

For financial
adviser use only.

Our Brand.

Fidelity Life brand
guidelines for advisers.
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fidelity life



We're on a journey to establish a stronger, clearer, more differentiated brand.

Proudly New Zealand owned and operated since 1973, our values are deeply rooted in the land, the people, and our connection to nature.

We're here to protect what we're proud of, through trust and certainty.

These guidelines detail the Fidelity Life brand elements which can be used by advisers and how they should be used in your communications.

If you require any further information about the content of this document and its use, please contact:

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Fidelity Life brand guidelines

Strategic framework.



A

Our purpose.

Giving New Zealanders certainty to enjoy a more rewarding life.



Fidelity Life brand guidelines

Brandmarks.



B

Our logo.

Our logo represents New Zealanders' connection to nature with many seeing nature as a source of life. The letterforms represent strength, support and harmony.

We have one logo, which is available in two colours, Sky and Night (Sky variant is shown).



Colour.

Preferred logo colour.

Our logo is available in Sky and Night. The preferred colour variant of our logo is Sky.

Our Sky logo works well on most coloured backgrounds and over imagery. Use the Night logo on light backgrounds where there is insufficient contrast to hold the Sky logo.

Recommended logo colour combinations.

We recommend applying our logo over our primary brand colours. Use sparingly over brand secondary and tertiary colours.

Black and white or greyscale printing.

For all black and white or greyscale printing, our logo is available to use in black or Sky.

Preferred logo colour in Sky.



Secondary logo colour in Night.



Preferred logo in Sky over brand colours.



Preferred logo in Sky over imagery.



Secondary logo in Night over imagery.



Logo use.

Our logo should be used as consistently as possible. For maximum visual impact, it is important to position the logo within an adequate area of clear space between it and any other graphic elements.

Clear space.

The clear space or breathing room maintained around the logo is equivalent to 1/3 the size of the 'life' leaf around all sides. Keep this area free of any graphics, text or other marks.

Placement.

Place the logo in a corner. The preferred location is the lower right margin. For instance, where the logo is the hero graphic, optically position the logo in the centre or the top half of the page.

Minimum size.

It's important our logo remains readable when reduced in size. Minimum size rules for the logo are 25mm for print and 120px for screen.



Print: 25mm



Screen: 120px

Logo misuse.

Our logo should not be misused in any way. Please use the logo master files available from the marketing team.



Do not apply shadows or effects to the logo.



Do not re-colour the logo.



Do not fill the leaf.



Do not stretch, condense or distort the logo.



Do not re-arrange or change the proportions of the logo.



Do not house the logo in a shape.



Do not rotate the logo.



Do not place the logo over imagery which makes it unreadable.

Fidelity Life Brand Guidelines

Colour.



Colour

Primary colours.

Night and Sky are our overarching primary brand colours.

Night

PMS 532
CMYK 70. 0. 0. 97
RGB 0. 29. 45
HEX 001d2d

Sky

CMYK 0. 0. 0. 0
RGB 255. 255. 255
HEX FFFFFFFF

Fidelity Life

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If you require any further information about the content of this document and its use, or you are missing brand elements please contact:

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Why choose Fidelity Life?



*Fidelity Life has an A- (Excellent) financial strength rating from A.M. Best. The rating scale that this forms part of is available for inspection at our offices. For more information please visit fidelitylife.co.nz/about-fidelity-life/our-financial-strength.