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# BRAND STYLE GUIDELINES

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We depend on you to build our brand by using the styles outlined in our brand guide. Visual presentation is one of the key success of our brand, please follow these guidelines to ensure consistent treatment of our visual identity across all communication.



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Who We Are

Our Mission

Brand Fonts

Tone of Voice

Illustration Guide

Brand Colors

Logo Guide

Photo Guide

# Who We Are

## Independent and unbiased.

Since our inception, Life Insurance Strategies Group has focused solely on the individual high net worth life insurance market.

We help our clients navigate the complex world of life insurance for high net worth individuals. From U.S. and non-U.S. insurance carriers looking to expand into new markets, to producers seeking to enhance their business, to individuals and advisors investigating life insurance solutions, we partner with our clients to ensure they achieve their goals.

With decades of domestic and international life insurance industry experience, we possess a unique combination of distribution leadership, technical knowledge and market awareness to help our clients make better decisions, convert those decisions to actions and deliver the sustainable success they desire.

We do not sell life insurance products. This allows us to offer unbiased, pragmatic advice.

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# Our Mission

## Cut through the noise.

The world of high net worth life insurance can be opaque and confusing. We cut through the noise to help provide clarity.

## Our Vision

- As we do not sell products, to offer truly unbiased, pragmatic advice allowing clients to make the best decisions.
- To combine our unique expertise and skills in the life insurance and other industries in helping our clients to enhance their business.

## Our Values

- Provide value to our clients.
- Operate with complete transparency.
- Hold high ethical and professional standards.
- Create a culture of inclusiveness at our company and in the life insurance industry.

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# Brand Fonts

Fonts are the backbone of design. We use practical and easy to read fonts.

## Typefaces

Our corporate typeface are **Libre Baskerville** and **Roboto**.

Libre Baskerville

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A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

Roboto

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

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# Tone of Voice

## Pragmatic

Life insurance can be viewed as intentionally opaque. LISG's voice strives to speak clearly and provide information that is easily understood and useful to the reader.

## Candid

When LISG talks to its clients, it does so in a frank, open, honest, and impartial way. LISG wants its clients to feel they have the best information with which to comfortably make decisions.

## Empowered

When dealing with life insurance, people in and out of the industry can feel they are at a disadvantage because of their unfamiliarity with the industry or specific, complex products. LISG helps its clients to build an understanding of HNW life insurance.

## Inclusive

LISG believes that everyone should feel welcome and comfortable in the life insurance industry. LISG is respectful to its clients and strives to create a more diverse industry.

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# Illustration Guide

We follow several principles that guide us to approach illustration. These principles include:

## Consistent Is The Key

Consider details of a single illustration, and look at the body of illustration work as a whole.

## Be Focused

Every narrative should have a focal point. In addition, it should have a hierarchy of elements that contribute to the single message.



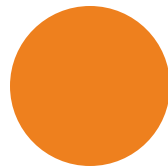


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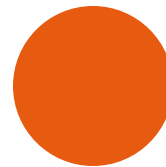
# Brand Colors

Our brand colors convey that we are **independent, vibrant, and practical.**

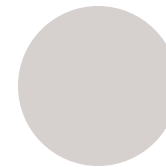
The consistent use of color is an easy way to stand out in the industry. Our corporate color palette includes an orange theme with gray supporting tones.



**LISG Orange**  
RGB 93, 53, 0  
CMYK 0, 43, 100, 7  
#EE801E



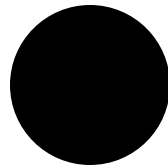
**LISG Dark Orange**  
RGB 91, 36, 6  
CMYK 0, 61, 93, 9  
#E75B10



**LISG Dark Gray**  
RGB 84, 82, 81  
CMYK 0, 2, 4, 16  
#D6D1CE



**LISG Gray**  
RGB 89, 88, 87  
CMYK 0, 1, 3, 11  
#E3E0DD



**LISG Black**  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
#000000



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# Logo Guide



Company Logo



Tier One Logo



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# Photo Guide

Photography plays a crucial role in our visual identity.

When you use our photographs, please ask for permission. Make sure you have permission before you publish photographs. Alternatively, you can mention the details of people in the captions, as permitted.



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# Photo Guide

## Photography Do's & Don'ts



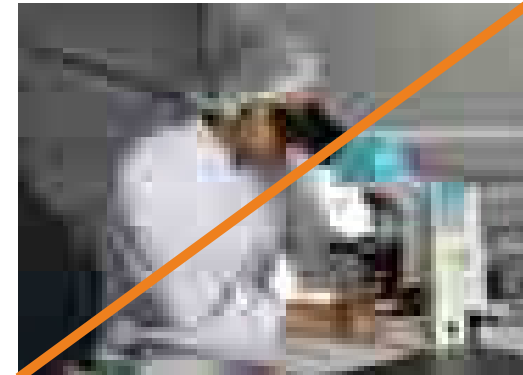
Use full color images.



No to black and white images.



For web use, images should be 72 DPI. For print, images should be 300 DPI.



Do not allow a photo to become pixelated from expanding the photo's size too much.