

ADVERTISING BRAND GUIDELINES



MESSAGING

We are proud to partner with our agencies. Below are some examples of approved themes and messages to use in your ads:

- We are in your corner when you need us most.
- We believe local needs are best served by your neighbors.
- Our success comes from trusting relationships.
- You work hard to build your business. We work hard to protect it.
- Your independent Motorists agent can help you find solutions for your unique needs.
- We are here when bad things happen to good people.

If you have messaging you would like to use that is not listed above, be sure to get your ad approved through **advertise@motoristsgroup.com** prior to placing your ad to be sure you will get reimbursed if your agency is part of the Advertising Program.

USING THE LOGO

Motorists Insurance Group's logo is simple and clean. Always follow these rules when using the Motorists logo to ensure legibility and accurate reproduction in all sizes and applications. The logo is also available in Motorists Blue (PMS 300) as well as black-only and white-only versions. **Never use the logo in any other color variations.**

DO NOT MODIFY THE LOGO.



MINIMUM SIZE

To maintain the legibility of the logo, never use any version smaller than 1 inch or 300 pixels wide. There is no maximum size for our logos.

SAFE AREA

Motorists logo requires space around it to maximize its presence. A protective safe area around the logo prevents other visual elements from interfering with its integrity. The preferred safe area is the height of the M from the wordmark, always in proportion to the logo being used.

If you have additional questions about the brand guidelines or proper usage of the logo, contact Corporate Communications at 614-225-8483 or corporate.communications@motoristsgroup.com.

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AFFILIATE LOGOS

All affiliate logos need to include the 'Member of Motorists Insurance Group' endorser line and should follow the same guidelines as the Motorists Insurance Group logo. These logos are also available in Motorists Blue (PMS 300) as well as black-only and white-only versions.

If your layout requires an affiliate logo to be smaller than one inch, contact corporate.communications@motoristsgroup.com.



COLOR PALETTE

Motorists Blue, Dark Blue and Sky Blue are our dominant colors. The oranges create contrast and accent, and the gray adds balance.

MOTORISTS BLUE (PMS 300)

CMYK: 100, 58, 5, 0 RGB: 0, 99, 190 HEX: 0063BE

MOTORISTS DARK BLUE (PMS 539)

CMYK: 100, 77, 46, 51 RGB: 0, 41, 66 HEX: 002942

MOTORISTS SKY BLUE (PMS 306)

CMYK: 79, 1, 6, 0 RGB: 0, 184, 228 HEX: 00b8e4

MOTORISTS ORANGE (PMS 165)

CMYK: 0, 75, 96, 0 RGB: 255, 100, 24 HEX: ff6418

MOTORISTS BURNT ORANGE (PMS 1615)

CMYK: 31, 76, 100, 30 RGB: 136, 68, 29 HEX: 88441d

PANTONE 408

CMYK: 38, 37, 39, 1 RGB: 164, 151, 145 HEX: a49791

PANTONE 400

CMYK: 20, 18, 21, 0 RGB: 204, 199, 192 HEX: ccc7c0

PANTONE 410

CMYK: 51, 52, 53, 18 RGB: 120, 106, 101 HEX: 786a65

Why did you refresh the brand? What does that mean?

A brand refresh is an update to the way a company presents itself through visual elements and messaging. It's often used as a way for a brand's look to become more modern and engaging to its customers.

There are many reasons we have chosen to update our logos, messaging, and look and feel. We believe:

- It supports our agencies and enables you to tell our story and service your customers.
- It provides consistent branding to better explain our individual company relationships and leverage the power of the group.
- It provides updated and consistent marketing materials to help you sell all companies you're licensed with in the group.

Please note that we have also dropped "The" from Motorists Insurance Group. On first reference, use **Motorists Insurance Group**, and just **Motorists** on second reference.

Why do I have to use your colors and font?

Deliberate use of color and a consistent font is one of the easiest ways to make our materials reflect a cohesive brand. By reinforcing a uniform color palette and font, it provides strength, confidence and energy to both Motorists' visual identity as well as the identity of your agency. Our goal is to represent Motorists as a strong national brand that also portrays your agency as a strong local expert to help policyholders find the best solutions for their unique needs.

How should the colors be used in my ad?

Motorists Blue (PMS 300) should be the dominant color followed by the other blues in all ads. Motorists Blue is our primary color and represents our brand. Orange should be used slightly less as it can dominate a design, and gray is a good contrast to balance the bold blues and oranges.

Can I use the local high school colors on our ad?

Depending on the location of the ad or sign, this can be an exception to the rule. If the sign will be placed at a high school field, in a gymnasium or in a sports program and school colors are a requirement, then the school colors can be used. Otherwise, as stated in the question above, the colors reinforce who Motorists is. **If your agency is part of the 2017 Advertising Program, please send your artwork to advertise@motoristsgroup.com prior to placing the ad to ensure it will be approved for reimbursement.**

Why can't I use the same ad or artwork I used last year?

As Motorists has refreshed our brand, we are updating all materials, including all ads. As an ad may have been approved previously, the refreshed brand offers us a chance to review all materials and provide consistency to support our agencies. It also helps you tell our story and provide outstanding service to your customers.

Note: If you are running an ad campaign that has ads that were approved in 2016 by Motorists and a contract was signed with a publication that runs through 2017, you can continue to use the same ads. Once the contract ends, though, you will need to update your ads with these new guidelines.

Do I have to use the Motorists Insurance Group logo or can I use the affiliate logo in my ad?

As our ad templates all use the refreshed logo of the group, you can use your local affiliate logo instead, but it must be the most current affiliate logo which also includes the endorser line: "Member of Motorists Insurance Group." If your ad layout requires an affiliate logo to be smaller than one inch, contact corporate.communications@motoristsgroup.com.

Note: only one Motorists logo (group or affiliate) should be used in any ad.

Where can I find ad templates?

You can find all ad templates on the Agents-Only website. There are ads for auto, home, business and life.

If you have additional questions about the Advertising Brand Guidelines or proper usage of the logo, contact Corporate Communications at 614-225-8483 or corporate.communications@motoristsgroup.com.