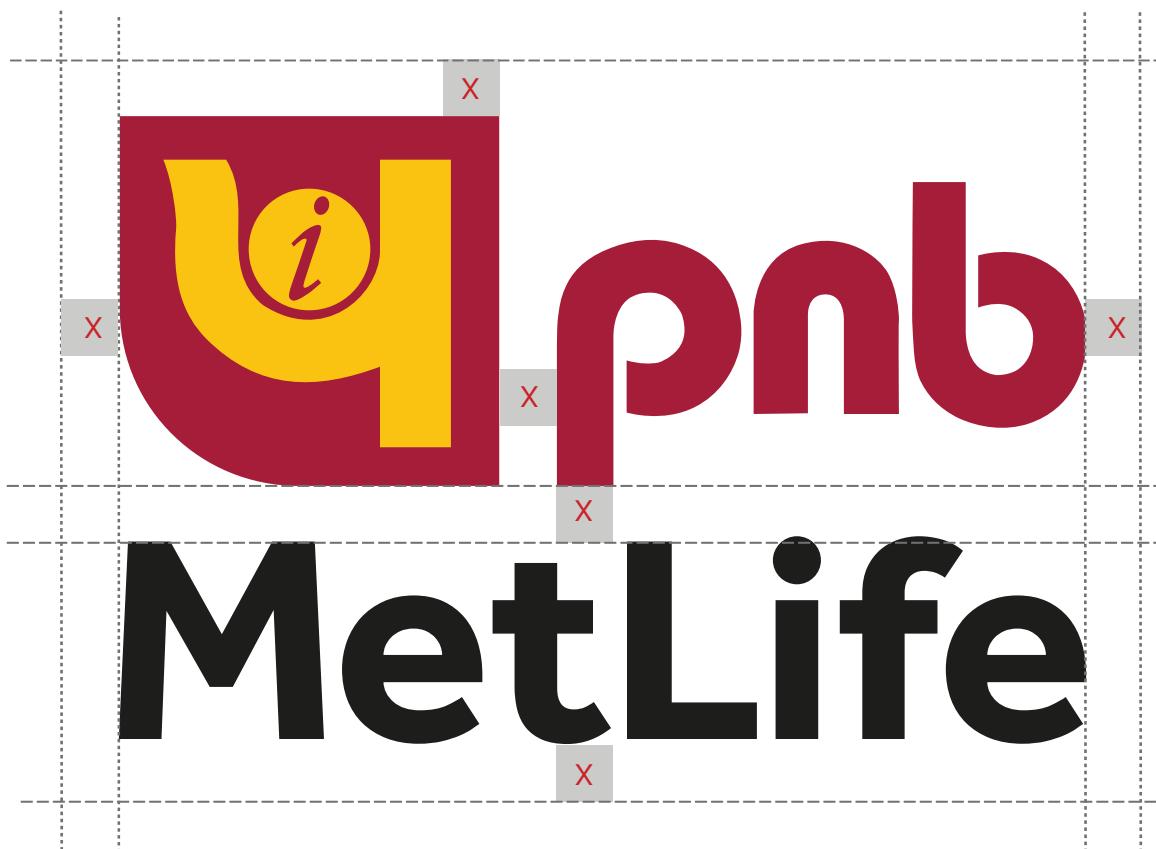
Mobile Application Examples & Recommended Use

Social media display picture

App icons

16 x 16
pixels at 8-bit
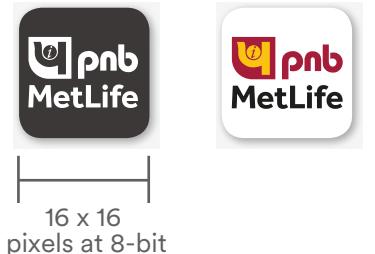
Brand Logo

Versions

Explained here is the reversed logo usage for offline, online as well as social platform. Please refer the examples of reversed and monochrome versions to be placed on a coloured/dark background. Any use of patch or band as a base to enhance the logo appearance has to be avoided.

Primary Logo

Logo in Reverse

Single Colour Logo

Other Colour Versions

Brand Logo
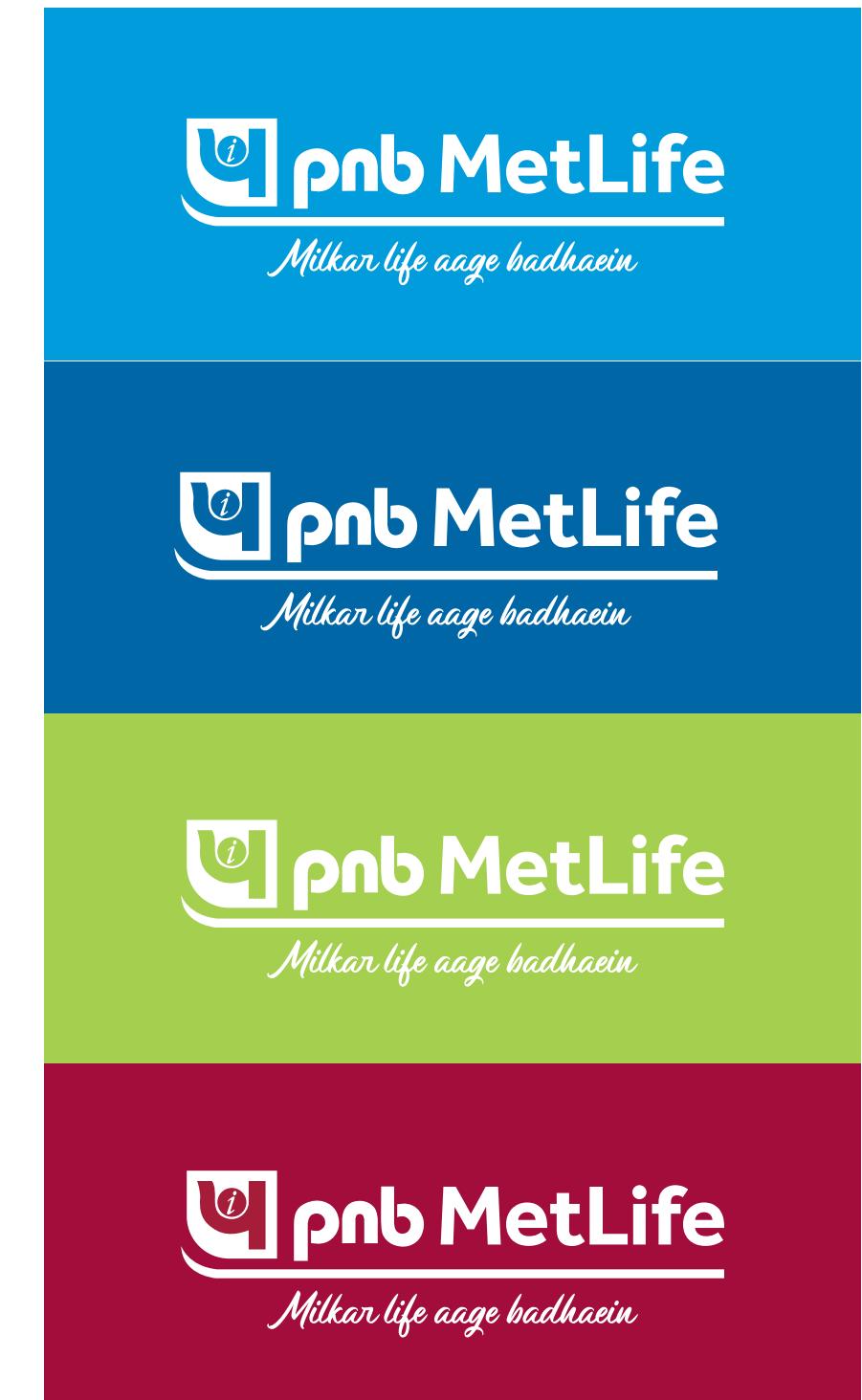
Minimum Clear Space

The minimum clearspace rules ensure the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance to be left clear.

x

x

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.

x   *x*

x   *x*

Brand Logo

Wrong Uses

There are many instances in which the use of the logo might be incorrect. The following examples show some common ways that the logo could be misused.

To ensure your applications always look on-brand, please check that you are not doing any of the following in your designs.

Don't distort, warp or rotate the logo, or 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 colour of the logo or any character of the logo.
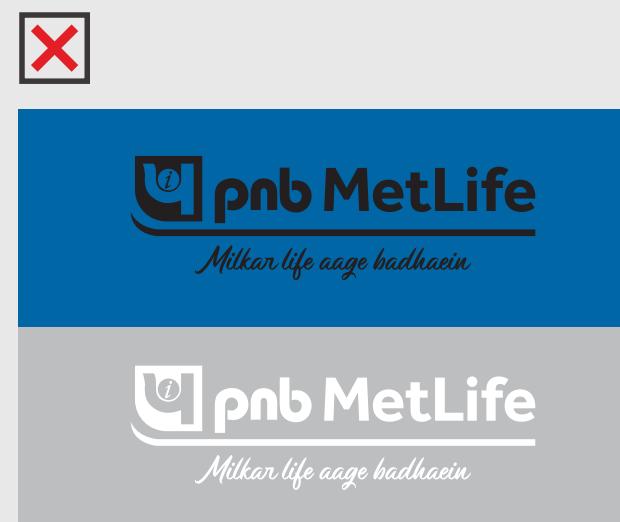
Don't use logo version that doesn't stand out on dark background and light background.

Don't use shadow behind the logo.

Don't rotate logo in any scenario.

Brand Logo

Wrong Uses on Images

There are many instances in which the use of the logo might be incorrect. The following examples show some common ways that the logo could be misused.

To ensure your applications always look on-brand, please check that you are not doing any of the following in your designs.

Don't place logo on a busy background.

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

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

Don't size the logo disproportionately to the application.

Brand Colour Palette

Colour Palette Proportion

Colour Palette Proportion

Our primary colour palette is made up of shades of blue, green, and maroon. The shades of blue represent our heritage, green indicates growth and vitality, and maroon signifies warmth and reliability.

Secondary palette is a mix of brighter colours that complement the ideas behind the primary palette and brings a pop of colours. It is used with the primary palette for data visualisation, like charts, diagrams, etc. The neutral palette consists of shades of grey that balances the other palettes and is majorly used to make tables, etc.

High Prominence

Low Prominence

Usage of maroon

Maroon colour usage will be limited and will be confined to BTL activities done with our partner PNB Bank. It should not be used in any brand campaign, customer, and internal communication.

Primary

Neutrals

Secondary

Brand Colour Palette
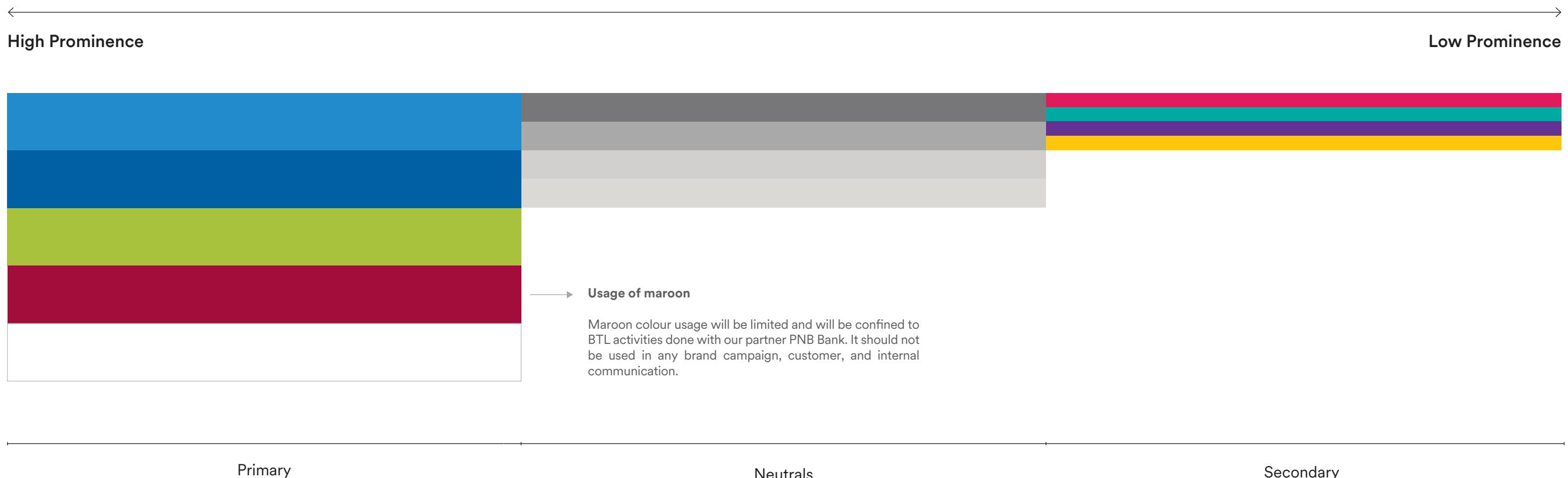
Colour Palette Specifications

Primary Palette

The way we use colour is important. Blue and Green are our primary brand colours and should be dominant in our communications. Our primary colours should be used together, in equal amounts, with plenty of white space to add modernity and freshness. Typography is primarly black.

Neutral Palette

Our neutrals are used more sparingly than our primary colours. Neutrals are used to support our primary colours and when tonal colours are necessary.

Secondary Palette

Our vibrant secondary palette brings energy to our visual system but plays a small role. Our secondary colours should be used sparingly to accent our primary and neutrals palettes.

Primary Palette
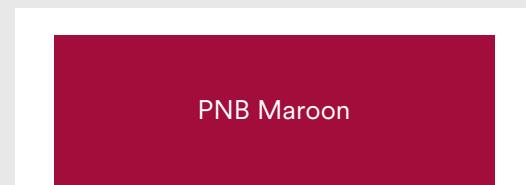
MetLife Blue	MetLife Dark Blue	MetLife Green	PNB Maroon
Pantone 2193C	Pantone 2384C	Pantone 2300C	Pantone 201C
C:89 M:18 Y:0 K:0	C:99 M:48 Y:1 K:14	C:40 M:0 Y:89 K:0	C:10 M:100 Y:60 K:30
R:0 G:144 B:218	R:0 G:97 B:160	R:164 G:206 B:78	R:165 G:15 B:54
HEX: #0090DA	HEX: #0061A0	HEX: #A4CE4E	HEX: #A50F36

Neutral Palette
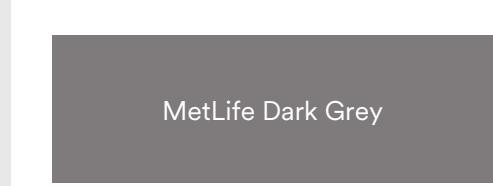
MetLife Dark Grey	MetLife Dark Grey	MetLife Grey	MetLife Light Grey
Pantone Cool Grey 9	Pantone Cool Grey 6	Pantone Cool Grey 2	Pantone Cool Grey 1
C:30 M:22 Y:17 K:57	C:16 M:11 Y:11 K:27	C:5 M:3 Y:5 K:11	C:4 M:2 Y:4 K:8
R:117 G:120 B:123	R:167 G:168 B:170	R:217 G:217 B:214	R:242 G:242 B:242
HEX: #75787B	HEX: #A7A8AA	HEX: #D9D9D6	HEX: #F2F2F2

Secondary Palette
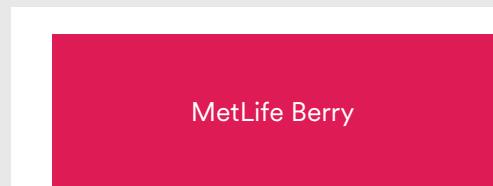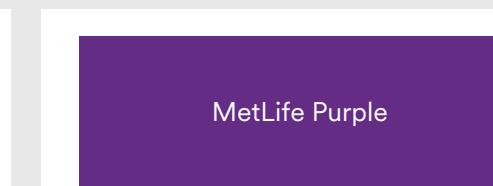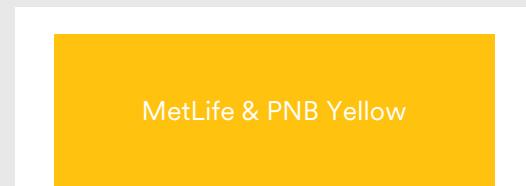
MetLife Berry	MetLife Teal	MetLife Purple	MetLife & PNB Yellow
Pantone 2040C	Pantone 2399C	Pantone 267C	Pantone 7548C
C:0 M:96 Y:43 K:0	C:90 M:0 Y:43 K:0	C:82 M:97 Y:0 K:0	C:0 M:12 Y:98 K:0
R:219 G:10 B:91	R:0 G:172 B:160	R:95 G:37 B:159	R:255 G:198 B:0
HEX: #DB0A5B	HEX: #00ACA0	HEX: #5F259F	HEX: #FFC600

Colour Palette

Colour Palette : Logo

The PNB MetLife logo comprises of yellow, maroon, black, and grey colours. The colour references of various logo elements in CMYK and RGB are mentioned alongside the respective colour.

pnb MetLife

Milkar life aage badhaein
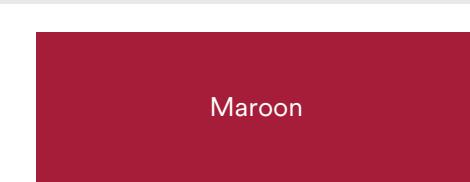
Maroon	Grey
Pantone 201C C:10 M:100 Y:60 K:30 R:165 G:15 B:54 HEX: #A50F36	Pantone P-169 15C C:63 M:55 Y:55 K:30 R:88 G:88 B:86 HEX: #585856
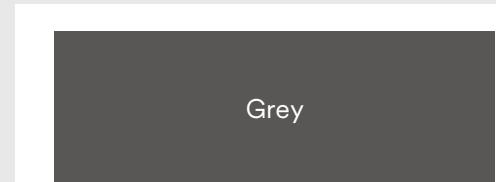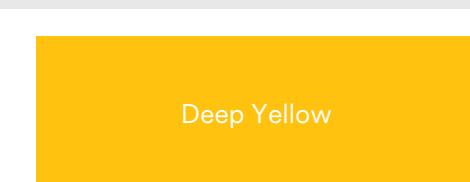
Deep Yellow	Black
Pantone 7548C C:0 M:25 Y:100 K:0 R:255 G:198 B:0 HEX: #FFC600	Pantone P-179 15C C:71 M:65 Y:67 K:77 R:19 G:29 B:27 HEX: #1d1d1b
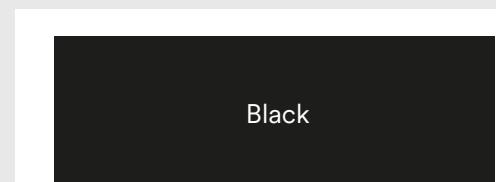
Design Sprint

Design Sprint : Inspiration

The new design language of PNB MetLife take inspiration from the Indian tradition of "Rangoli" which is followed across India in different forms, yet its essence stays the same everywhere.

Design Sprint : Pillars

The new design language shows that the brand is modern and up-to-date yet deeply rooted in culture as it believes in staying authentic to India, while constantly transforming itself to serve the customer better

The 5 Pillars

Harmony: Create a balance of rich Indian tradition

Vibrant: Strengthen emotional connections with warmth and energy

Diverse: Reflect the real diversity of our core audiences

Unify: Create visual cohesion and consistency

New-Age: Be seen as a brand that embraces technology
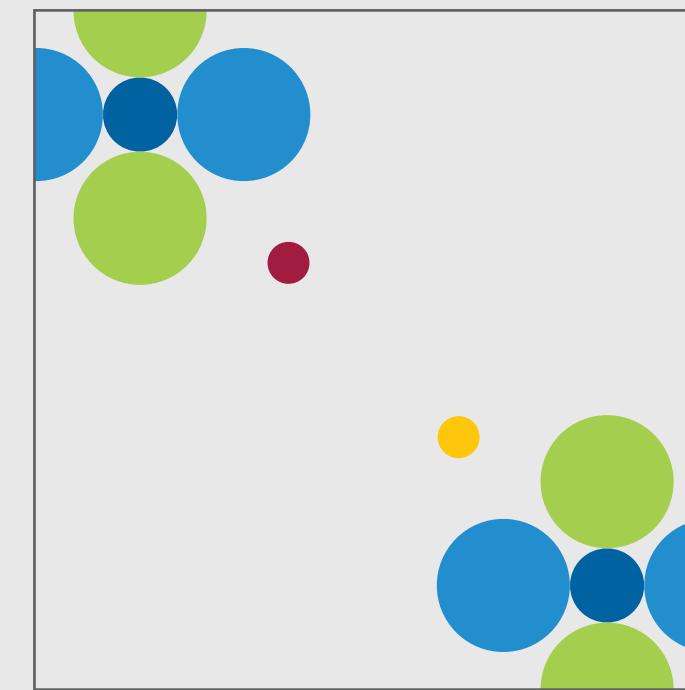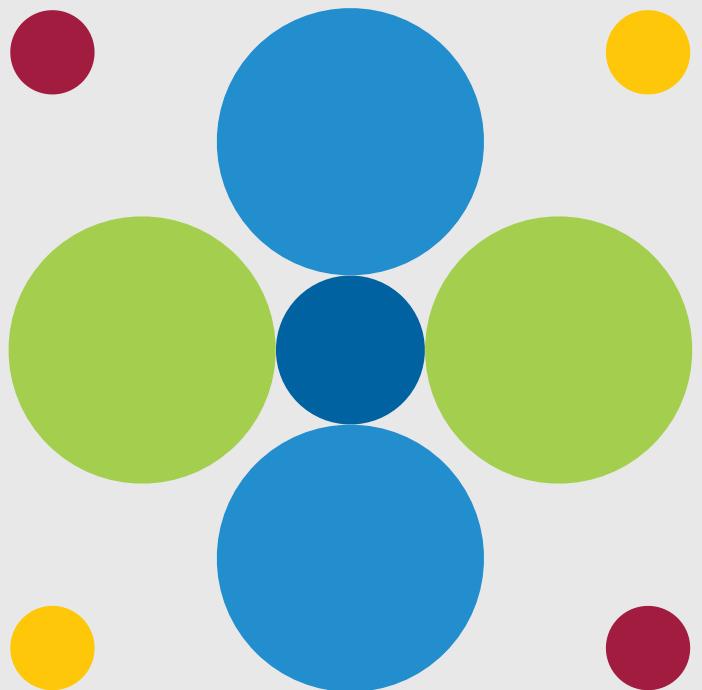
Reduction Values

In case of using two or more graphics together, always have a 50% size difference between them.

To ensure that the graphic will be visible on every collateral, don't reduce the graphic more than 100 px

400 px

200 px

100 px
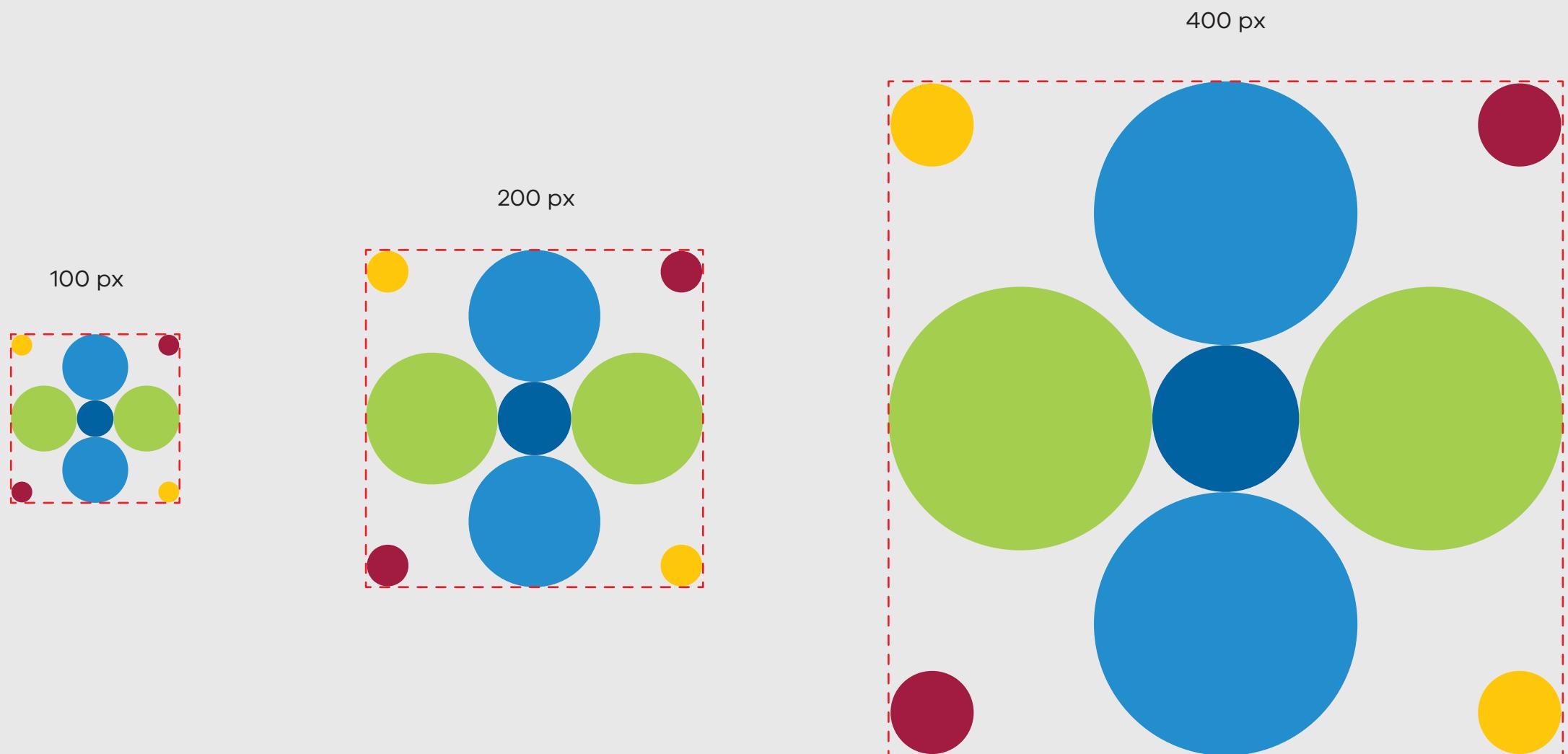
Design Sprint

Safe Area

The advisable safe area around each side of the graphic is a minimum of 1/16th of the size of the graphic itself.
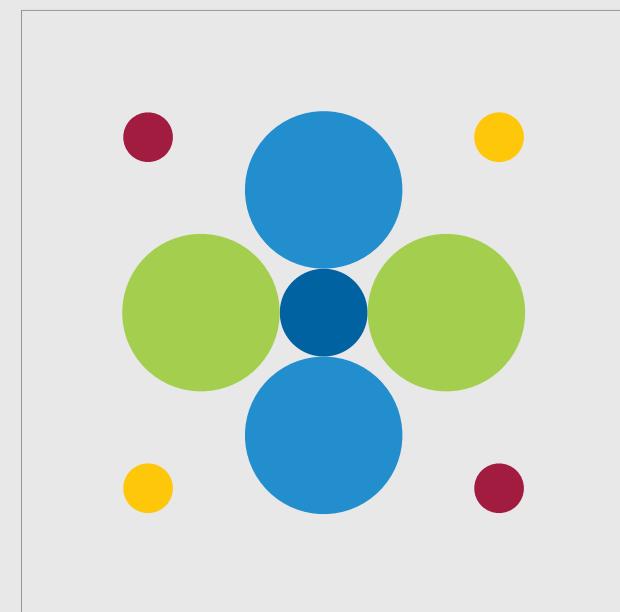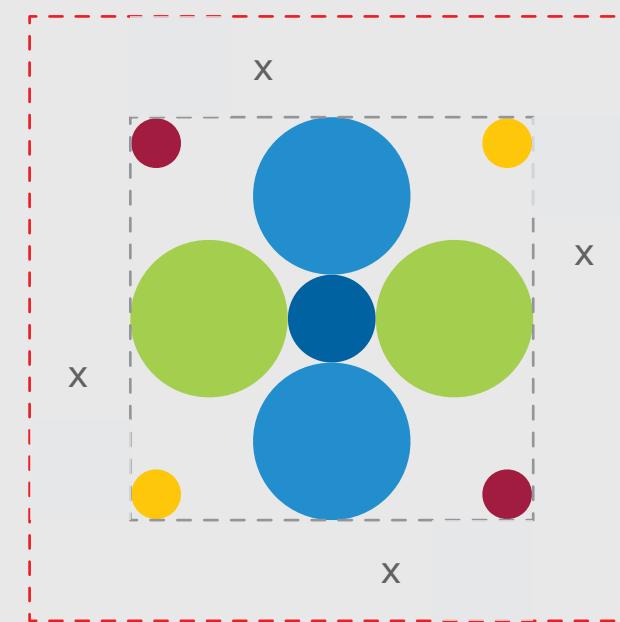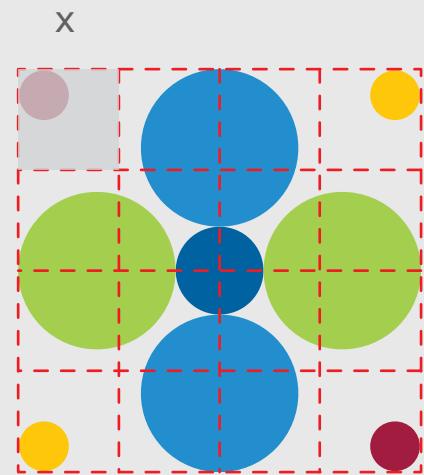
Design Sprint

Cropping values on the sides

The graphic can only be cropped in half from the centre or in the ratio of ¾ from the top or the bottom.
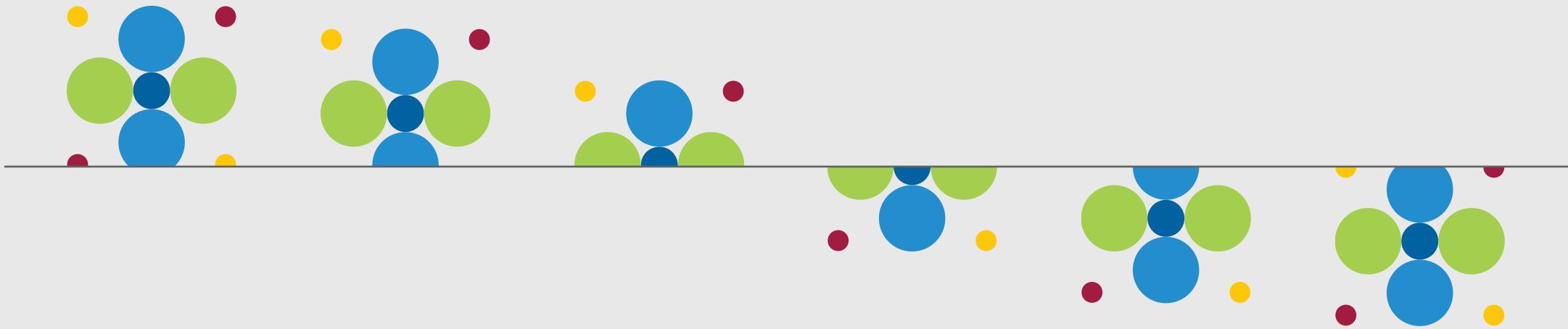
Design Sprint

Cropping values on the corners

In case of cropping a minor part of the graphic in the corner, the cropping of the graphic may only be done such that half of both the circles on either side are visible.

In case of cropping out the larger part of the graphic at the corner, it should be done only from the centre and 1/4th of the graphic should be visible.
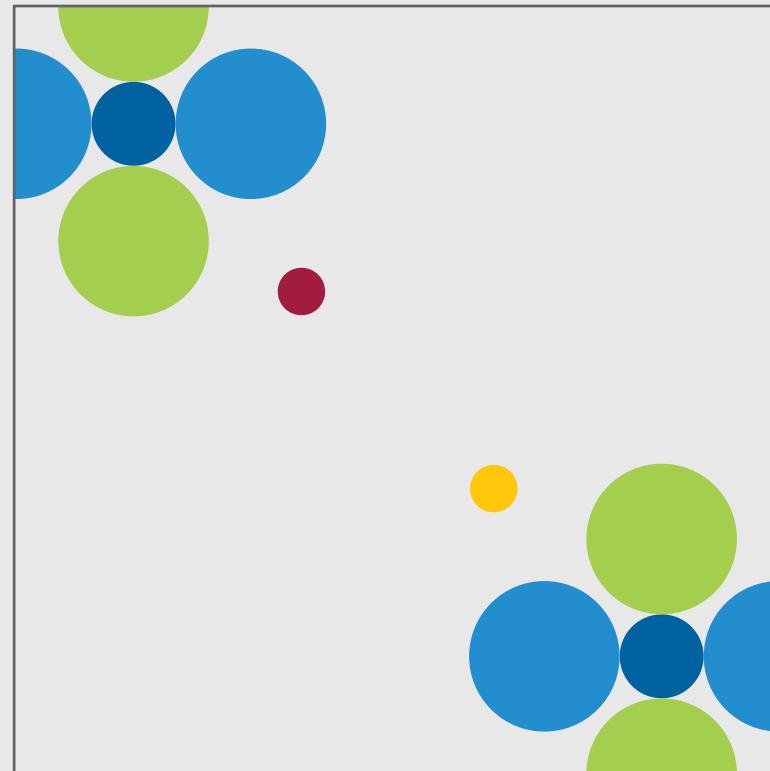
Design Sprint

Don'ts

1. Do not stretch
2. Do not rotate randomly, follow rotation values
3. Do not use one colour
4. Do not break the graphics elements
5. No shadow to be added
6. Do not add any shape/border around
7. Do not convert the graphic to an outline
8. Do not keep graphics too close, follow the safe area
9. Do not place the graphic on any coloured background
10. Do not place the graphic on any gradient background
11. Do not add a gradient throughout the graphic
12. Do not place the graphic on an image without the safe area

Note: The above points apply to the usage of these graphics in all brand communication.
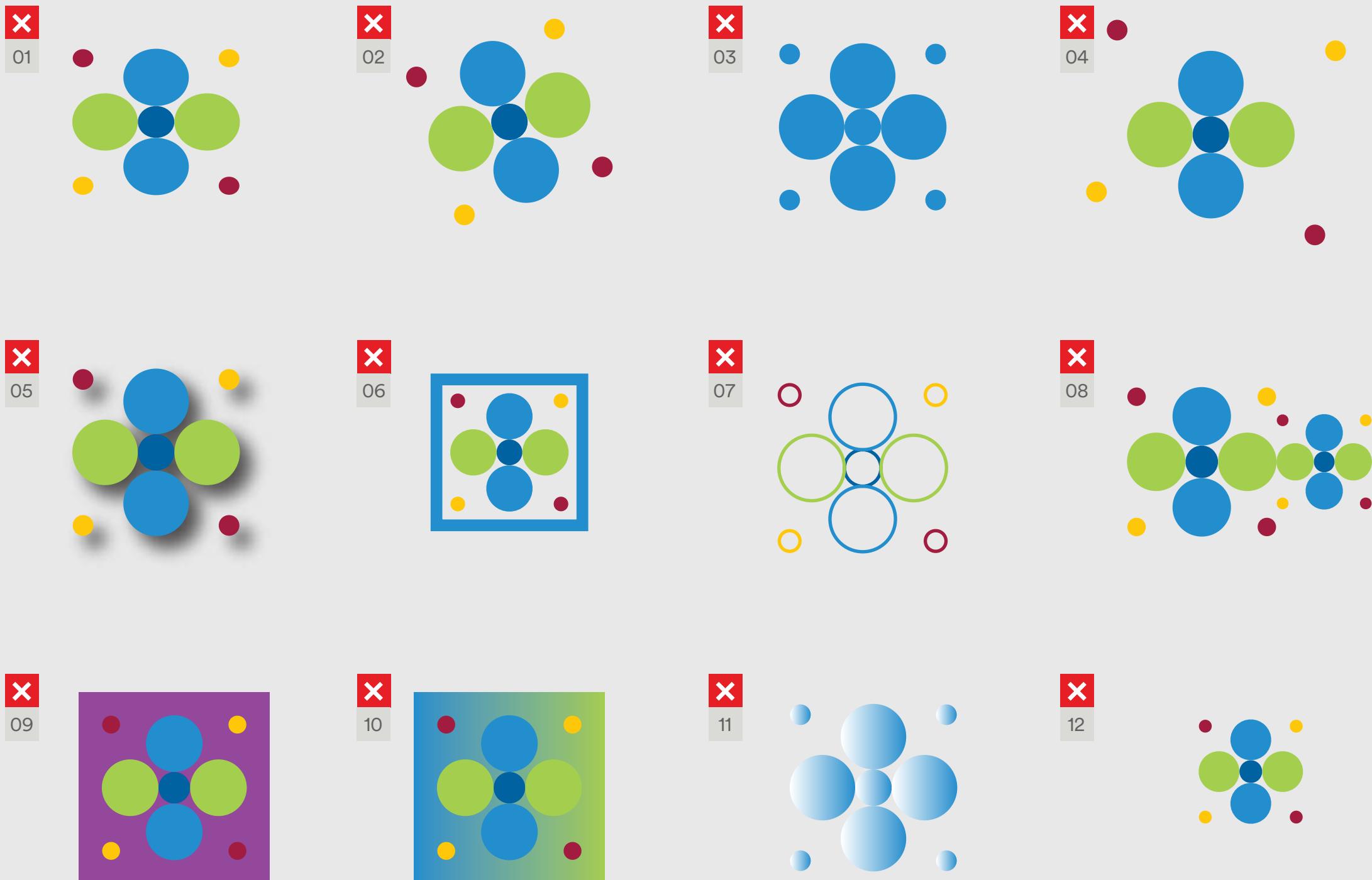
Typeface Family

Brand Typeface Families

Our brand typefaces are the Utopia Family and MetLife Circular Family for the majority of our communications.

Our recommendation is to use Utopia Bold for headlines and MetLife Circular Bold, Medium, Normal, and Light for subheads, body copy or information graphics. Upper/Lowercase is preferred over all-capitals.

Every effort should be made to maintain brand consistency across all customer touchpoints, even on digital platforms, by using the preferred typefaces and font weights.

If in case the primary typeface is absent, we recommend the use of Georgia Bold for headlines, and Arial Regular and Arial Bold for all other purposes.

The fonts used in vernacular languages should represent and align with the brand typefaces with respect to its style and aesthetics.

Primary Typeface

For headlines: Utopia Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

For all other uses: MetLife Circular Normal

AaBbCcDdEeFfGgHhIiJjKkLlMmN nOoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

For all other uses: MetLife Circular Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

For all other uses: MetLife Circular Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

In absence of Primary Typeface

For headlines: Georgia Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmN nOoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

For all other uses: Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

For all other uses: Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789.,""'!@#$%^&*()

Imagery Style

Imagery Style

Portrait/Single Image

1. Portrait

A close-up portrait is used to represent the aspirational touchpoint that PNB MetLife brings to the life of its customers. Portrait subjects are genuine, approachable people seen in an environment that is personal to them. The subject is centered and shot straight on while looking at the camera, featuring a tight crop to head and chest, with an out-of-focus background.

We use portraiture only when it accompanies customer quotations in order to humanize and give vitality to the voice of the customer. Portraits are never used in a pair nor as the voice of MetLife.

2. Single Image

A single image is either contextual or feature images. The subject is shot against a natural setting like homes, restaurants, etc., looking into any communication device or in a candid pose as per the messaging. The shot delivers a promising future, as the subject looks elated for the prospect of receiving good news.

1

PORTRAIT

2

SINGLE IMAGE

Workplace

Emotional Milestone

Outdoor Images

Outdoor Images focus on representing the openness and movement PNB MetLife brings to the life of its consumer base. Including open and straightforward shots of individuals, families, and couples engaged in different activities to showcase the solidarity, calmness, and security they have even in an open-ended environment.

NATURAL OUTDOOR
CANDID

Conversational

Family engagement

Representing peace in life

Culturally Relevant Images

Culturally-Relevant Images focus on varied successful touchpoints in the life of our consumers brought together by PNB MetLife. These are happy shots of people-representing diversity in celebrations of a happy occasion like a child going for higher studies, buying a new car, etc.

NATURAL SETUP

Conceptual Images

Conceptual photography are the supporting photos that illustrate a situation or a concept in life. They may or may not feature people.

There are various degrees of abstraction that we use through the bank - depending on the communication.

There are 2 kind of conceptual images:

1 **Close-up of the hands & interaction**
These are close up shots of the hands taken in a natural setting like home, office, cafe or a limbo shot against a blank background.

2 **The Abstract**
These are abstract conceptual shots without people and only objects - to illustrate concepts or even just settings from life.

This expression is primarily taken in use for communication centered on Rewards and Recognition, Product Posts, and Below the Line Marketing activities.

1
CLOSE-UP OF HANDS
& INTERACTION

2
THE ABSTRACT

Photography Style Misuse

The MetLife image style is a unique aspect of our personality. Please review the examples here for an idea of what is considered off-brand. When choosing photographs of people, look for realistic interpretations of situations.

Images should connect to and involve the viewer, communicating that MetLife understands its customers. Please be conscious of the overall tone, as well as the composition of elements.

❌ Do not use photos that are too saturated.
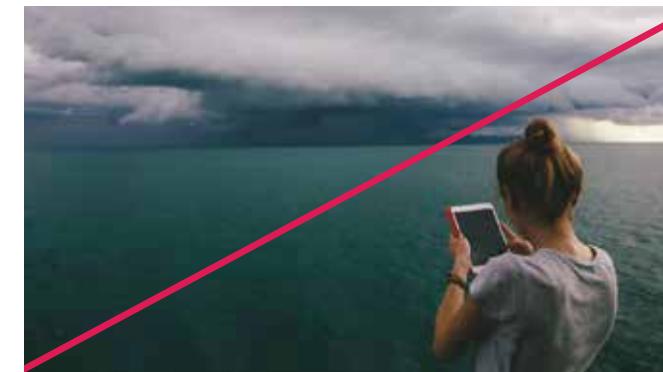
❌ Do not use photos that are too dark.

❌ Do not use photos that are too busy.

❌ Do not use photos that are tinted or filtered.

The Strip

The Strip

Strip Scalable Proportions

The strip is of the main element of our communication. The height of the strip has to be calculated carefully on the basis of the logo and its margin in any given layout. The strip will always come at the bottom of our communication material.

IMPORTANT: 30% Rule

If the size of the logo exceeds more than 30% of the overall width or height (whichever is on the higher side) of the layout, in that case the height of the strip will stop increasing and remain constant to that of the maximum value calculated at 30%.

Light Blue 70%

Dark Blue 10%

Green 20%

Total Width (100%)

x

x

x

x

$x/2$

Please note - The strip will always come at the bottom of the communication material and should be scaled proportionately and then scaled down to the height of (x/2).

x

x

Logo: 25% of the total width

x

Headline, sub-head and body copy area

x

Width: 100%
Height: 50% of total height

$x/2$
$x/2$
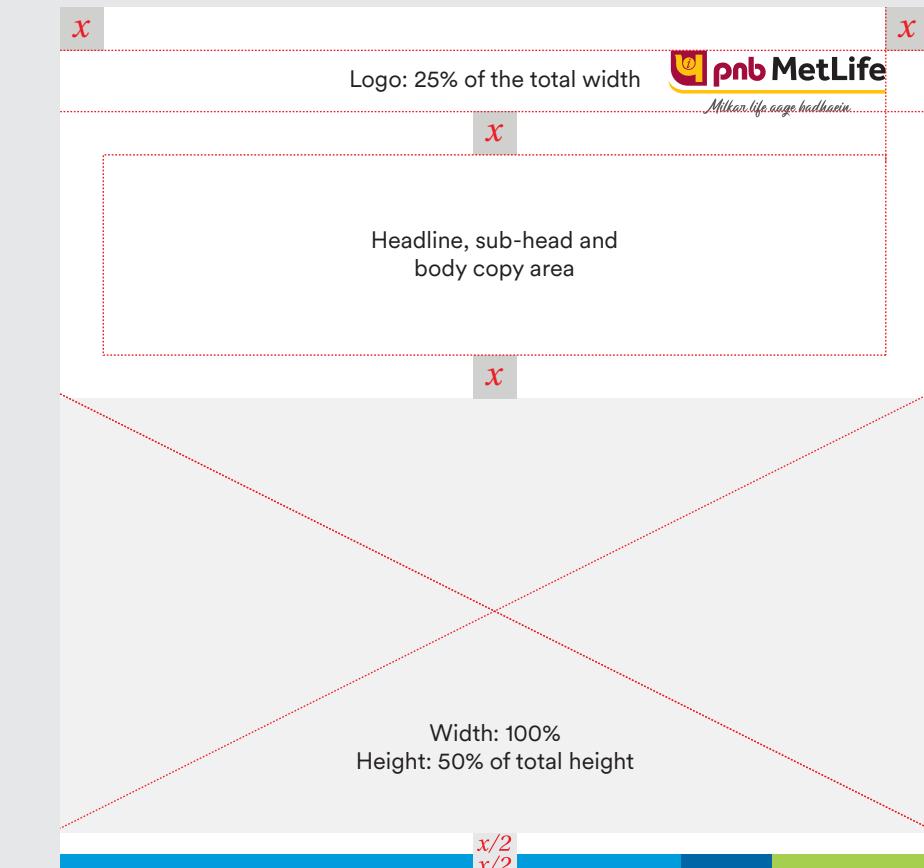
Communication
Guidelines

Typography Application

Headline: 30-35 Utopia Bold. Placerat prod dolor. Nam eim assum constituto

Space after: 11pt

Subhead: 12-15 MetLife Circular Normal. Postulant ut vixat. Animal ornatus accumsan has an, in harum atomorum usu. Veri viderer fastidii ne per, putent maiestatis dissentiunt in duo. Ut nec posse iudico posidonium, no invenire honestatis scriben tur his, ne mel noluisse definiebas contentiones.

Section head: 10-13 MetLife Circular Bold. Mesarchum moderatius id has, pri an legendos qualisque similique. Mea augue quodsi eilm, te dicta ullamcorper mel, eos ea rebum offendit adversarium.

Space after: 11pt

Body head: 9-11 MetLife Circular Bold.
Body copy: 9-11 MetLife Circular Normal. Latine liberavisse, sea ei magna principes, sint argumentum eos id. Ad vimein dolore hendrerit, cu eos graeci tacimates scribentur.

Space after: 6pt

Paragraph: Te est persius apeirian disputationi, cum in aeterno fuisset. Usu odio legere consulatu cu, laboramus honestatis ex has, at est lorem commune adversarium. At usu omnis brute, vis viris latine euismod no. Eos an homero platonem.

Bullets

6pt

• Qui discere quaerendum: Alii volumus oportere ei vix. Mucius doming cum et, ius id populo nominavi. Graeco om nesque recteque no has. Eam no delenit ceteros. Cu putant vocent eam, eu eam.

Space after: 6pt

• Lorem pehein vix: Eos ut elitr utinam, veniam graeco euismod quo cu, clita cetero accusamus sed no. Temcausae delectus mea, duo dicam epicuri te. Fabulas men titum repudiare vix id, mel mollis scaevola rem.

Reference Vertical Press ad

- The size of the stock image must be placed horizontally, and its height should be 40% the height of the press ad.
- PNB MetLife logo should be 40% the width of the ad and must be placed at the top right corner only.
- A minimum of two brand graphics should be used while following the proportions and cropping guidelines.
- One of the brand graphics should overlap on the stock image and on the communication area and must follow the cropping guidelines.
- The fonts and product name should follow the typography guidelines.

This is a headline

This is a sub-headline

PNB MetLife

Product Name

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis

Call to Action

Vertical press ad

AD Template OOH 1:1

Reference 1:1

With Stock Image

Only Brand Graphics

AD Template OOH 2:1

With Stock Image
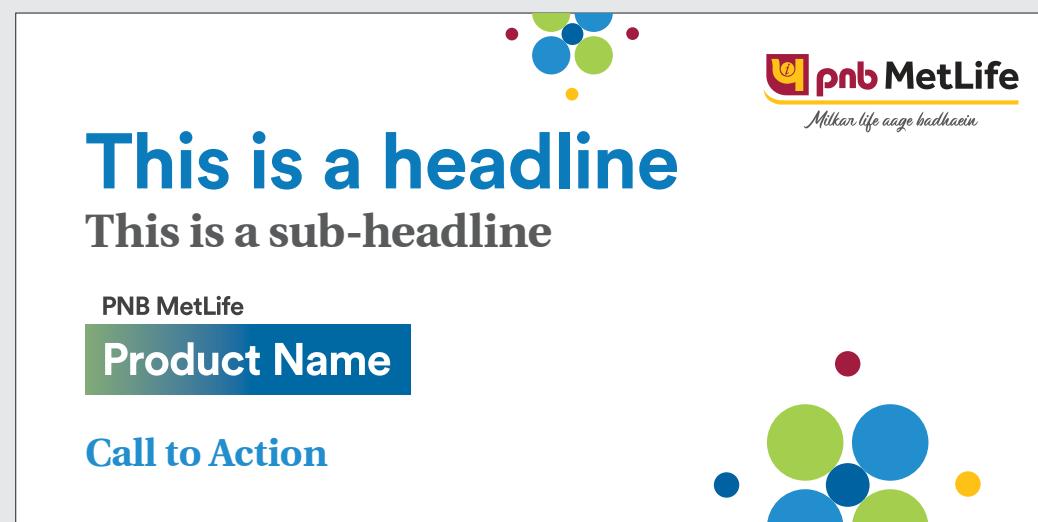
Only Brand Graphics

AD Template : Reference Vertical Press ad

With Stock Image

Only Brand Graphics

Brochure

Back

Front

Inside Page

Inside Page
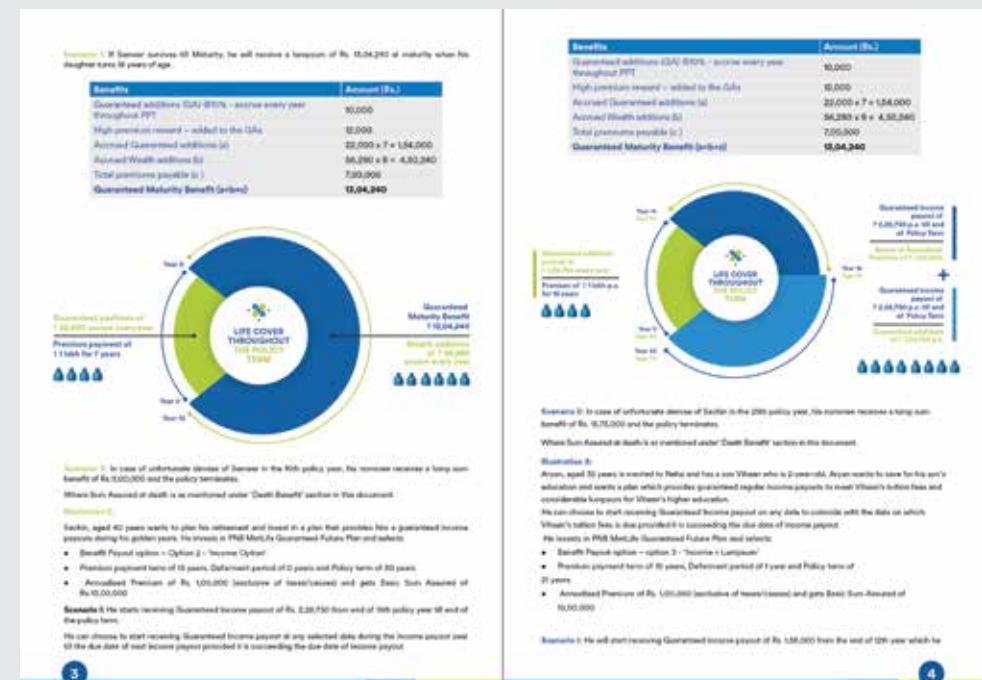
Inside Page

Inside Page

Emailer

With Stock Image
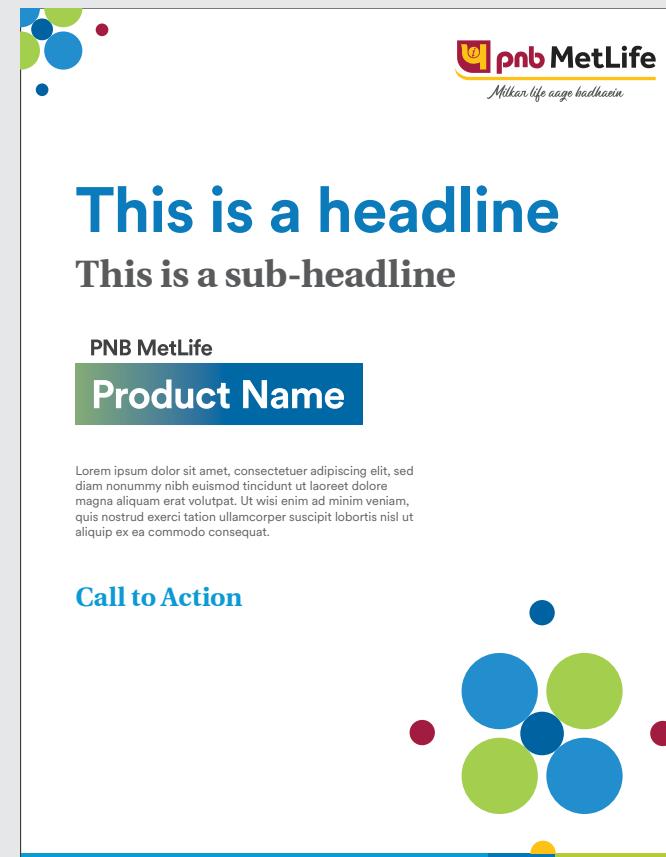
Only Brand Graphics

Social Media Post

With Stock Image

Only Brand Graphics
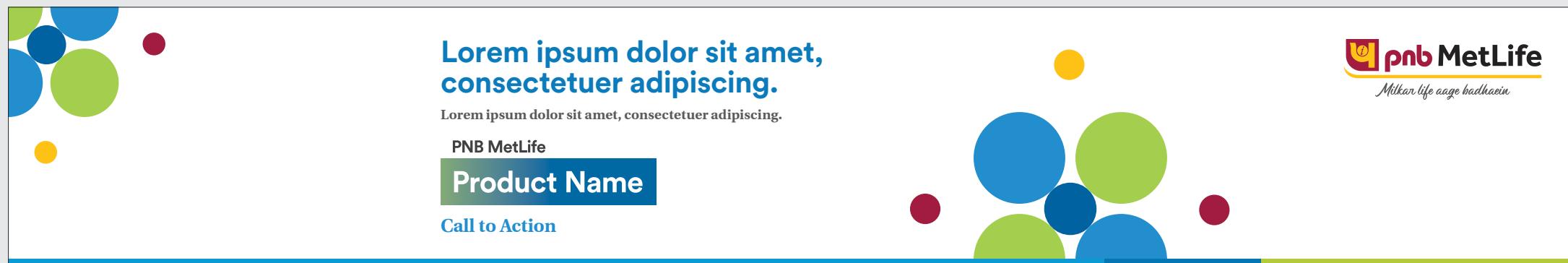
Web Banners

With Stock Image
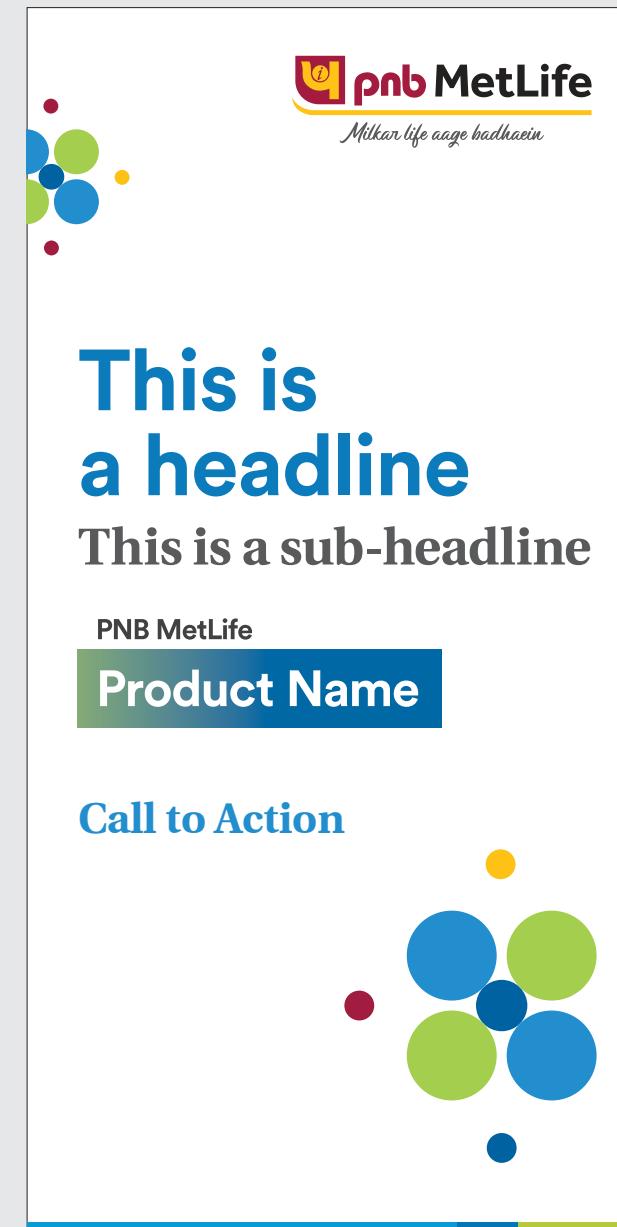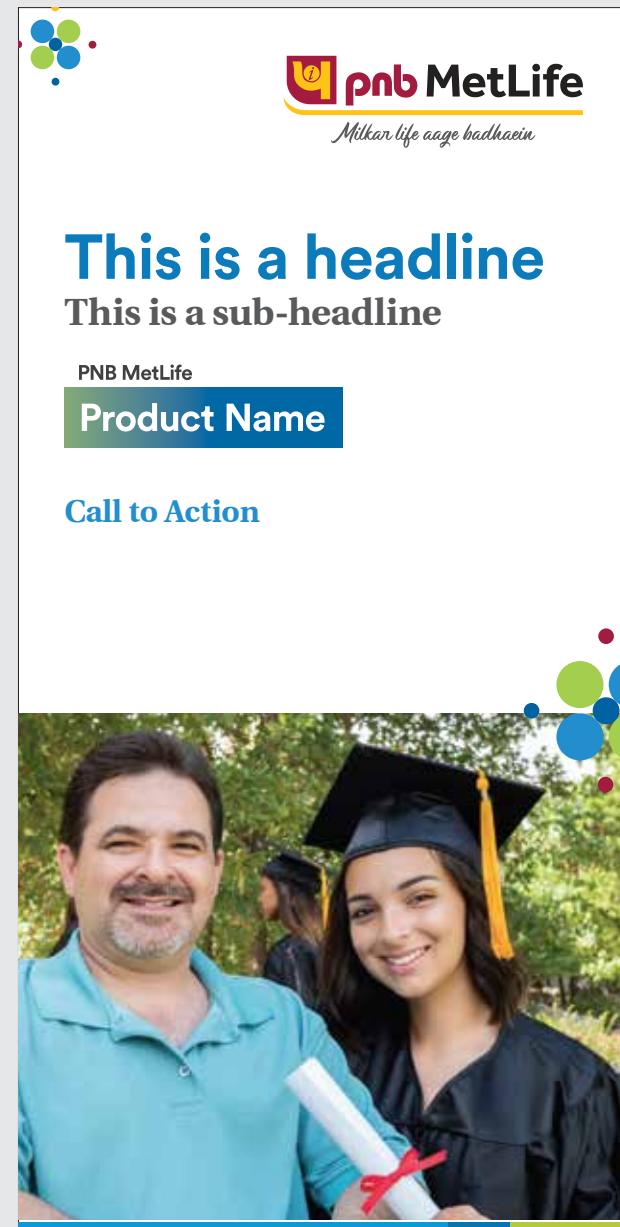
Standee

This is a headline
This is a sub-headline

PNB MetLife
Product Name

Call to Action

This is
a headline
This is a sub-headline

PNB MetLife
Product Name

Call to Action

1:2

Poster
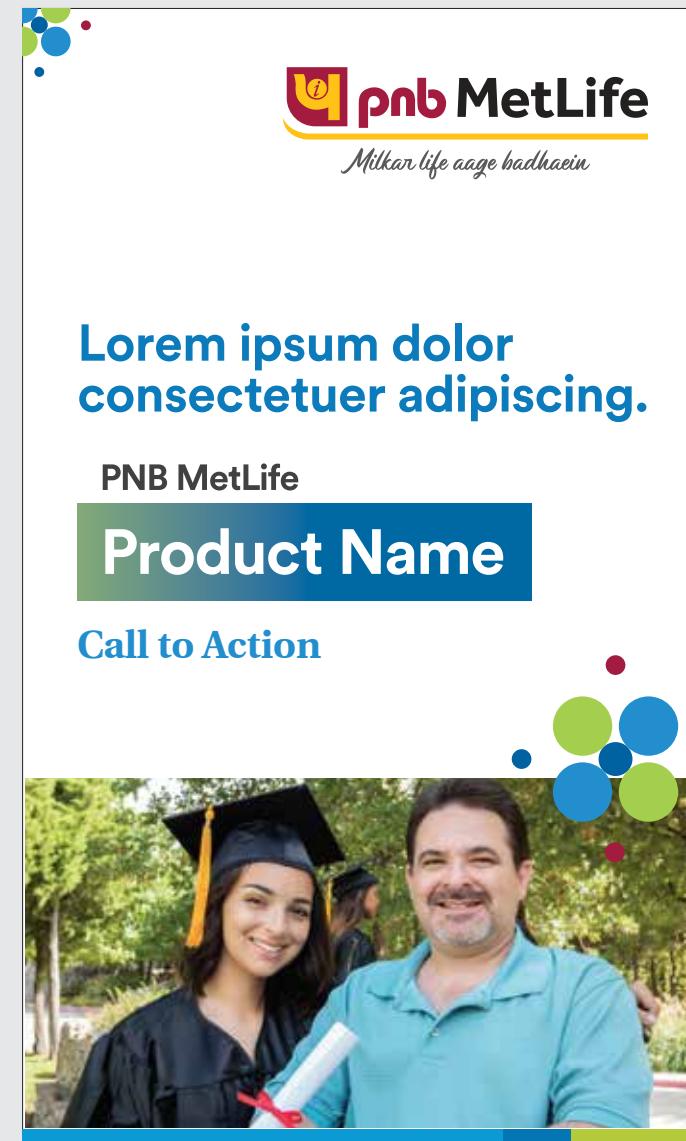
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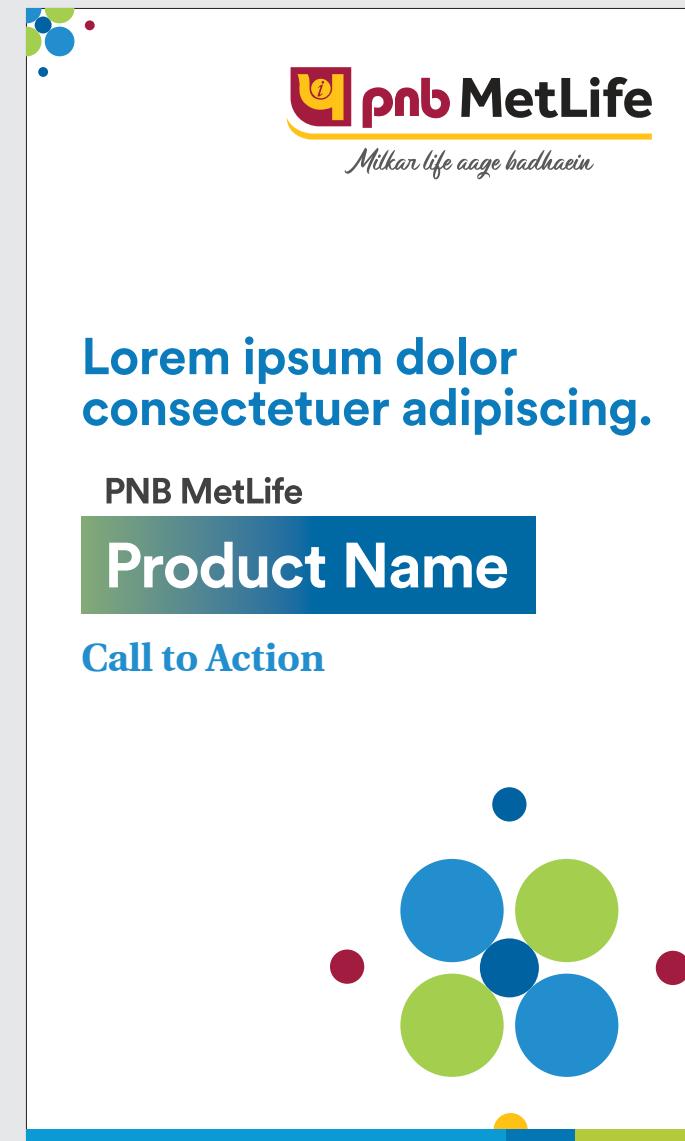
Only Brand Graphics

PNB MetLife's Name Use

We should always take care when using PNB MetLife's name and logos. As a PNB MetLife employee, you may receive requests from third parties/vendors to refer to or identify PNB MetLife, or to use PNB MetLife's name and logo, promotional or marketing materials, presentations, announcements, testimonials, and advertising. In addition, you should not wear PNB MetLife apparel or display other indicia of PNB MetLife affiliation when participating in public meetings, demonstrations or events involving political or social-advocacy-related issues as that may be interpreted as PNB MetLife endorsing or sponsoring the meeting, demonstration or event.

Before giving such permission, obtain the following approval:

- Brand Team: Kanchan Phookan, Email: kanchan.phookan@pnbmetlife.com or Amit Sinha, Email: asinha6@pnbmetlife.com or Sourabh Lohtia, Email: slohtia1@pnbmetlife.com. The request will be routed for review based on the use case identified.

If you are unclear about the proposed use of PNB MetLife 's name or logo contact PNB MetLife Brand Marketing team for additional guidance. If you have a question regarding PNB MetLife 's intellectual property policies, please contact the Legal Department for guidance with respect to PNB MetLife 's intellectual property policies, including laws and policies governing copyrights (including copyrights in materials owned by others), trademarks, logos, patents, and trade secrets. Also, if approved for use, remember to check the latest standards on logo use and reproduction guidelines with the brand manual. This resource will help you and other third party vendors with specific guidance on typography, color, experience principles and specific use cases.

Operational Policies

Third parties may refer to PNB MetLife in its customer lists, only in response to RFPs (request for proposals) and only after obtaining PNB MetLife 's prior written consent.

Third parties may not otherwise refer or identify PNB MetLife in press releases, promotional or marketing materials, presentations, announcements, testimonials, or advertising unless they obtain, for each item, the prior written consent from Brand, Compliance and legal teams.

Third party content and logo

All marketing and communication materials must comply with intellectual property laws. Use of third-party content / logo is permitted only with valid licenses or written approvals. These guidelines are meant to serve as a reference for best practices.

PNB MetLife name use guidelines is for PNB MetLife Employees only.