Our Brand Guidelines in

BLACK & WHITE

...with a little red

hexure

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INTRODUCTION

Hexure

Hexure [heck-sure] is derived from two powerful elements—hex and ure. Hex signifies strength found in the stability of hexagons. [S]ure represents the legacy of the company's extensive history in insurance.

We believe in a future where the industry enables consumers to buy financial and insurance products quickly, digitally and at their fingertips.

These corporate identity guidelines are to be used as a reference to the creation of any corporate materials created by employees of Hexure.

The Hexure corporate identity and brand is an essential marketing tool when building and maintaining identity within the financial services, Insurance and wealth management industries.

To ensure consistency and standardization of materials across the company, Hexure actively encourages all communication and marketing material to be designed with full consideration and compliance with the newly developed identity standards as provided in this document.

This guide will be updated as needed. For the most current published information, please check the electronic version of the guide located in the Brand Assets folder in the general Hexure Team Channel. Contact the marketing department marketing@hexure.com for any questions, including logo and guideline parameters of all brands for external and client use.
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VOICE

OUR VOICE

At Hexure, we are passionate, knowledgeable, dependable, collaborative and innovative. We know what makes us different from the rest and understand that our clients want a partner who will help them succeed and drive their business forward. We are proud and confident. We are strong in everything we do. We are mature yet modern. We like a challenge and seek to develop solutions that solve challenges and progress sales, operational and business strategies. Hexure is more than a technology vendor - we are a partner. We strive to be easy to work with and provide our clients consultative support and direction to achieve their digital journeys.

Our goal is to tell our story through clear, concise and magnetic conversational yet professional messaging that is confident, innovative, problem-solving, practical and provides value. To do that we stand by our voice that is confident and inspiring. It's modern and magnetic. It's professional yet personable. And it's practical. Because we want to see our clients succeed and are inspired to see a better tomorrow for life insurance and annuity sales.

”

A brand is a voice and a product is a souvenir.
- Lisa Gansky

LOGO

LOGO

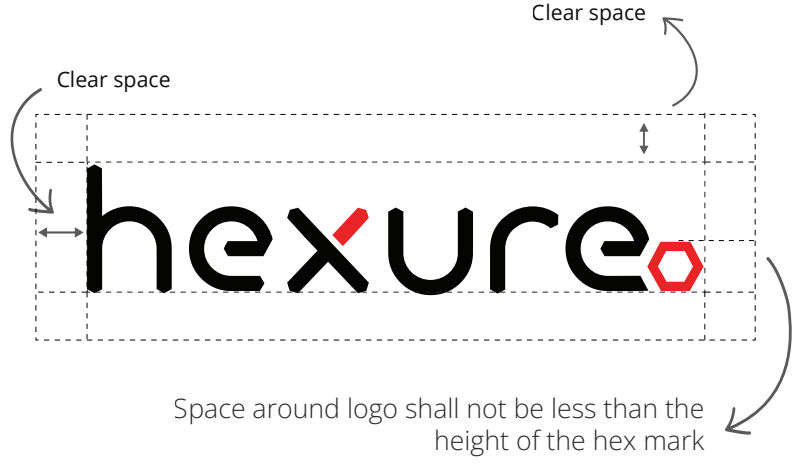
The logotype is a custom face which incorporates the angles of the hexagon into the end of the ligatures. These precise hexagonal angles are married with the soft rounded feel to the overall characters conveying a nice reflection of our warm, empathetic approach with our clients, blended with the sharp focus and direction of our technology and solutions.

hexure

HORIZONTAL

The Hexure logo was designed around the name, a singular word. There is only a horizontal application of the logo.

The red hexagonal logo mark symbol is used as a favicon for brand identification in browser sessions.



REVERSED & MONO LOGOS

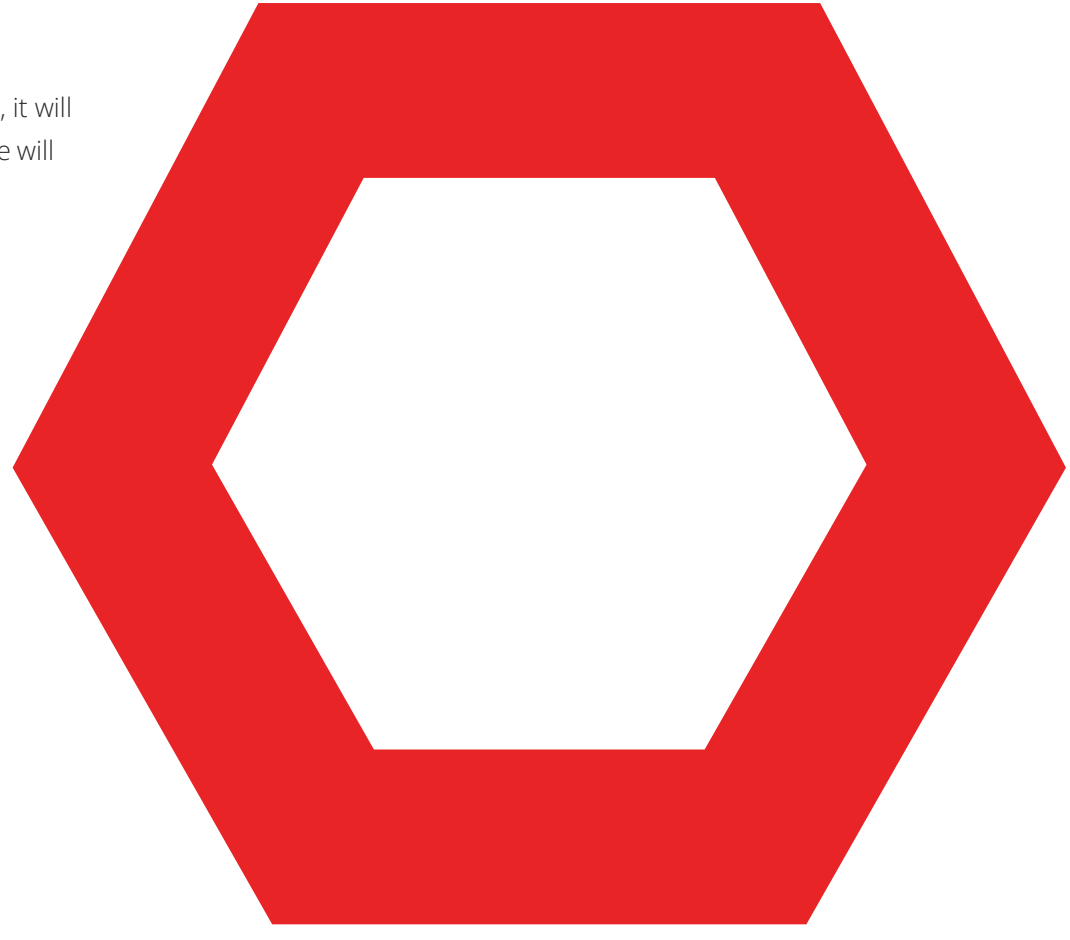
The reversed Hexure logo (white & red) is to be used on dark backgrounds, primarily black.

The mono color Hexure logo is to be used when only one color applications are permitted such as embroidery, swag, or ither special uses limiting the logo to one color. Black on white/ white on black are the two approved mono color usages.

SYMBOL/LOGO MARK

Our powerful red hexagon.

Used singularly as a favicon or social profile image at this point, it will gain recognition as our brand exposure broadens. Ultimately we will be recognized by this symbol alone within the. industry.



”

If you don’t give the market the story to talk about, they’ll define your brand’s story for you.
- David Brier

CORRECT APPLICATION

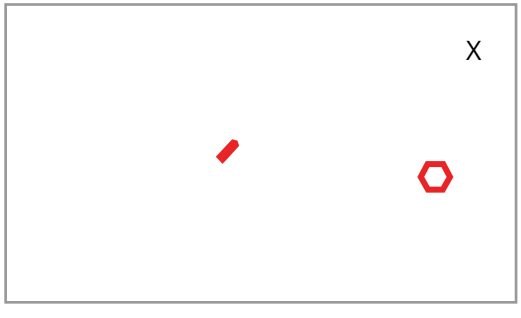
PRIMARY USE

SECONDARY USE

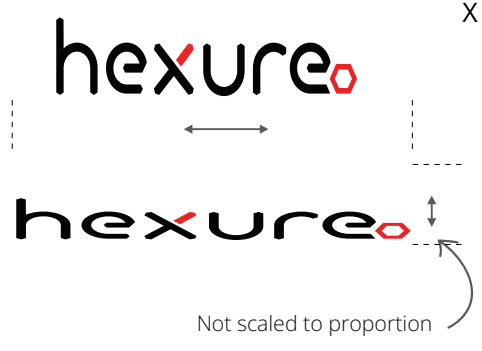
ALTERNATIVE USE

INCORRECT USE

INCORRECT USE



INCORRECT USE



LOGO COLORS

PMS 185C | 185U
RBG: 232, 3, 37
CMYK: 3 99 99 0
HEX #E82425

PMS Black 6C
RBG: 0 0 0
CMYK: 60 50 50 100
HEX #000000

”

‘If people believe they share values with a company they will stay loyal to the brand’.
— Howard Schultz

PRODUCT LOGOS

The ForeSight and FireLight logos use the Quickasand font face and incorporate the Hexure symbol in product colors.

The FireLight and ForeSight logo clear space around the logo should be at least the height is equal to the height of the hexsymbol.

The logo may be used in reverse (white on black) when necessary. See options on right.
When used in text/copy, the FireLight® an ForeSiight® names should always use an uppercase F and L (FireLight®) and F and S (ForeSight®) and be accompanied by the registered trademark in the first usage of the name per page within a document.

Product logos accompanied by the 'by Hexure' should always be used when the corporate logo is not present on the same piece or application. If the corporate Hexure logo is present, then the product logos may be used without the 'by Hexure'.

COMPONENT LOGOS

The FireLight components and colors are available for use within three color states. Solid is active, color in the gray hex is on, and gray is inactive.

Pre-Sale Functions:
RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522

Product Quoting:
RGB: 60, 170, 225
CMYK: 67, 16, 0, 0
HEX: #3CAAE1

Sales Illustration:
RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc

e-Application:
RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041

e-Delivery:
RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445

Post-Sale Services:
RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c

COLOR

BRAND COLORS

A color has much to say. It speaks to you in many ways, and can convey feelings without saying a word.

Our brand colors paint a picture and tell a story. They lend perception to how we and others view our brand.

STRENGTH

POWER

SIMPLICITY

ELEGANCE

COLOR PALETTE

PRIMARY

PMS 185C | 185U
RBG: 232, 3, 37
CMYK: 3 99 99 0
HEX #E82425

PMS Black 6C
RBG: 0 0 0
CMYK: 60 50 50 100
HEX #000000

PMS P-179-12C | P-179-12C
RBG: 90 90 90
CMYK: 63 55 54 28
HEX #5a5a5a

PMS P-179-2C | P-179-2C
RBG: 231 231 231
CMYK: 8 6 6 0
HEX #E7E6E6

SECONDARY

Pre-Sale Functions
RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522

Product Quoting
RGB: 60 170 225
CMYK: 67 16 0 0
HEX: #3CAAE1

Sales Illustration
RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc

e-Application
RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041

e-Delivery
RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445

Post-Sale Services
RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c

The primary color palette consists of the logo colors and supporting grey tones. As the brand evolves, additional gray tones may be introduced on a case-by-case basis.

The secondary color palette is built of the FireLight component colors.

FONTS

FONTS

Open Sans is the primary font of Hexure for body content and sub-headings, while Roboto Slab is used for primary headlines and titles.

OPEN SANS FONT FAMILY
AVAILABLE HERE: www.latofonts.com/lato-free-fonts/#download

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz"
1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz
1234567890

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO SLAB FONT FAMILY
AVAILABLE HERE: www.latofonts.com/lato-free-fonts/#download

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz"
1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi jklmnopqrstuvwxyz
1234567890

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHIC HIERARCHY

HEADLINES

Headlines - Roboto Slab

SUB-TITLES & BODY

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKIMNOPQRSTUVWXYZ

Open Sans Bold

Open Sans Italic

Primary Heading

Secondary Heading

Body

Make a **Statement**

Combine weights to place emphasis on idea

PHOTOGRAPHY

PHOTOGRAPHY

Photography should be crisp and professional. It should represent our audience of advisors, carriers and financial professionals along with their client scenarios.

Hexure photography should invoke feelings of empowerment and ease of use.

PRINT

BUSINESS CARD

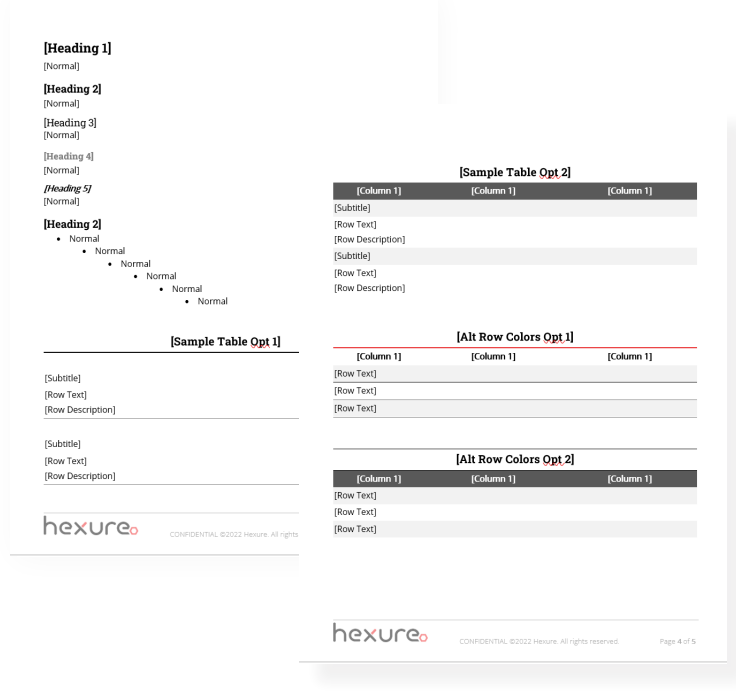
The font of the card combines headline and body fonts along with accents shapes.

Name:
Title: - Stacking may be needed due to length
Designations: Appear after name separated by comma:

NAME: UC 12pt Roboto Slab Medium
Title: 9pt Open Sans Light
Designations: 7pt Roboto Slab Regular
Email/Numbers Icons: 5 pt Font Awesome (62 42 42 17)
Email/Numbers:: 8 pt Open Sans Regular

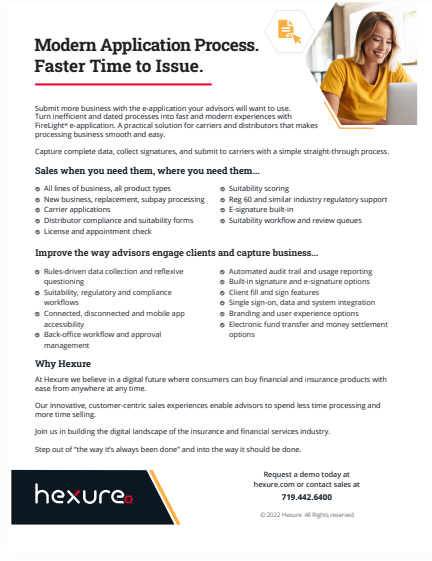
DOCUMENTS

Word Templates



SLICKS/SELL SHEETS

InDesign Templates

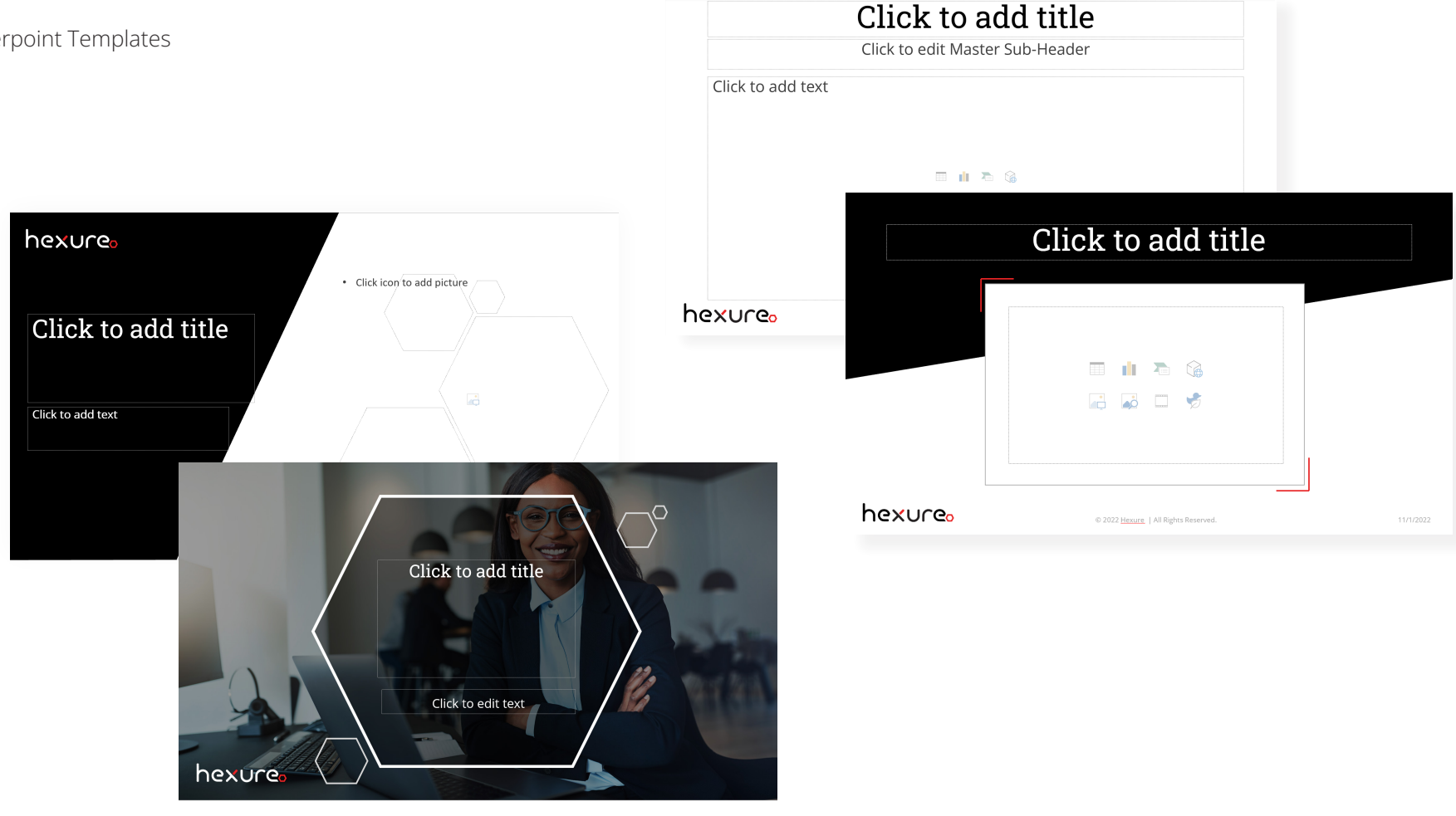


Heading: 26pt Roboto Slab Bold, Black
Title: 11pt Open Sans Refular, Black
Bullets: FontAwesome , Gray

DIGITAL

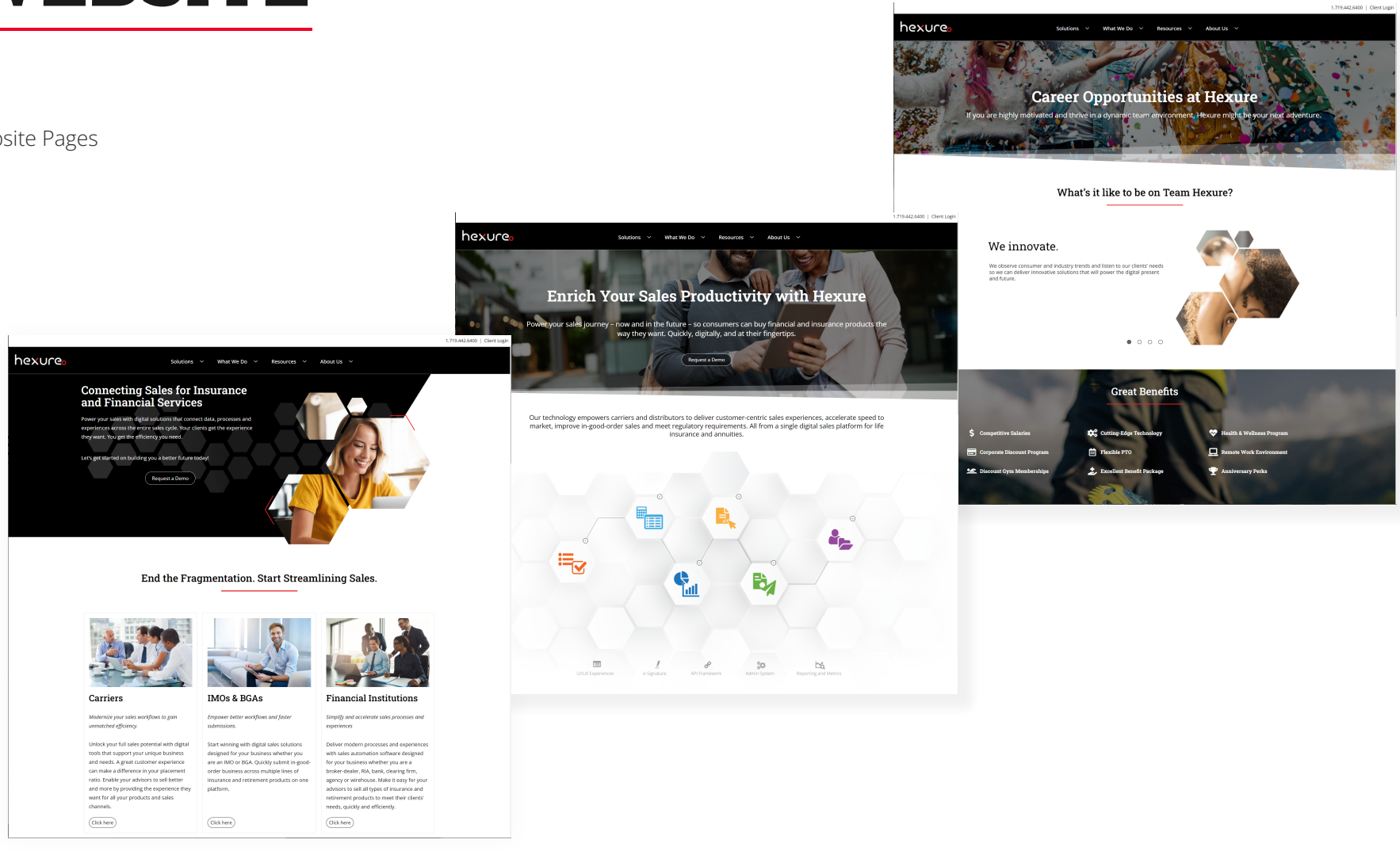
PRESENTATIONS

Powerpoint Templates



WEBSITE

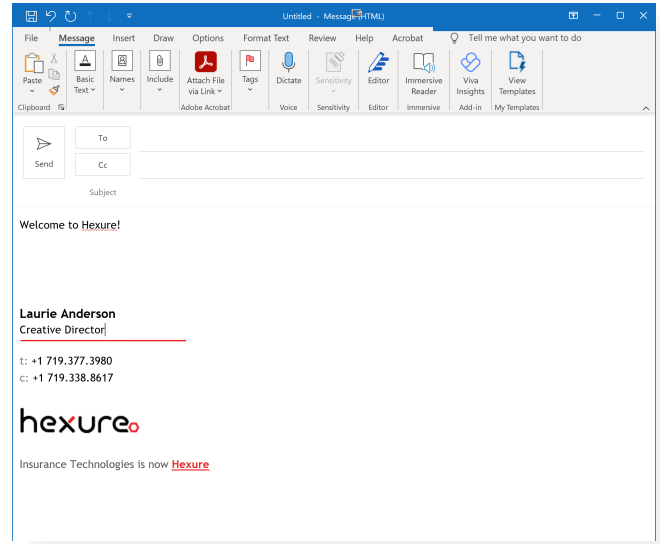
Website Pages



EMAIL

Email

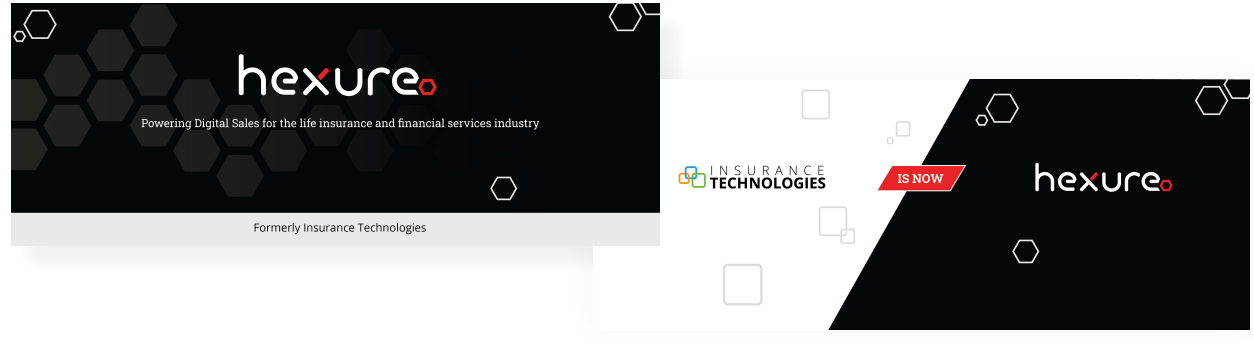
Email signatures and formatting should be consistent with the email guidelines and instructions provided within the Brand Assets folder in the general Hexure Team Channel.



SOCIAL

Social...

Social avenue platform banners and social post images. Incorporate bold angles and brand colors.



ELEMENTS

ANGLES

Design pieces should incorporate use of the hexagonal angle when possible. This angle should follow that of the hex in the logo.

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PATTERNS

Use of the hexagon to create a feeling of organic, yet structured flow.

ACCENTS

Light gray outlines of the hex created with the same proportions/angles of the red hex found in the logo are to be used when an added design element or pattern of interest is added to marketing touch-points.

These shapes compliment the logo and create a feeling of both connection and flow within the piece. These shapes should not overlap each other nor touchand should maintain (at least) the width of the hexagonal lines between shapes.

This treatment should be used sparingly.

ICONS

Icons utilizing the two main brand colors have been created for use to accompany marketing materials and presentations.

There is also a single color set for products.

Two Color Item/Idea Icons

One Color Product Icons

Two Color Product Icons

CONFIDENT
INSPIRING
PRACTICAL
MODERN
INNOVATIVE