

# Using The Standard<sup>‡</sup>'s Names and Identity Elements



## Our Name and Identity Elements

Before using any of The Standard's names or identity elements (logo or brandmark) in social media or your print or electronic marketing materials, you must first obtain express permission. **For usage details, refer to the requirements in your contract with The Standard.**

Permission must be granted whenever you want to use or refer to The Standard's:

- Names (The Standard Life Insurance Company of New York),
- Products (by name or otherwise),
- Brandmark, or
- Web pages by linking to them using the brandmark.

After gaining permission to use the brandmark, refer to the graphic standards on the next page to ensure you use it in an approved manner.

## Printed Materials

To receive permission to include The Standard's name or visual identity elements in printed materials, email your request with a copy of the proposed content to [idimarketing@standard.com](mailto:idimarketing@standard.com).

Please allow 15 business days for the review process.

## Linking to The Standard's Websites

To receive permission to place a graphic or text hyperlink using The Standard's name or identity elements in social media or web-based or electronic communications, email your request to [idimarketing@standard.com](mailto:idimarketing@standard.com). Include a link or copy of the web pages showing the proposed placement of the brandmark.

## Compliance Approval Expiration

If content is altered substantially after it is approved by The Standard, it must be resubmitted for approval before use. Approved content that has been used for a year or more should be resubmitted even if there has been no change, as state regulations can change. For this reason, any approval by The Standard expires one year after the original approval date.

## Questions?

Please contact [idimarketing@standard.com](mailto:idimarketing@standard.com). We will be happy to assist you.

‡ The Standard is a marketing name for StanCorp Financial Group, Inc. and subsidiaries. Insurance products in New York are offered by The Standard Life Insurance Company of New York of White Plains, New York. The Standard Life Insurance Company of New York is licensed to solicit insurance business in only the state of New York.

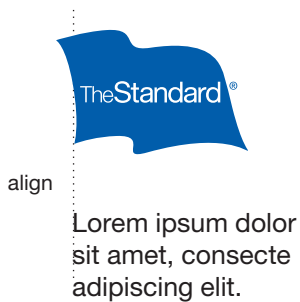
**For producer use only.  
Not for use with consumers.**

**The Standard Life Insurance  
Company of New York**  
445 Hamilton Avenue  
11th floor  
White Plains, NY 10601

*Continued*

[standard.com/di](http://standard.com/di)

## Correct Use of The Standard Brandmark



### Clear Space

Clear space is the minimum “breathing room” to be maintained around the brandmark. It should be kept free of graphics, text and other elements. It also defines the minimum distance from the brandmark to the edge of a printed piece. The clear space can be calculated as one-quarter of the banner’s height, on top, bottom and on both sides.

### Minimum Size

To ensure proper legibility, please ensure that The Standard brandmark never reproduces in dimensions below .75” wide.

### Color

Our color blue (PMS 286) is an important part of our identity: always strive to reproduce our logo in blue. In situations where our color is unavailable, the logo can be reproduced in black.

### Alignment

When the brandmark is used with copy, the lower left corner of the banner symbol should vertically align with the text below it.

## The Following File Formats are Available:

For Print	For Microsoft Office	For Web
EPS	150 dpi JPG	72 dpi JPG
300 dpi TIFF	150 dpi PNG	72 dpi PNG

## Incorrect Use of The Standard Brandmark

### Clear Space

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### Color



### Minimum Size

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### Alignment

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dignissim. Donec quis orci.~~