

Northwestern Mutual

DBA Logo Creation and Usage Guidelines

October 17, 2019

DBA logos p.4

Approval and delivery p.11

Co-branding with Northwestern Mutual p.14

Logo and name usage p.25

What is this?

A quick reference guide for creating and properly using a logo from an approved DBA name.

Don't have an approved name yet? No worries.
Get started with our [DBA Name Guidelines](#).

DBA logos

Creating a logo – Criteria & Vendors

Practices seeking a DBA logo, including multiple FR models, must have at least one (1) FR who has qualified for one (1) of the following criteria at least once (not yearly).

Logo criteria:

- Forum two (2) of the previous five (5) years
- OARS two (2) of the previous five (5) years
- Pathfinder 2-Star or above currently or most recent Awards Year
- IPS Top 250 in most recent awards year

Vendor Recommendation:

It is highly recommended that practices hire a professional graphic designer to create their DBA logo as well as any co-branded logos. This will help ensure logos are created using proper standards for printing and will help give your practice a polished look.

- Work with a graphic designer who has experience creating logos
- Negotiate at least 2-3 rounds of revisions in the base price
- Ensure all logo specificaitons are followed by providing the designer a copy of the DBA Logo Creation guidelines

Creating a logo - Designs

Once you've received an email confirming that your practice is eligible for a unique DBA logo, you can create a logo from one of two design styles—icon with wordmark or wordmark only.

Keep in mind that your logo design needs to be legible no matter if it appears in full color, black and white, or reversed.

Your DBA logo must include the approved DBA name. If an FA/FR is engaged in an OBA entity, design elements from the OBA logo (e.g. initials) cannot be incorporated into a DBA logo design. Conversely, DBA logo design elements cannot be incorporated into an OBA logo.

Unique DBA logo using an icon and wordmark

Horizontal



Stacked



Color variations

Full Color



B&W



Reversed



Unique DBA logo using wordmark



Color variations

Full Color



B&W



Reversed



Note: DBA responsible for creation of logo and vetting trademark infringement liability issues.

Creating a logo - Designs (continued)

From signage to an email signature, your unique DBA logo design needs to be legible no matter where it appears.

Type size considerations when designing a unique DBA logo using an icon and wordmark



If the unique DBA logo uses an icon and wordmark, the wordmark should not be less than half the height of the icon .



If the unique DBA logo (icon and wordmark) requires secondary text, the secondary text should not be less than half the height of the wordmark.

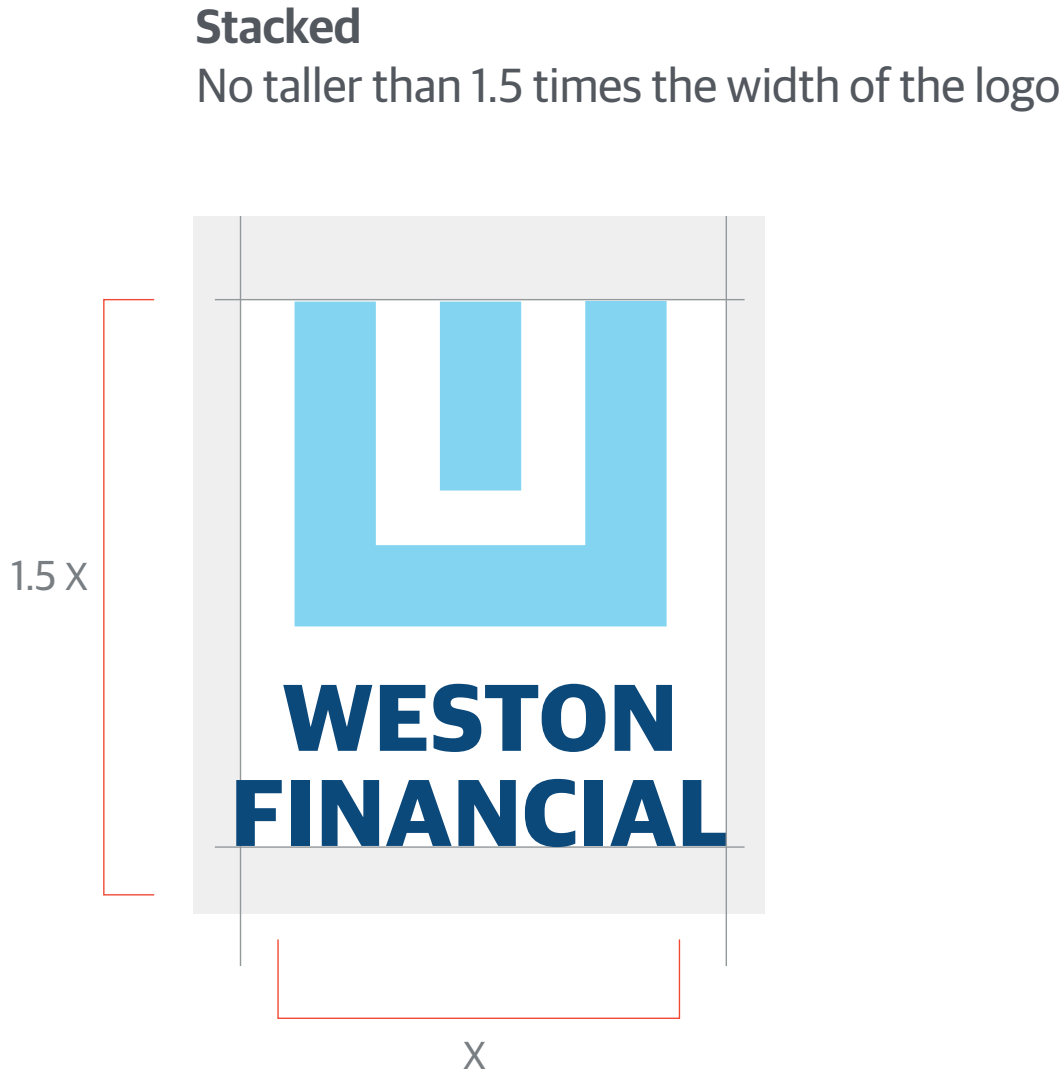
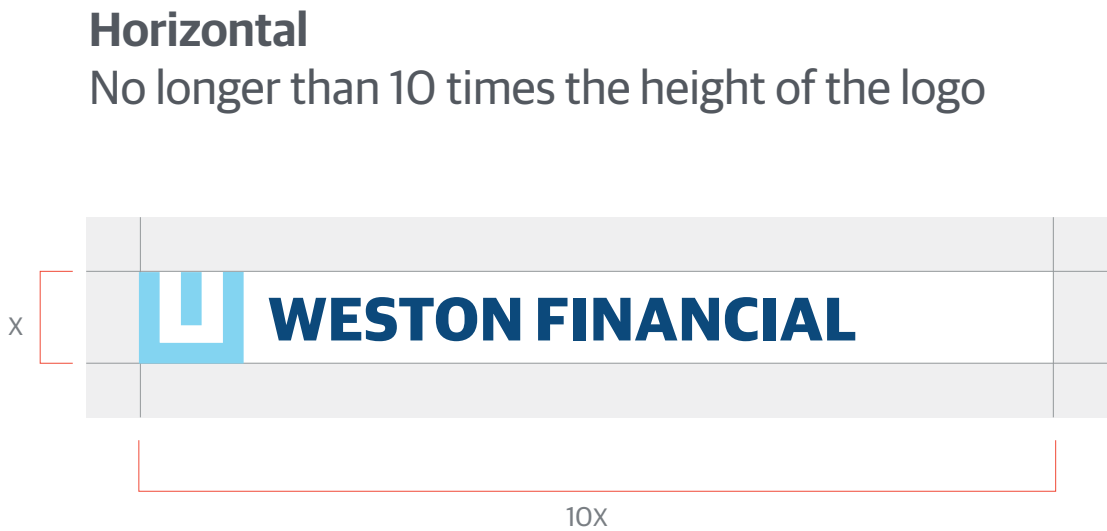
Type size considerations when designing a unique DBA logo using wordmark



If the unique DBA logo using wordmark requires secondary text, the secondary text should not be less than half the height of the wordmark.

Creating a logo - Dimensions

Both horizontal and stacked DBA logo variations are required. Logos proportionate to a square are best to maximize impact and flexibility within various communication vehicles. The length of a DBA wordmark may vary. Use the following dimensions as a guide as you create horizontal and stacked versions.



Creating a logo - Color palette

When picking colors for your logo, stay within the color palette provided for both print and digital environments. Use of colors outside the approved palette may not be complementary to the established Northwestern Mutual colors and can undermine the DBA and Northwestern Mutual relationship.

Use our dark blue as the primary color of your logo. If accent colors are desired, choose from either the secondary or tertiary color options provided.

Print applications use Pantone spot and Pantone+ Color Bridge process (CMYK) specifications. This includes traditional lithography, digital presses and some large-format applications. There are four distinct print specifications for the Northwestern Mutual color palette: spot colors for coated and uncoated stock, and process colors for coated and uncoated stock.

RGB values are for applications such as those found in the Microsoft Office suite. Some large-format applications and vendors also require RGB colors. These may include billboards, backlit posters and digital photographic processes. HEX values are used exclusively when preparing content for web-based, smartphone and tablet applications.

Note: Due to a limitation with Adobe Swatch Exchange (ASE) files, the 50% spot color tint of Northwestern Mutual blue (at right) will not appear in InDesign and Photoshop when loaded. Creative Suite users need to be aware of this and add it to their swatch palette when loading the coated or uncoated spot color ASE files. (This is not an issue with Illustrator, nor is it an issue with the process color and RGB ASE files.)

Primary

RGB

r14 g73 b123

HEX 0E497B

Coated
Pantone 7693 C
c100 m77 y27 k11

Uncoated
Pantone 294 U
c100 m53 y2 k21

Secondary

RGB

r255 g184 b28

HEX FFB81C

Coated
Pantone 1235 C/CP
c0 m31 y98 k0

Uncoated
Pantone 1235 UP
c0 m25 y100 k0

RGB

r131 g212 b241

HEX 83D4F1

c44 m0 y3 k0

RGB

r74 g74 b74

HEX 4A4A4A

80% Black

RGB

r136 g139 b141

HEX 888B8D

Coated
Cool Gray 8 CP
c23 m16 y13 k46

Uncoated
Cool Gray 8 UP
c20 m11 y12 k32

RGB

r158 g162 b162

HEX 9EA2A2

Coated
Pantone 422 CP
c19 m12 y13 k34

Uncoated
Pantone 422 UP
c12 m5 y8 k28

Tertiary

RGB

r243 g111 b53

HEX F36F35

c0 m71 y87 k0

RGB

r36 g160 b151

HEX 24A097

c78 m16 y46 k0

Creating a logo - Incorrect icons

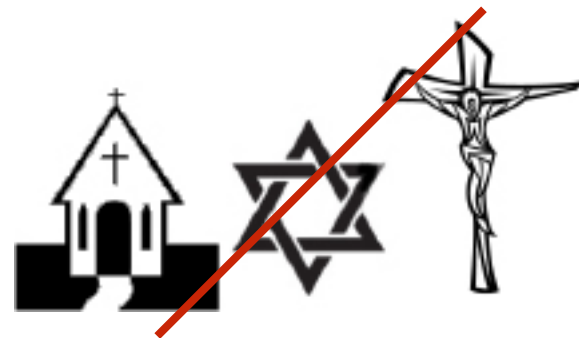
Inappropriate iconography undermines the DBA and Northwestern Mutual brand character and confuses the consumer.



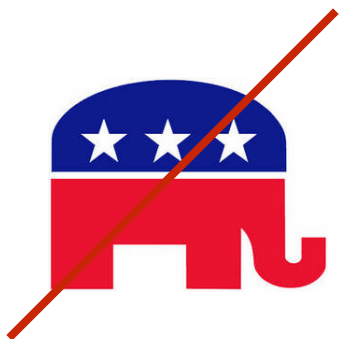
Do not use visuals associated with dangerous, illegal or lewd activities



Do not use visuals associated with weaponry



Do not use visuals associated with religious practices or activities



Do not use visuals associated with political parties



Do not use visuals that hold current trademarks, unless an explicit permission has been obtained



Do not use clip art of silhouetted people or objects

Approval and delivery









Getting your logo approved

Once you've created your DBA logo using the previous guidelines, you must submit a DBA logo application along with the proposed logo to the Marketing Department in the Home Office for review.

1. Review DBA Logo Creation and Usage Guidelines / confirm you meet the qualification criteria.
2. Get DBA logo application from your DNOS (housed on the Supervision page on LINKnet).
3. Have your managing partner and your managing director (if applicable) sign the application so you can pursue a DBA logo with the Home Office.
4. Submit the completed application and proposed logo in required formats (hi-res eps or jpeg; in four-color, four-color reverse, black & white and reverse) to **DBA-LOGOREQUEST@northwesternmutual.com**. A full suite of logos must be submitted in order for the practice to have the logo appear in all tools that can accommodate DBA logos.
5. Receive feedback on submission. Make edits as needed.
6. Once approved by the Home Office, you may use the logo as outlined in the DBA Logo Creation and Usage Guidelines.

Delivering your logo - File formats

A full suite of DBA logos must be submitted to the Home Office for review. Once the logos are approved, the practice can utilize their logo in Home Office tools that can accommodate logos (e.g. stationery).

Logo Number	DBA Logo Layout	For Web/General Use	For Marketing Profile Manager	For Stationery	Resolution (dpi)	Example
1	Full Color Horizontal/Unstacked*	EPS or AI	PNG & JPG	PDF – Hi Res/CMYK	300	
2	Full Color Reverse Horizontal/Unstacked	EPS or AI	PNG & JPG	PDF – Hi Res/CMYK	300	
3	Full Color Vertical/Stacked	EPS or AI	PNG & JPG	PDF – Hi Res/CMYK	300	
4	Full Color Reverse Vertical/Stacked	EPS or AI	PNG & JPG	PDF – Hi Res/CMYK	300	
5	B&W Horizontal/Unstacked	EPS or AI	PNG & JPG		300	
6	Reverse (All-White Lettering/Image) Horizontal/Unstacked	EPS or AI	PNG & JPG		300	
7	B&W Vertical/Stacked	EPS or AI	PNG & JPG		300	
8	Reverse (All-White Lettering/Image) Vertical/Stacked	EPS or AI	PNG & JPG		300	

*Please submit a document that states what your CMYK coated and uncoated colors are for stationery & business cards.

Co-branding with Northwestern Mutual

Why co-branding is important

A consistent brand connection between Northwestern Mutual and the DBA is key to maintaining competitive differentiation in the marketplace.

All marketing materials must be co-branded with Northwestern Mutual.

Creating a co-branded logo - Northwestern Mutual

Before you unite the Northwestern Mutual logo with your DBA logo, let's take a look at the elements that make up the Northwestern Mutual logo.

To obtain a logo, use the Logo Builder in the [Marketing Portal](#).



Column Capital | Wordmark



Minimum print width 1.45" (based on business card)



Minimum digital width 160 pixels
(based on 320x180 banner at 72dpi)

Blue on white (preferred)



White on blue



Gray on white (For print, 80% black can be used)



Black on white



Creating a co-branded logo - Horizontal

A horizontal logo lockup is preferred.

The Northwestern Mutual logo must be in the prominent position (i.e. left position).
A DBA logo cannot be larger than the NM logo, however it can be of equal size. There also needs to be a short vertical line in NM blue separating the logos.

Note: Working with a local designer to create co-branded logos is recommended.



Creating a co-branded logo - Stacked

Stacked co-branded logo lockups can be used as an alternative to a horizontal lockup if spacing doesn't allow.

The Northwestern Mutual logo must be in the prominent position (i.e. top position). Your DBA logo cannot be larger than the NM logo, however it can be of equal size.

There also needs to be a short horizontal line in NM blue separating the logos.



Creating a co-branded logo - Name only

An approved DBA who does not have an approved logo can still co-brand with Northwestern Mutual by creating a lockup on their own using the following guidelines or by using the Logo Builder in the [Marketing Portal](#).

Example of DBA name paired with Northwestern Mutual logo



DBA Font
Guardian Sans Regular

DBA Case
Uppercase*

DBA Alignment
Left to N in Northwestern

DBA Color
NM blue

*Will be sentence case in some rare usage occasions, like newsletters, which have space limitations

RGB
r14 g73 b123

HEX 0E497B

Coated
Pantone 7693 C
c100 m77 y27 k11

Uncoated
Pantone 294 U
c100 m53 y2 k21

Creating a co-branded logo - Incorrect use of DBA name

Incorrect usage of the Northwestern Mutual and DBA name undermines the brand. Examples include:



Do not change the font



Do not use a color other than the approved blue when locked with the logo.



Do not use upper and lowercase when locked with the logo



Do not italicize or underline the name



Do not change size and position of column capital or Northwestern Mutual name.

Creating a co-branded logo - Incorrect use of DBA tagline

Unique DBA taglines are not permitted with the Northwestern Mutual name or logo. In addition, they're not permitted to appear alongside or underneath a DBA name or logo. A tagline is permissible within a copy block, however it is discouraged because it requires significant investment to support the trademark through repeated marketing communications. And given the fact that most marketing materials come from Northwestern Mutual, a tagline will not gain equity over a long period of time.

If trademarking a phrase, avoid phrases suggesting:

- Dangerous or illegal activity
- Weaponry
- Religion
- Politics
- Sexual, lewd and crude behavior
- Existing trademarks owned by Northwestern Mutual or other companies



Creating a co-branded logo - Incorrect use of column capital

The Northwestern Mutual column capital helps identify our brand and is part of our registered trademark. This icon is one element that distinguishes Northwestern Mutual from other brands, including competitors. It also authenticates our materials. As a result, to protect our brand’s trademark and avoid public confusion the column capital cannot be separated from the Northwestern Mutual wordmark.

Use of other column capital icons

Since two logos with different column capitals will add unnecessary confusion, the use of alternative column capital iconography for a DBA logo (i.e., not the existing Northwestern Mutual column capital icon) is not allowed.



Creating a co-branded logo - Wealth Management

A DBA may use their name or unique logo with the Northwestern Mutual Wealth Management Company logo if a DBA member is associated with the Wealth Management Company.

The Wealth Management Company logo is limited to use on self-promotional wealth management advisor materials. The advisor has the choice whether he/she wants to use this logo or the Northwestern Mutual logo.

- Business card
- Stationery
- Email signature
- Professional profile or advisor Bio Sheet
- Website
- Wealth & planning e-newsletter
- Wealth Management Advisor personal office door
- DBA interior office walls or doors (i.e., office space only occupied by DBA)

Note: Co-branded logos for use on stationery must use the horizontal layout.

DBA logo



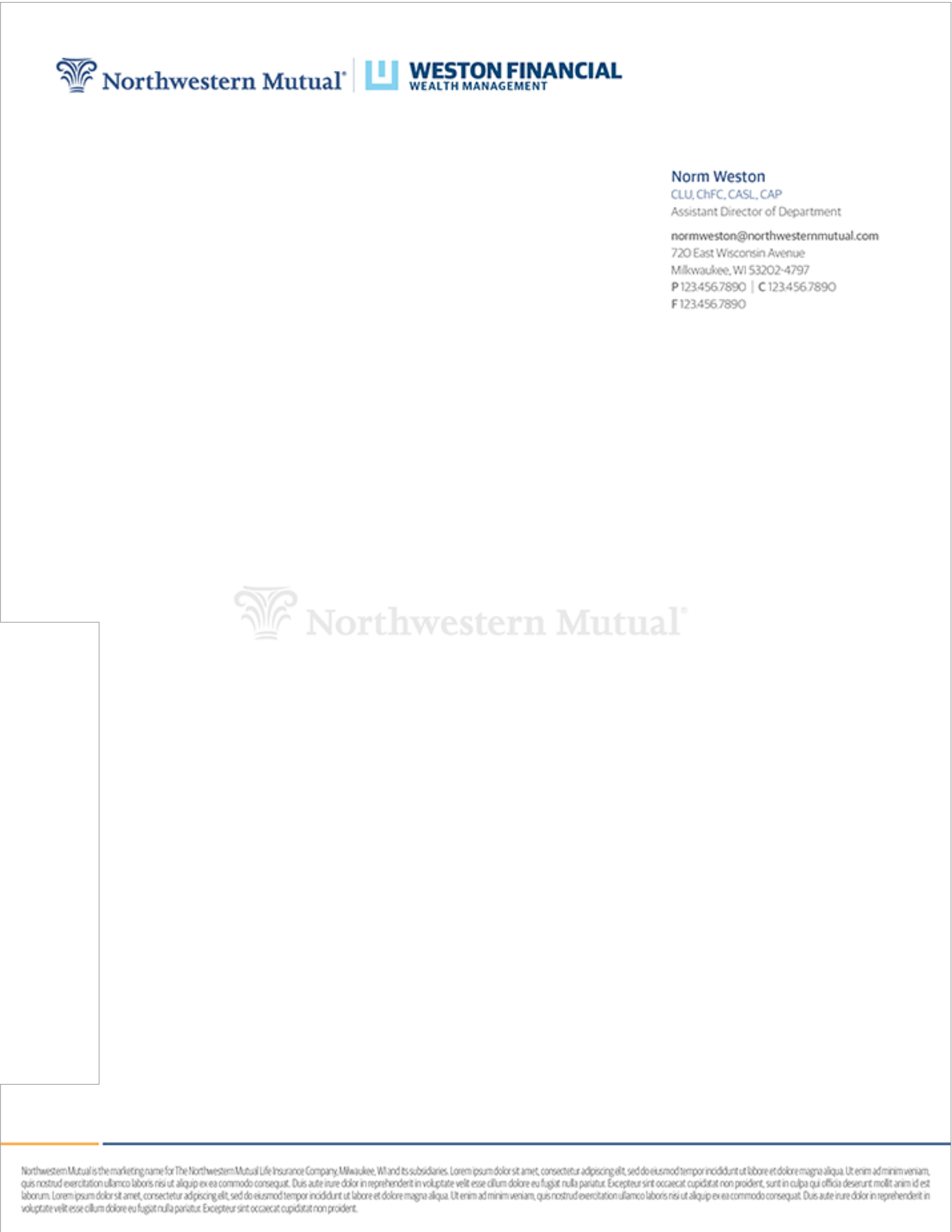
DBA wordmark



DBA name



Co-branded stationery examples



Logo and name usage

Let's get your logo out there.

Get started by turning on your DBA in the Marketing Profile Manager. Your logo and/or name will feed into several digital tools, including the Site Admin Tool, Marketing Portal, Consumer Website, and on various Client Communications.

You can also add your DBA logo, wordmark or name to any Social Media accounts you have connected in the Social Media Portal (also see [Marketing For Your Team](#)).

Where you can use your DBA logo or wordmark:

Marketing material	DBA wordmark	DBA logo
Stationery (Business cards, letterhead, envelopes, memo pads)	Yes	Yes
Field website -Desktop -Mobile	Yes	Yes
FR locator	Yes, for ensemble members	No
Logo builder	Yes	No
NM-created local ads	Yes	No
Social media	Yes	Yes, in Facebook Profile Photo section
FR office door signage	Yes	Yes, internal signage only

Office signage

OSJ (Office of Supervisory Jurisdiction)	RBO (Registered Branch Office)	Office location (Life agent only)	Private residence location (registered as branch office)	Private residence location (not registered as branch office)
<p>Exterior signage - May only use the Northwestern Mutual logo (i.e. without inclusion of DBA).</p> <p>Interior signage - If a DBA is used, must co-brand with the Northwestern Mutual logo.</p> <ul style="list-style-type: none">Northwestern Mutual logo must be in the primary position (left of DBA logo if horizontal or above DBA logo if stacked).Only Home Office approved DBA names allowed.Representative names are only permitted to appear with the DBA name or logo on the individual's office door.Titles and designations are only permitted on individual's office door. Must use title as displayed on home office approved letterhead and business cards. Must use designations as displayed on home office approved letterhead and business cards (cannot be spelled out).			Signage not permitted	

Note: The Northwestern Mutual Wealth Management Company logo may only appear on the Wealth Management Company contracted person's door or on an interior entrance to an area that ONLY includes people contracted with the Wealth Management Company.

Thank You