

Foremost[®] Print and Marketing Brand Guide

January 2018



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Voice

Clear and Consistent Voice

Five main characteristics must be taken into account for each communication that is delivered:

1. PROFESSIONAL

- We produce high-quality communications that reflect the professionalism of our company in the materials used, the photos displayed and the message conveyed.
- Our writing is understandable to our audience even if they are unfamiliar with the insurance business and common insurance terms.
- We continually show our commitment to the highest of ethical standards.

2. COMMITTED

- Our communications show that we are dedicated to the welfare of our agents, customers and employees.
- We are true in our message and follow through on our commitment to agents and customers to be there when they need us.
- We are dedicated to transparency and telling the complete story.

3. FOCUSED

- Our communications have a clear objective and focus on one message in a clear and concise manner.
- The photos we include are unique, up-to-date and accurately depict the products we insure.
- Our visuals directly correlate with the context of the message.

4. CARING

- Our communications convey inclusiveness for all and show our respect for the diversity of our agents, customers and employees.
- We demonstrate our understanding that a loss is a traumatic experience and we let customers know they can count on us to help.
- We always consider our audience for each communication and make the message relevant to them.

5. KNOWLEDGEABLE

- Our communications reflect our many years of experience in the insurance business and convey our knowledge about the products we sell.
- We serve as a trustworthy resource to our agents and customers through the materials we make available, such as market research reports and safety information.
- Our message is factual and based on solid research and product knowledge.

This Brand Guide specifically demonstrates the elements that must be used in Foremost communications to remain consistent with our brand and messaging. Each component in this guide is an integral part of the overall message we convey in our communications. Each element must be used properly to maintain the image of our company and reinforce the Foremost voice and brand identity.

Typography

Foremost | Typography

Frutiger and Century Gothic are the primary fonts we use to communicate in our advertising materials.

Headline/Body (print, signage)

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Century Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Digital (websites, apps, email)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

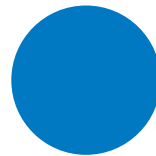
Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Color Palette

Imagery paints a clear picture of our brand and message. Using the palette consistently establishes our visual identity.

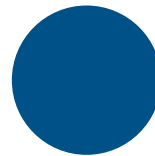
Primary Colors



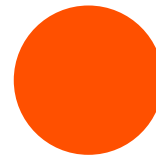
Pantone 300



Pantone Black



Pantone 2955



Pantone 021



Pantone 405



Pantone 5415



Pantone Process Blue



Pantone 370



Pantone 382



Pantone 1955



Pantone 144



Pantone 113



Pantone 628



Pantone 642



Pantone 5435



Pantone 290



Pantone 373



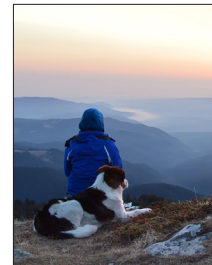
Pantone Cool Grey 2

Complementary colors are also used for Foremost external communications

Images

Our images use candid lifestyle imagery, particularly of people. Candid images are active, simple and contemporary.

In addition, Foremost shows active images, preferably showing people using or interacting with products we insure. We show diversity in a natural way.



Marketing Materials

In today's competitive marketing environment, it is no small feat to create a solid, consistent brand identity that your customer recognizes and responds to. Creating impact is key. Whether the application is used on brochures, ads or electronic media, the formula doesn't change. It's a combination of approved specifications, fonts, color palettes and photo selection to generate the desired impact.

Customer Brochures



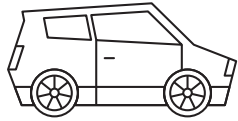
Product Cards



Print Ads



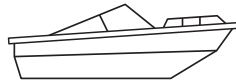
Product Icons



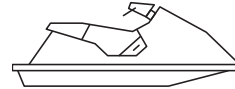
AUTO



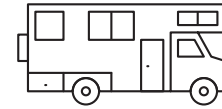
COLLECTABLE AUTO



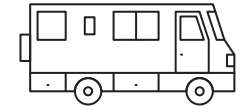
BOAT



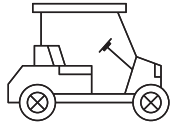
PERSONAL WATERCRAFT



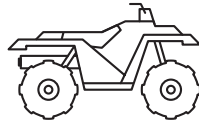
MOTOR HOME
Class A



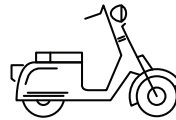
MOTOR HOME
Class B



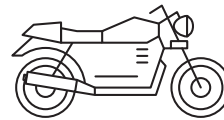
GOLF CART



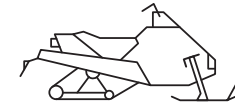
ORV



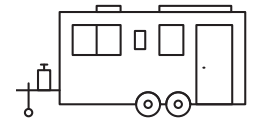
SCOOTER



MOTORCYCLE



SNOWMOBILE



TRAVEL TRAILER



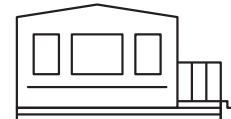
FLOOD



PROPERTY



LANDLORD



MANUFACTURED HOME



VACANT HOME



TINY HOME



CONDO



HIGH-RISE CONDO



CONTENTS



SEASONAL HOME

The Logo

The Foremost logo is the foundation of our brand identity. Its proper and consistent usage is critical to maintaining that identity. Whenever it is displayed, it must strictly adhere to our logo guidelines so it remains a constant, recognizable symbol to agents and consumers.

Clear Space Guide

The Foremost logo is meant to be a stand-alone element and must always be surrounded by ample clear space for visual impact.

2X denotes the clear space rule.
Clear space = two times the height of the "F" in "FOREMOST".



The interlocking Fs can be used alone with approval for appropriate materials



Foremost | The Logo

The Foremost logo is the foundation of our brand identity. Its proper and consistent usage is critical to maintaining that identity. Whenever it is displayed, it must strictly adhere to our logo guidelines so it remains a constant, recognizable symbol to agents and consumers.

Foremost Insurance Group is an umbrella name which encompasses all the Foremost Insurance Underwriting Companies. The "FIG" logo is often used because it is flexible enough to represent all of these Companies. Please follow these guidelines carefully whenever you use this identity.

The Foremost Insurance Group logo consists of "interlocking Fs" and logo type. The preferred size is 1.25 inches to 2.5 inches wide from end to end (including the registered trademark), depending on application. The "interlocking Fs" may be used as separate elements but must retain their current proportions and register mark. The logo type should never be used alone.

Clear Space Guide

The Foremost logo is meant to be a stand-alone element and must always be surrounded by ample clear space for visual impact.

2X denotes the clear space rule.
Clear space = two times the height of the "F" in "FOREMOST".



Both the word "Foremost" and the "interlocking Fs" are registered trademarks. The registered trademark must appear in the two places indicated on the logo. (This applies to all versions of the logo, whether color or black-and-white.)

In the color version of our logo, only the "upside-down F" is filled with blue. The interlocking "F" on the far left is always filled with white. Both of these interlocking "F's" are always outlined in black.

Approved Logo Color Palette

The Foremost logo color palette revolves around the Pantone 300 blue and black of our signature. The Foremost logo can be used in these 2-colors or all black or white (reverse) colors only.



Pantone 300
CMYK Values:
C-100 M-43
Y-0 K-0



Pantone Black
CMYK values:
Process black

This logo is used ONLY on policy documents and other legal forms.

Contact Corporate Communications for approved use of this logo.



Foremost | The Logo

Approved logo usage of single color and reverse on a colored background. Logo versions should not be combined. Individual version should be used appropriately for each instance. Covers and back covers should only have one Foremost logo.

Do NOT put the logo on top of detailed images or photographs. The logo must be clear and easy to read.

The interlocking F block needs to be a perfect square. If it isn't, the logo is not sized properly.

Do NOT modify the basic shape of the logo in any way. The logo should not be "stretched" out of the original shape by either elongating or pushing together.



RIGHT!



WRONG!



WRONG!

Foremost | The Logo

Copyright

Always make sure that the registered trademark ® appears on the logo as shown in the previous pages. This applies to all versions of the logos, whether color or black-and-white.

Internet and Producer Use

Producers, dealers and others may use the logos on their websites as long as they adhere to the guidelines on this page. We suggest a minimum resolution of 72 dpi for a 2-inch screen size. GIF format usually works best for Internet applications. If the logos are used on materials or ads for a specific producer, it should have the word “Representing” in small italic type placed above the logo itself. For those who have access to ForemostSTAR®, the logo is available to download.

Representing -



Unacceptable Logo Treatments

The integrity and appearance of our logos are an important part of our corporate identities. Please do not misuse the logos by:

1. Stacking the logo
2. Changing the colors of the logos
3. Incorporating or combining our logos into another logo
4. Blurring, distorting or screening the logos
5. Reproducing the logos in a way that makes them look grainy or “choppy”
6. Shrinking the logos so small that the small words cannot be easily read
7. Stretching or compressing the logos in a way that distorts the logo’s original proportions
8. Duplicating or printing the logos in a way that leaves unwanted dots, splotches or other imperfections
9. Reproducing the logos on a promotional item that is not appropriate (e.g., knives)

The following formats are available:

• EPS • JPG • PDF • PNG

These four formats are available in both the color and black-and-white versions. For maximum clarity in printing, we recommend that you use the EPS version of the logo whenever possible.

If you need to send a logo to a vendor for a premium item such as a shirt, hat or large banner, use the EPS version. It can be opened in the program Illustrator as a vector-based file that can be enlarged to any size. Do not use a photocopy of the logos because this will not provide enough resolution for quality printing.

The Secondary Logos

These secondary logos support the Foremost vision and strategy and are to be used in a proper and consistent manner. They can be used as a visual file (see below) or in text. When the words "Foremost Choice" or "A Better Insurance Experience" are used in text/a sentence, they can be in the same font used in the rest of the text with a property placed registered trade mark or service mark at the first mention.

ForemostChoice®

ForemostChoice®

A Better Insurance Experience.SM

A Better Insurance Experience.SM

Approved Secondary Logo Color Palette

The Foremost secondary logos can be used in these 2-colors, in greyscale, or in white (reverse) colors only.

Color Logo



Pantone 300
CMYK Values:
C-100
M-43
Y-0
K-0



CMYK values:
C-100
M-0
Y-0
K-0

Greyscale Logo



CMYK Values:
C-0
M-0
Y-0
K-100



CMYK values:
C-0
M-0
Y-0
K-43

Legal Use and Contact Information

Disclaimer Language

Whenever the logos are used in an official company letter, statement, advertisement or other promotion, you must include the appropriate disclaimer language. Contact Foremost Corporate Communications for the most current disclaimer language and copy guidelines. All copy used for materials representing Foremost Insurance Group needs to be approved by the Legal department through Foremost Corporate Communications.

Contact Information

For logo inquiries, please contact Connie Bridges at (616) 956-8891. For design approval, contact Noelle Kimble, (616) 956-4289. For producer co-op information contact Kathy Van Dyke, (616) 956-8889.