

## Section 1: Identity and Logos

## Section 2: Color

Our color palette helps customers identify us at a glance, and the way we use color sets the mood for each of our pieces.

When choosing colors, always lead with one or more colors from the bright palette. This brings an energy and vibrancy to our communications. Balance those hues with colors from the warm and neutral palettes. For consumer-facing designs, use more colors from the bright palette. For a sophisticated feel in B2B communications, use more colors from the warm palette.

## Section 3: Typography

## Section 4: Photography

## Section 5: Icons and Information Graphics

## Section 6: Additional Logos

## Section 7: Resources

# Color

# Our palette

## PRIMARY

<b>PMS 2133</b> c95 M73 Y2 K0 R28 G87 B165 HEX:#1C57A5	<b>WHITE</b> c0 M0 Y0 K0 R255 G255 B255 HEX:#FFFFFF	<b>BLACK</b> c0 M0 Y0 K100 R0 G0 B0 HEX:#000000
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## BRIGHT PALETTE

<b>PMS 2985</b> c60 M0 Y4 K0 R91 G198 B232 HEX:#5BC6E8	<b>PMS 326</b> c95 M0 Y50 K0 R0 G178 B169 HEX:#00B2A9	<b>PMS 549</b> c59 M8 Y9 K19 R94 G156 B174 HEX:#5E9CAE	<b>PMS 376</b> c53 M0 Y96 K0 R122 G184 B0 HEX:#7AB800	<b>PMS 371</b> c53 M14 Y89 K56 R65 G104 B18 HEX:#416812	<b>PMS 2965</b> c100 M56 Y20 K60 R0 G43 B69 HEX:#002B45
<b>PMS 200</b> c3 M100 Y66 K12 R183 G18 B52 HEX:#B71234	<b>PMS 484</b> c8 M91 Y92 K33 R152 G50 B34 HEX:#983222	<b>PMS 7447</b> c76 M77 Y6 K18 R90 G68 B122 HEX:#5A447A	<b>PMS 222</b> c17 M100 Y21 K60 R106 G26 B65 HEX:#6A1A41	<b>PMS 130</b> c0 M30 Y100 K0 R253 G160 B26 HEX:#FDA01A	

## WARM PALETTE

<b>PMS 5497</b> c35 M8 Y19 K32 R137 G159 B153 HEX:#899F99	<b>PMS 5625</b> c41 M13 Y42 K22 R113 G134 B116 HEX:#718674	<b>PMS 5477</b> c66 M21 Y45 K55 R62 G93 B87 HEX:#3E5D57
<b>PMS 4535</b> c5 M7 Y32 K10 R209 G201 B157 HEX:#D1C99D	<b>PMS 7503</b> c10 M15 Y50 K28 R167 G158 B112 HEX:#A79E70	<b>PMS 7505</b> c17 M44 Y59 K49 R131 G99 B68 HEX:#836344

## NEUTRAL PALETTE

<b>PMS COOL GRAY 1</b> c3 M2 Y4 K5 R224 G225 B221 HEX:#E0E1DD	<b>PMS COOL GRAY 3</b> c8 M5 Y6 K13 R201 G202 B200 HEX:#C9CAC8	<b>PMS COOL GRAY 4</b> c12 M7 Y6 K17 R188 G189 B188 HEX:#BCBDBC	<b>PMS COOL GRAY 6</b> c18 M11 Y8 K23 R173 G175 B175 HEX:#ADAFAF	<b>PMS COOL GRAY 8</b> c23 M17 Y13 K41 R139 G141 B142 HEX:#8B8D8E	<b>PMS COOL GRAY 9</b> c29 M23 Y16 K51 R116 G118 B120 HEX:#747678	<b>PMS COOL GRAY 11</b> c48 M36 Y24 K66 R77 G79 B83 HEX:#4D4F53
<b>PMS WARM GRAY 1</b> c2 M3 Y4 K5 R224 G222 B216 HEX:#E0DED8	<b>PMS WARM GRAY 3</b> c6 M7 Y9 K15 R199 G194 B186 HEX:#C7C2BA	<b>PMS WARM GRAY 4</b> c9 M11 Y13 K23 R183 G177 B169 HEX:#B7B1A9	<b>PMS WARM GRAY 6</b> c11 M16 Y18 K32 R165 G157 B149 HEX:#A59D95	<b>PMS WARM GRAY 8</b> c16 M23 Y23 K44 R139 G129 B120 HEX:#8B8178	<b>PMS WARM GRAY 9</b> c17 M25 Y25 K49 R130 G120 B111 HEX:#82786F	<b>PMS WARM GRAY 11</b> c23 M32 Y31 K64 R103 G92 B83 HEX:#675C53

# Gradients

Color gradients are used to add depth and movement to a layout. Only use colors from the Nationwide palette to create a gradient.

When creating a gradient, always use a dark and light version of the same color, for example, a light and dark green. Or use two colors from a similar tonal range. Not all of the palette colors have exact dark and light pairs, so tints may be used to achieve the necessary contrast.

## QUICK TIP

The angle of the gradient must always be set to one of the following directions: 25°, -25°, 155° or -155°. Choose the angle based on the layout of the page to ensure all content is easily read.

You can vary the intensity of the gradient by using colors that have more or less contrast (for example, a dark green to a light green will have a more intense contrast than a light green to a yellow).

Use gradients sparingly — as the saying goes, less is more. Don't use more than one gradient in a spread, and limit the use of gradients to a cover and one or two spreads in a particular piece.

A gradient can also be used as a transparency over a photographic texture to add visual impact to a layout. The texture image can be either full color or black and white. Avoid placing gradients over people and faces.



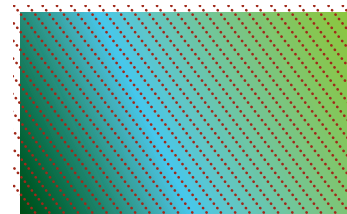
**-155° GRADIENT,  
SUBTLE CONTRAST**  
20% tint PMS 326 to PMS 326



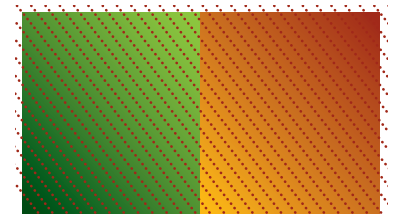
**25° GRADIENT,  
MEDIUM CONTRAST**  
PMS 376 to PMS 371



**-25° GRADIENT,  
HEAVY CONTRAST**  
PMS 130 to PMS 484



**DON'T**  
Never use more than two colors in a gradient fill. This will avoid clashing in color combinations.



**DON'T**  
Never use two gradients in one spread or layout.

**Section 1: Identity and Logos**

**Section 2: Color**

**Section 3: Typography**

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Nationwide's typography communicates clearly and cleanly while remaining flexible in a wide range of situations.

**Section 4: Photography**

**Section 5: Icons and Information Graphics**

**Section 6: Additional Logos**

**Section 7: Resources**

# Typo- graphy

# Gotham

Gotham is our primary corporate typeface. It has a variety of weights and styles, but we use the Book and Light versions most often. This might seem limiting, but we can use it to our advantage to focus communications and keep things simple. We can also use type size to make the same weight feel heavier or lighter.

Gotham Narrow is available for situations where space is limited, such as tables and legal disclosure.

The Gotham font family may be purchased at Hoefler & Co. We are currently using version 2.1.

GOTHAM SUBSTITUTE:

Arial

If you communicate primarily through Lotus Notes and Microsoft Word, use the default font **Arial**.

Gotham should be reserved largely for professional designers and firms who use Adobe Creative Suite and who focus on developing external communications for Nationwide's various audiences.

Regular ABCabc123  
Bold ABCabcd123

QUICK TIP

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

PRIMARY: LIGHT & BOOK

Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Headlines and subheads

Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Headlines, subheads, sidebar body copy and infographics

SECONDARY: MEDIUM & BOLD

Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Subheads, infographics and navigation system

Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Subheads, infographics and navigation system

# Celeste

Celeste is our secondary typeface. It's narrower than Gotham, and comes in Regular and Bold weights. This serif typeface also includes small caps and old-style numerals.

The Celeste font family may be purchased at FontShop. We are currently using FF Celeste 1994.

CELESTE SUBSTITUTE:

Georgia

If you communicate primarily through Lotus Notes and Microsoft Word, use the default font **Georgia**.

Celeste should be reserved largely for professional designers and firms who use Adobe Creative Suite and who focus on developing external communications for Nationwide's various audiences.

Regular ABCabc123  
Bold ABCabcd123

QUICK TIP

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

PRIMARY: REGULAR & BOLD

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Main body text and pull quotes

Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz

USES:  
Pull quotes and secondary applications  
in main body text

SECONDARY: SMALL CAPS REGULAR & BOLD

REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

USES:  
Subheads within body text

BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOP  
QRSTUVWXYZ

USES:  
Subheads within body text

# Sample type settings

## RECOMMENDED POINT SIZES

Whenever possible, use the body copy type settings indicated below. Headlines, subheads and other examples are just suggestions.

## HEADLINES & SUBHEADS: GOTHAM LIGHT AND BOOK

1

# Delivering our promise, together.

1 Gotham Light; size: 50 pt.; leading: 52 pt.; tracking: -30

## SIDEBAR BODY COPY & SUBHEADS: GOTHAM BOOK

1

4th largest surplus  
lines insurer

2

Total revenue in 2010 was \$20.3 billion, in line with 2009. The results reflect steady asset growth in the financial services businesses, offset by modest declines in premiums.

3

At Nationwide, we work hard to  
safeguard your investments.

1 Gotham Book; size: 14 pt.; leading: 16 pt.; tracking: -25 2 Gotham Book; size: 9 pt.; leading: 12 pt.; tracking: -25 **Note:** This is our standard sidebar body copy size.

3 Gotham Book; size: 12 pt.; leading: 14 pt.; tracking: -25

## SUBHEADS, INFOGRAPHICS & NAVIGATION SYSTEM: GOTHAM BOOK, MEDIUM, AND BOLD

1

### What You Need

- 1 Washer & Dryer
- 2 Refrigerator
- 3 Television

2

Contract Year	Thomas	Jean
1	\$100,000	\$100,000
4	\$125,000	\$125,000
6	\$75,000	\$75,000

3

All the convenience  
you expect. Advanced  
home protection.

4

### Section 4: Color

Section 5: Typography

Section 6: Photography

1 Gotham Bold and Book; size: 10 pt.; leading: 12 pt.; tracking: -25 2 Gotham Bold and Medium; size: 8 pt.; leading: 10 pt.; tracking: -30

3 Gotham Medium; size: 14 pt.; leading: 15 pt.; tracking: -25 4 Gotham Book and Bold; size: 9 pt.; tracking: -25

# Sample type settings

(continued)

## RECOMMENDED POINT SIZES

Whenever possible, use the body copy type settings indicated below. Headlines, subheads and other examples are just suggestions.

### MAIN BODY TEXT & PULL QUOTES: CELESTE REGULAR AND BOLD

1  
Number 118  
on the Fortune  
500 with 15  
million policies.

2  
Total revenue in 2010 was \$20.3 billion, in line with 2009. The results reflect steady asset growth in the financial services businesses, offset by modest declines in property and casualty premiums.

In 2010, net operating income increased 24 percent from \$893 million in 2009. The increase was driven by steady growth in financial services sales, net flows and assets. Strong equity market conditions, along with continuing consumer preferences for guaranteed products, continued to drive business performance.

3  
*“Planning for your future may seem stressful, but it doesn’t have to be that way.”*

1 Celeste Regular; size: 36 pt.; leading: 36 pt.; tracking: 0; proportional lining numerals 2 Celeste Regular; size: 10 pt.; leading: 12 pt.; tracking: 0; proportional old-style numerals  
3 Celeste Bold Italic; size: 24 pt.; leading: 25 pt.; tracking: 0

### MAIN BODY TEXT & SUBHEADS: CELESTE REGULAR AND SMALL CAPS

4  
**total revenue (in billions)**  
Total revenue in 2010 was \$20.3 billion, in line with 2009. The results reflect steady asset growth in the financial services businesses, offset by modest declines in property and casualty premiums.

**operating income (in millions)**  
In 2010, net operating income increased 24 percent from \$893 million in 2009. The increase was driven by steady growth in financial services sales, net flows and assets.

4 Celeste Small Caps Bold and Celeste Regular; size: 10 pt.; leading: 12 pt.; tracking: 0; proportional old-style numerals  
**Note:** This is our standard body copy size.



# Sample type setting

It's important to maintain a clear hierarchy in your choice of type styles for each design. This creates rhythm and consistency, and it sets the pace for your reader. Although each communication we create will have its own specific needs and requirements, use this sample page as a guide to maintain the proper hierarchy within type styles.

**SUBHEAD**  
**GOTHAM BOOK**  
Size: 21 pt.  
Leading: 24 pt.  
Tracking: -30

**PULL QUOTE**  
**CELESTE ITALIC**  
Size: 18 pt.  
Leading: 20 pt.  
Tracking: 0

**NAVIGATION**  
**GOTHAM BOLD AND BOOK**  
Size: 9 pt.  
Tracking: -25

**HEADLINE**  
**GOTHAM LIGHT**  
Size: 50 pt.  
Leading: 50 pt.  
Tracking: -30

**BODY COPY**  
**CELESTE SMALL CAPS BOLD  
AND CELESTE REGULAR**  
Size: 10 pt.  
Leading: 12 pt.  
Tracking: 0

**SIDEBAR**  
**GOTHAM BOOK**  
Size: 9 pt.  
Leading: 12 pt.  
Tracking: -25

**DISCLOSURE**  
**GOTHAM NARROW BOOK**  
Size: 7 pt.  
Leading: 9 pt.  
Tracking: 5

**What's Inside**  
Total Revenue

# Delivering our promise, together.

## Operating Performance

*Number 118 on the  
Fortune 500 with 15  
million policies.*

Strong equity market conditions, along with preferences for guaranteed products, continued to drive business performance.

### total revenue (in billions)

Total revenue in 2010 was \$20.3 billion, in line with 2009. The results reflect steady asset growth in the financial services businesses, offset by modest declines in premiums.

### operating income (in millions)

In 2010, net operating income increased 24 percent from \$893 million in 2009. The increase was driven by steady growth in financial services sales, net flows and assets.

Life insurance is issued by Nationwide Life Insurance Company or Nationwide Life and Annuity Insurance Company, Columbus, Ohio. In New York only: Nationwide Life Insurance Company. The general distributor is Nationwide Investment Services Corporation, member FINRA. In MI only, Nationwide Investment Svcs. Corporation.

**Section 1: Identity and Logos**

**Section 2: Color**

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**Section 5: Icons**

Icons quickly make an object, an idea or a concept visual. We have two types of icons: primary business icons and infographic icons. Each set has specific guidelines on where and how it should be used.

**Section 6: Additional Logos**

**Section 7: Resources**

# Icons

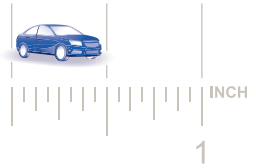
# Business icons

## PRIMARY BUSINESS ICONS

Our business icons are purposefully limited to our primary business lines, and the set should not be expanded. They are drawn in a modern, 3D style and always appear in Nationwide Blue. They should not be used in infographics, but rather as a graphic illustration for a business line and all the products within its category.

## MINIMUM SIZE

Our business icons are always used at a size that will not compromise legibility. For all applications, make sure the width of the primary or secondary icon is at least ½ inch.



Auto



Home



Life



Short-term financial



Long-term financial



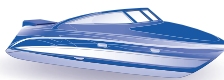
Pet



Commercial



Agribusiness



Boat



RV



Motorcycle

## SECONDARY BUSINESS ICONS

The secondary business icons should be used only in situations where legibility may be an issue, such as in digital applications and outdoor signage.



Auto



Home



Life



Short-term financial



Long-term financial



Pet



Commercial



Agribusiness



Boat



RV



Motorcycle

# Information icons

## INFORMATION ICONS

Information icons act as simple elements to help convey content within a business line. These icons should always be accompanied by information and can appear in any color from our palette.

This icon library can expand based on need. Infographic icons should never replace the primary business icons to convey entire business lines. For more information on how to create new infographic icons, see page 43.



Auto



Bank



Retirement



Life

### QUICK TIP

Never use more than two colors in an infographic icon. There is no minimum size.

## CALL-TO-ACTION ICONS

Our call-to-action icons represent the main ways that customers and agents interact. These specific icons should only be used to represent a line of communication, and should not be used within information graphics or as primary business icons.



Call



Click



Visit



Mail

# How to create infographic icons

As we create new communications pieces, we may come across situations where the existing infographic icons don't fit what we need. Our infographic icon library is designed to be expandable. The process on this page gives a broad overview of the thought process behind creating new infographic icons.

## Original Content

### Market conditions are uncertain.

Clients today are wary of the market and want to know their assets are protected. They're looking for advisors who offer comprehensive solutions that can help them navigate the various risks they may face in retirement.

## Thought Process

### 1 Distill the message

Find the main theme of the content we need to illustrate. Sometimes this is a single word within the copy, but often it's an abstract concept that isn't literally expressed within the words. In the example here, the theme is **security**. Check the existing library for icons that match. If nothing is found, move to step 2.

### 2 Brainstorm

Brainstorm different visuals that can communicate the main theme of security. Don't rule anything out just yet; the more, the better. Here are some examples: a safe, a keypad, fingerprints, a lock, a rock and an ID card.

### 3 Simplify

Choose the option that quickly communicates our theme of security to the widest audience. It's also important that it fit well with our existing library of infographic icons. Let's go with the **lock**.

### 4 Draw the infographic icon

When drawing the final infographic icon, use as many simple geometric shapes as possible. Mix hard and soft shapes, and try to find a balance between too simple and too complex. Add just enough detail to make the object easily recognizable. Always use flat colors, and never use more than two colors in one infographic icon (not counting negative space).

## Example

