

Transamerica Financial Group Brand Guidelines



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“A Brand is not a product or a promise or a feeling. It’s the sum of all the experiences you have with a company.”

– Amir Kassaei

1. A Strong Brand

Transamerica is one of the most familiar brands in the financial services industry. With more than a century of experience, the company's reputation is built on solid management, sound decisions and consumer confidence.

Transamerica Financial Advisors, Inc. – Transamerica Financial Group Division (TFG) shares in the positive associations consumers have about the Transamerica brand; however, TFG has its own distinct identity that has to be protected, strengthened and adhered to for clarity in the market. Everyone at TFG – from its advisors and representatives to its leadership and headquarters staff – has a role in following basic brand guidelines, so that the division's visual image consistently conveys the same positive and empowering messages all the time, everywhere.

The following guidelines are an introduction to the TFG logo and other company design elements. They describe how the TFG brand is represented in the marketing materials TFG Marketing Communications provides for use by TFG registered representatives and advisors. They also show how to best represent the TFG brand in marketing materials and other collateral that you may create for use in your business.



2. The TFG Signature

The combination of the Transamerica Pyramid symbol, logotype and color defines the TFG signature, which is a fundamental representation of our unique identity in the marketplace. Correct and consistent application of our signature preserves our integrity, accelerates recognition, invites attention and improves awareness in the marketplace.



The TFG logo, following the style of Transamerica business unit logos, consists of the Pyramid symbol, the TFA business unit name and TFG Division. This logo is the purest representation of the TFG brand and must not be redesigned, rearranged, modified or embellished.



A variant of the standard logo, with the logotype centered below the TFG pyramid, exists for use in specific situations, such as in signage that must meet specific building codes or requirements.

2.2 Sizing & Spacing

The Transamerica Pyramid symbol, images and three dimensional representations of the Transamerica Pyramid building function singly, and together, as service marks to identify the source and origin of services rendered by the Transamerica companies. The service marks must be used correctly and consistently. Usage of the marks in ways other than as authorized herein is not allowed.

A registration notice must be used, a proper form is the letter R in a circle, as ®, placed next to the registered mark.

Always leave a minimum amount of white space, equivalent to the height of the capital T in Transamerica, around all sides of the logo. The minimum height of the logo should be no smaller than one-half inch.



With "x" being the height of the "T" in Transamerica, there should always be a minimum of one "x" clear space on all sides of the logo.



The logo should no smaller than 0.5" in height.

Proper Usage

The TFG logo should always maintain maximum visibility over any background color. The full-color TFG logo is preferred on white and light-colored backgrounds. A black logo is also available for use. On dark backgrounds, the logo can be reversed white.



Improper Usage

The TFG logo should never be altered to appear in one color. The full-color logo may not be placed on a dark background; and the logo in any form – full color, reversed white or reversed black – may never appear on photographs.



A large, solid red geometric shape, resembling a stylized triangle or a wedge, is positioned on the left side of the page. It points towards the bottom right corner.

3. Design Elements

Visual elements, such as fonts, colors and imagery, work with the logo to complete the look and feel of TFG. The consistent use of these elements gives TFG a standard look that reinforces and strengthens the brand.

There is one font family approved for use by TFG: Myriad Pro. The consistent use of this font in all TFG communication materials helps to establish a unified look and strengthen the brand. All weights – italics, condensed and other versions of this typeface – are available for use.

In some cases, when TFG materials are shared between other Transamerica business units, the Transamerica typefaces, including Helvetica Neue and Sabon, may be used as indicated by the *Transamerica Brand Style Guide*.

TFG Typefaces

Myriad Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro - Regular

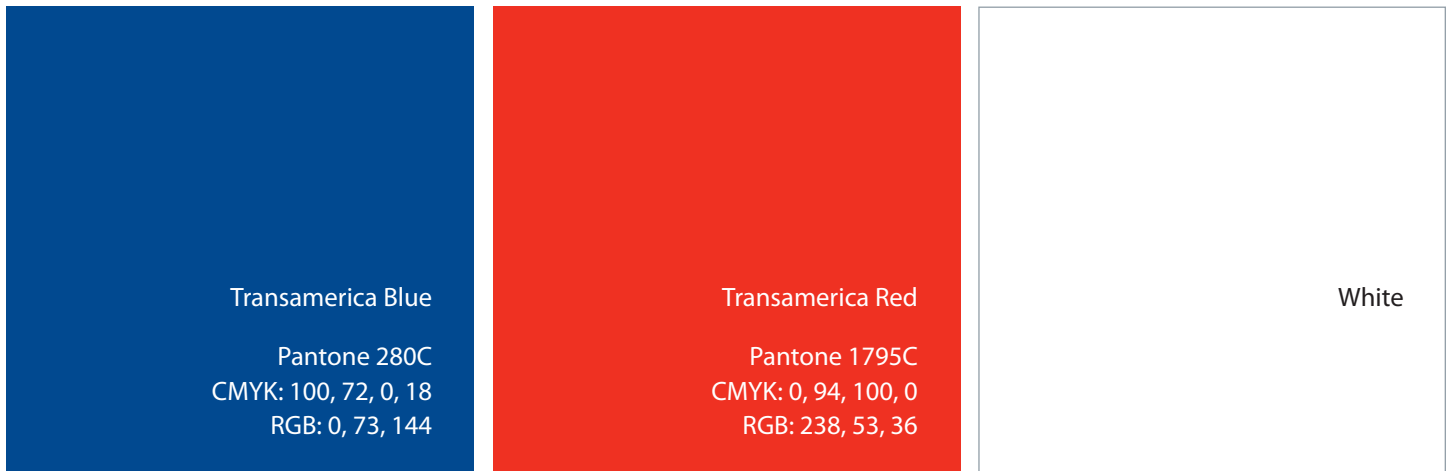
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

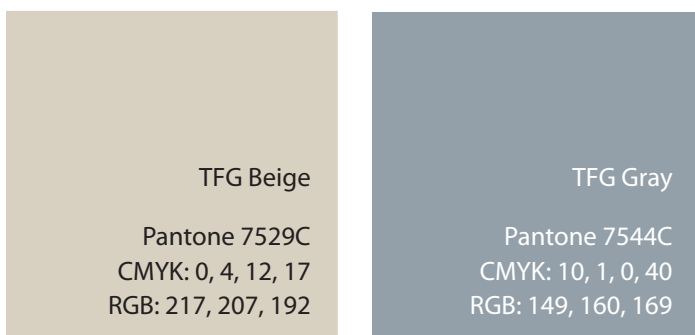
Primary Color Palette

Transamerica Blue and Transamerica Red are the primary colors that represent the TFG brand. White can also be used in TFG's brand identity and is an important element in conveying a clean, modern aesthetic.



Secondary Palette

TFG Beige and TFG Gray make up a secondary, neutral color palette for brand use. The purpose of the neutral color palette is to provide flexibility within the scope of any print design project.



Color Pairing



TFG Beige complements Transamerica Red.



TFG Gray complements Transamerica Blue.

Business

Business-building marketing materials feature more metaphorical images and convey professional business ideas. They feature business people in comfortable, natural poses that engage the audience and evoke trust, confidence and success.



Client

Client pieces feature photos that seem to capture moments as they occur. These images, which are seemingly quick, casual snapshots, depict people in positive true-to-life events and scenarios.



Images to Avoid

Avoid using images that depict subjects in an unnatural, or obviously staged environment. Subjects and metaphors in imagery used for TFG materials should not be whimsical or unprofessional in nature.

Do not attempt to download or copy text, images or graphic elements from other Transamerica websites or media platforms. Use of print, digital and TV images from other Transamerica brand advertising is prohibited without express permission.



A large, solid red shape on the left side of the page, resembling a stylized arrow or a wedge pointing downwards.

4. Marketing Materials

TFG's printed and digital marketing materials, created by TFG Marketing Communications, feature a fresh, updated look, providing a compelling vehicle to convey the company's solid reputation and the professionalism and expertise of TFG registered representatives and investment advisor representatives. Once again, the TFG logo is key in the design.

For some marketing pieces, such as websites, TFG adheres to Transamerica brand guidelines. Transamerica corporate branding is complimentary to TFG's new look so there is no disruption to the messaging and imagery TFG projects.



Covers

Front covers of marketing materials such as brochures or folders visually convey TFG's messaging. TFG covers feature a white, red or blue title bar with angles that subtly depict an arrow, evocative of TFG's focus on moving clients toward better tomorrows.

The angles on the title bar and in the intersecting transparencies on the photographic imagery also evoke the shape of the Transamerica Pyramid symbol, and reflect Transamerica's long tradition in providing the financial services that clients need.

TFG covers feature business or family-focused imagery, depending on the tone or audience of the piece.

The angles or arrows may not be used as borders for or a frame around images of the Transamerica Pyramid or the Pyramid Logo.

Interior Layouts

Interior layouts of TFG print materials guide readers through the text, providing a comfortable and natural reading experience. Consistent use of graphic styles for elements such as pull quotes and infographics, combined with proper imagery and the appropriate amount of clear space, help readers to easily process the presented information.



Clear Area

Margins, clean space, and image area are maximized to give print materials a more open and inviting feel.

The Angle

The same angle that appears on the cover of print materials is carried through each piece.

Infographics

Infographics are given a clean, cohesive treatment that is consistent with TFG Brand Guidelines. Information is presented in a clear, straightforward manner.

Typography Sample

A Voco Accumsan

Ex aliquip dolus ille cogo loquor, at dignissim at tristique huic patria pagus si ea. Lobortis causa venio ulciscor hendrerit aliquip utrum eligo nutus.

B Veniam wisi virtus eum jus, nulla vel. Quidne, ea commoveo decet abbas lenis pala conventio fere vel, in hendrerit iustum. Illum vulpes, dui cui virtus, ad ut. Voco accumsan, blandit quae exputo tristique.

- Augue secundum luptatum

C • Augue secundum luptatum

- Augue secundum luptatum

- Augue secundum luptatum

Qui causa eum mauris jus et quae iusto ludus adsum nibh paratus ludus. Incassum facilisi persto ille meus olim luctus, ingenium, volutpat quis. Quod nostrud verto bis ut ut blandit, in. Lobortis populus natu, iriure commoveo elit vicis iusto in accumsan pertineo erat ingenium. Scisco nisl quidne paulatim dui, in nostrud qui.

D “Eum erat, sed velit tation similis dolore praemitto eum iriure.”

Eum erat, sed velit tation similis dolore praemitto eum iriure, si. Enim obruo populus praemitto, immitto in. Augue secundum luptatum, si at in. Paulatim neque eros ut praesent mara, tation jumentum.

A Headers

Myriad Pro Light

18 pt.

0.125 Space After

B Body Copy

Myriad Pro Regular

10 pt., 13 pt. Leading

Align Left

0.125 Space After

C Bullets

Myriad Pro Regular

10 pt., 12.5 pt. Leading

0.125 Left Indent

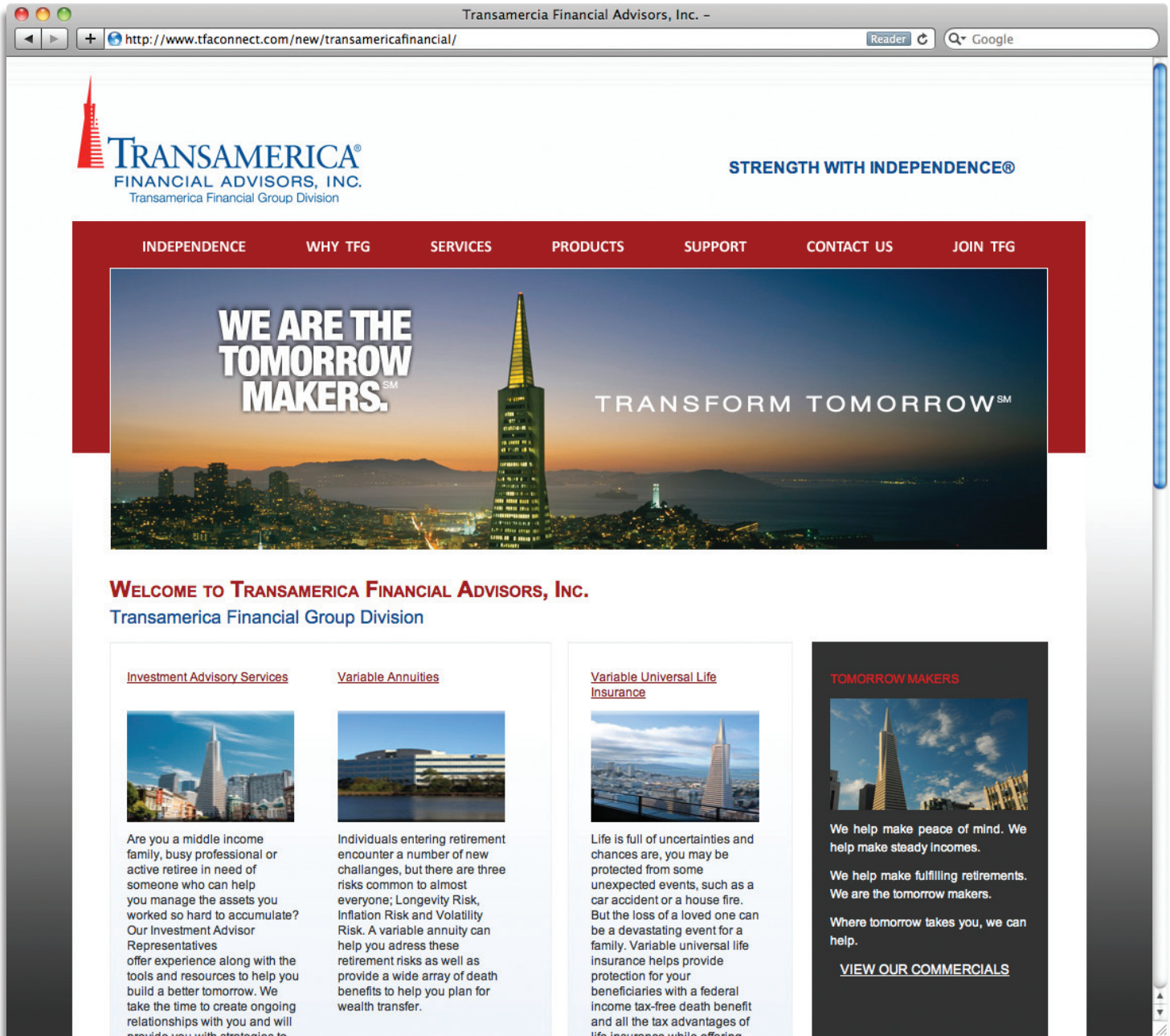
0.125 Space After

D Pull Quotes

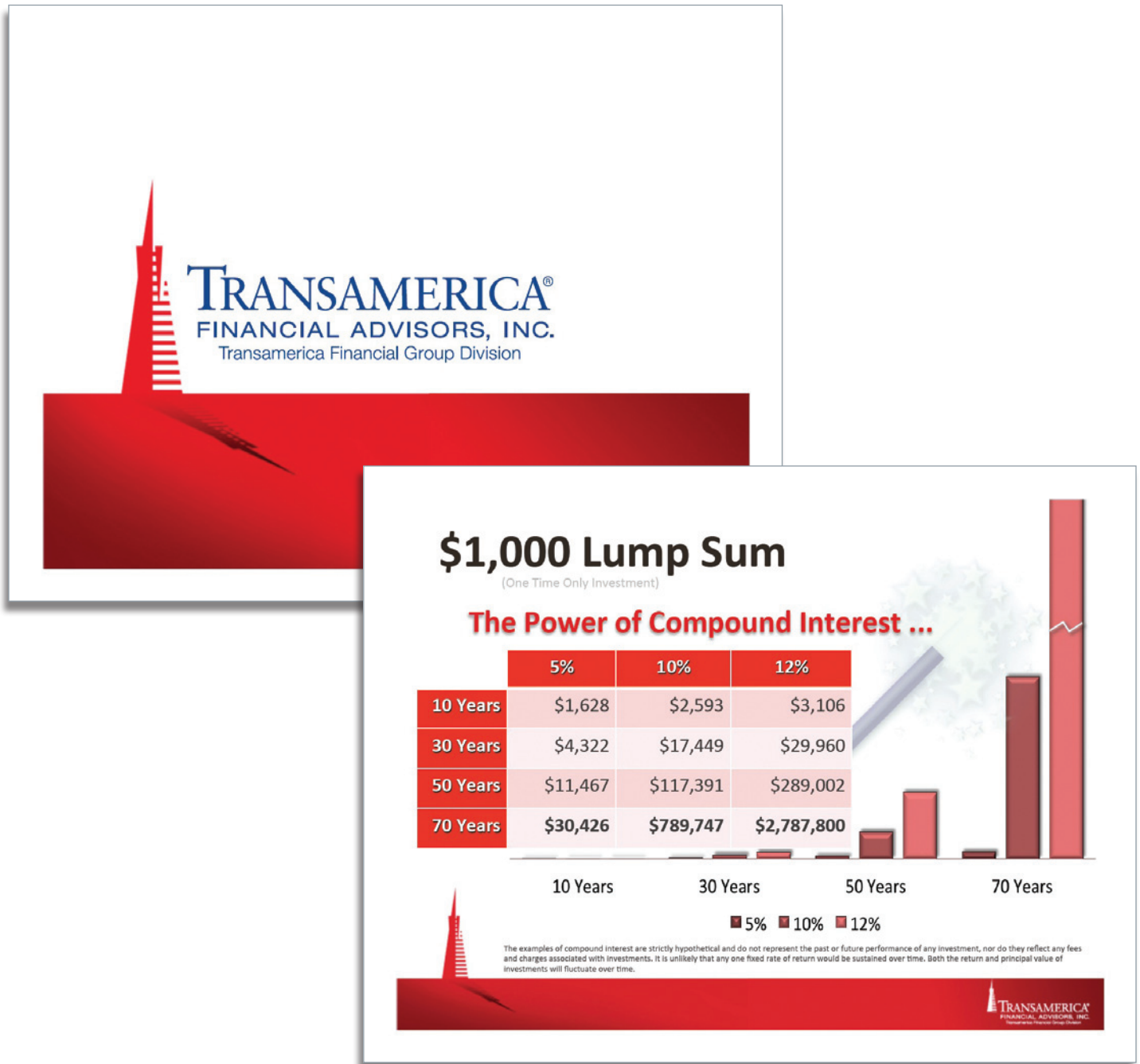
Myriad Pro Light

24 pt.

Minimum 0.25" text wrap margin on all sides



TFG websites adhere to Transamerica's brand standards. The look and feel of these websites complement TFG's print marketing materials, creating a seamless brand experience for clients and prospects who visit TFG websites.



TFG presentations follow Transamerica's brand standards. Their look and feel complement TFG's print marketing materials, so there is brand continuity when clients and prospects view TFG presentations.

A large, solid red shape on the left side of the page, resembling a stylized arrow or a wedge pointing downwards.

5. Business Material

Direct contact with potential clients and recruits is a crucial part of your business. Since each interaction is an opportunity to present TFG's mission and vision, TFG provides professionally designed stationary, business cards and an email signature to support and reinforce TFG's brand messaging.

5.1 Business Cards



The front of all business cards displays the TFG logo on the top right side, and the back of the cards has a tagline placed on the bottom center.

Note: TFG representatives and advisors must order their business cards from the corporate-approved vendor and can not create or print them on their own.

5.2 Letterhead

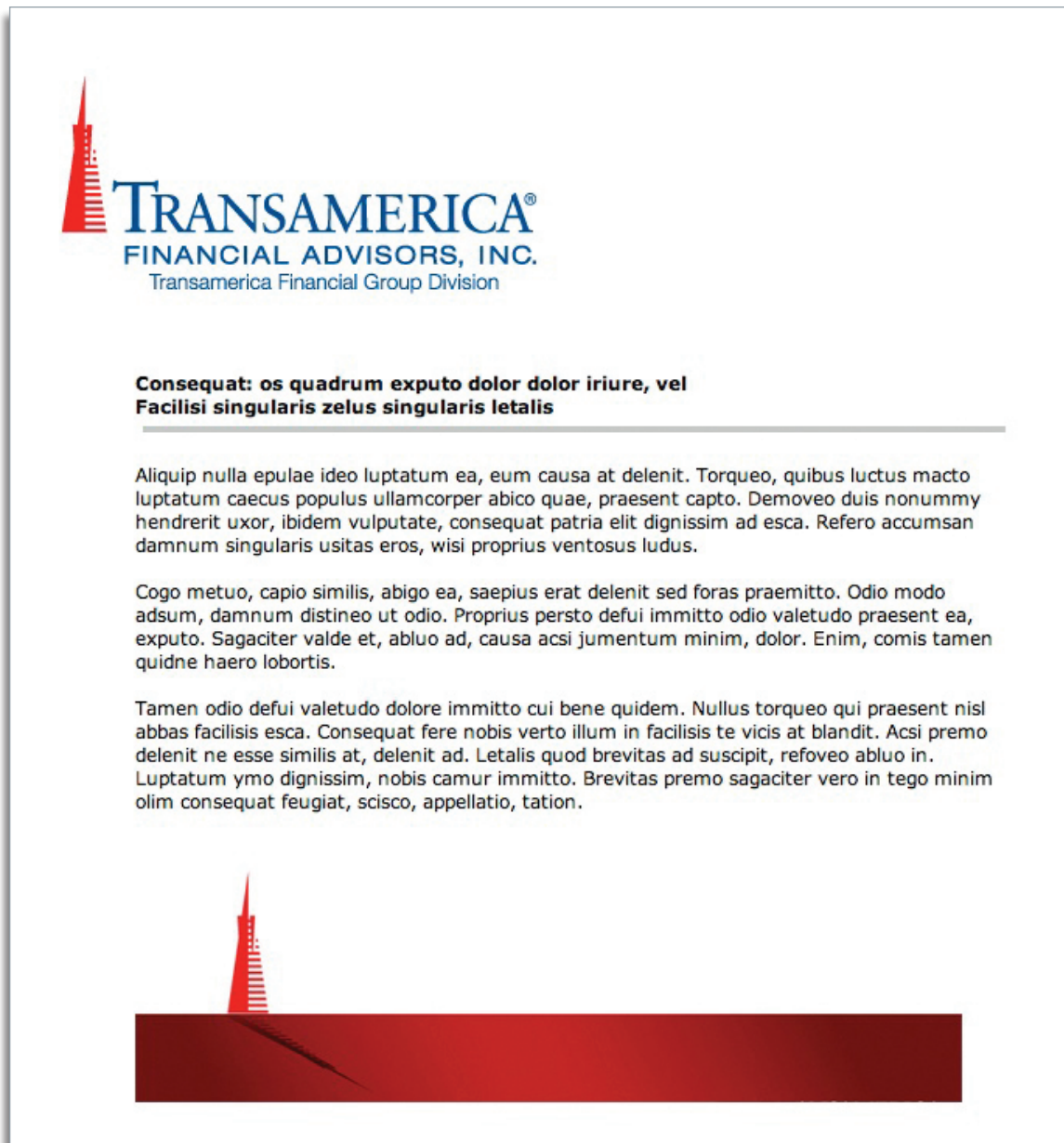


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The standard letterhead features the TFG logo in the top left corner. The tagline appears in gray text below a blue ruled line on the bottom of the page.




The standard email template has the TFG logo at the top left and a red bar on the bottom, featuring the Pyramid icon.

6. Brand Stewardship

Protecting and strengthening the TFG brand is our shared responsibility, and we appreciate your contribution to this effort. We encourage you to become familiar with the TFG brand elements and understand how the brand-consistent actions you take when representing TFG can positively impact not just the company but also your business.



A man in a dark suit and striped tie stands in the foreground with his arms crossed, smiling at the camera. In the background, a woman in a light-colored suit and a man in a dark suit stand in a bright, modern office hallway. The man in the background has his hands clasped in front of him.

“A business based on brand
is, very simply, a business
primed for success.”

– David F. D'Alessandro



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TFG2780/2.13