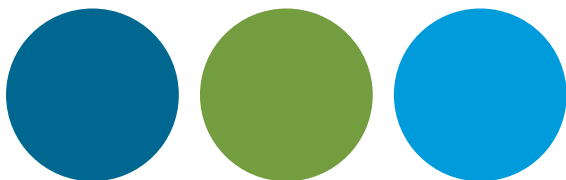


Logo Quick Reference Sheet

Questions regarding Modern Woodmen's branding guidelines or to request the full branding guidelines, contact the Corporate Communications Department.

Phone: 309-786-6481, 800-447-9811. Email: Corporate.Communications@modern-woodmen.org.

Corporate colors



PANTONE® 7470

C 90 R 0
M 15 G 105
Y 0 B 144
K 53

PANTONE® 370

C 66 R 102
M 20 G 153
Y 100 B 51
K 4

PANTONE® 2925

C 84 R 0
M 21 G 150
Y 0 B 214
K 0

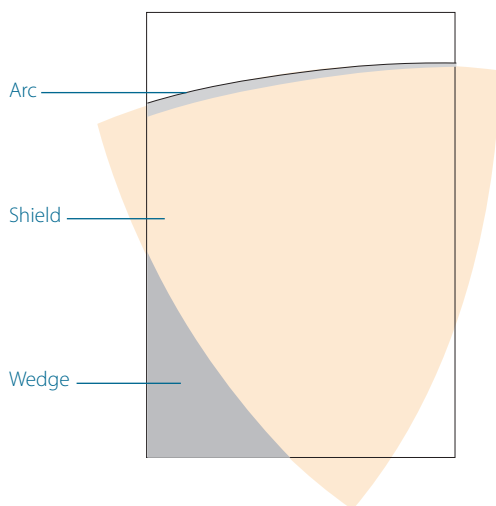
HTML: 006990

HTML: 568e14

HTML: 0096D6

More color options available. Please see the full version of the branding guidelines.

Arc and wedge

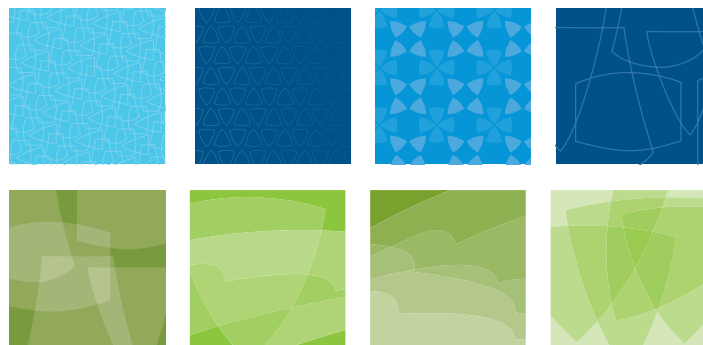


The shapes are created from the shield shape of our logo. These elements have been sized and placed to stage our logo, typography, patterns and imagery. The arc and wedge should be used on all appropriate communication materials to strengthen our brand identity.

Tips:

- The clouds (eagle's head) in the shield should always be white.
- The files for dark backgrounds won't show the words until you place the logo on a dark background in your document.
- Maintain a clear area around the logo to ensure maximum visibility. This area should be kept free from images, text, graphic elements, rules, etc. The minimum amount of clear space is equal to the size of the M in the Modern Woodmen logo.
- 1/4" is the minimum size the logomark may appear.
- The reversed white logo should be used on background colors other than blue, black or green.
- Consistent logo appearance is important to Modern Woodmen's brand recognition. Always use the logo exactly as it appears below to maintain a professional-quality appearance. **Never re-create, manipulate or distort the logo for any reason.**
- The corporate fonts for use on communications pieces are Myriad Pro and Utopia. Arial and Times New Roman are acceptable for Microsoft-based applications.

Patterns



Patterns serve as secondary design elements that can be used to counterbalance imagery or messages and add visual interest and depth to the layout design. The design of patterns or textures should be guided by the need and is open to a wide range of exploration. The patterns above were developed using shapes and imagery derived from identity system elements and Modern Woodmen's historical working tools. Patterns add a greater sense of style and meaning to individual communications.

Imagery

Photography should set a tone and evoke an emotional connection with the viewer to further strengthen the Modern Woodmen brand.

Try to find imagery that meets the following brand attributes:

- Authentic, real people.
- Competent, not arrogant.
- Expressing relationships.
- Fresh environment, outdoors when possible.
- Attitude: enjoying community.
- Healthy, positive characteristics.
- Multigenerational families.
- Feeling: trust.
- Heavy use of blue and/or green tones and colors.

Consistency is crucial

Consistent logo appearance is important to Modern Woodmen of America's brand recognition. Always use the logo exactly as it appears below to maintain a professional, quality appearance.

Never re-create, manipulate or distort the logo for any reason.

Horizontal logo options (preferred) – color formats

For use on white or light backgrounds

Full color

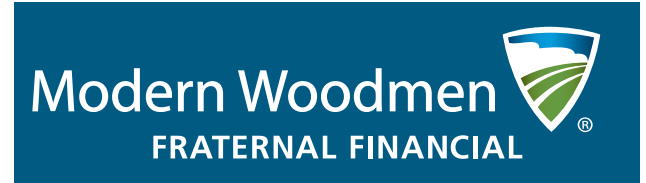


Black

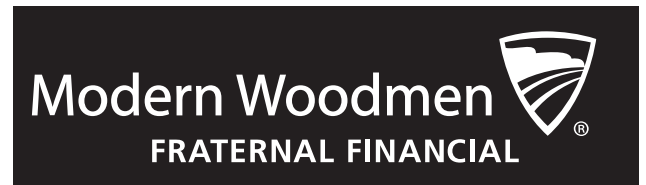


For use on dark backgrounds

Full color



White



Vertical logo options – color formats

For use on white or light backgrounds

Full color

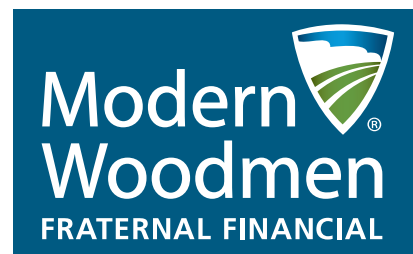


Black

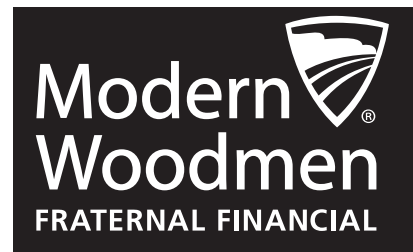


For use on dark backgrounds

Full color



White



More color options available. Please see the full version of the branding guidelines.

Notes: • Do not use the shield alone without permission from Modern Woodmen's Corporate Communications Department.