

# a guide.

our brand voice and visual style guide.



lifebroker

## in this guide.

- who we are.
- look and feel.
- brand rules and guides.
- checklist.

**who we are.**

# **DIVIDER**

# who we are.

We are Australia's leading specialist life insurance broker. Helping people find the very best cover that's right for them, at whatever life stage they may be. Lifebroker has access to Australia's leading life insurance companies, which allows us to source the best possible cover and price.







## our mission.

We're committed to fitting people to the right insurance plan for their needs. We're here to take the complication out of life insurance. We're here to make life insurance quick, easy and understandable, and through this, deliver total peace of mind.





# our brand promise.

For some people, just contemplating life insurance can be confronting, so we aim to take the heartache out of the picture. We talk to people about the things that are most important to them – family, health, home and financial security. Our business is based on trust and positive outcomes. Life insurance is less about planning for disaster, and more about guaranteeing a positive future.



# trust



## our tone of voice.

Lifebroker is honest and approachable, intelligent and considered. We listen to people and are thoughtful in our response. Therefore as a business we should always present ourselves in a solid, trustworthy and fresh manner.



# our brand personality.

Lifebroker is like a knowledgeable and trusted friend. People should feel comfortable when they chat with us, because we have no agenda to push any products. Our way of doing business is a no pressure, no obligation, totally transparent attitude. We're here to help. So life insurance should never be thrown in the too hard basket.



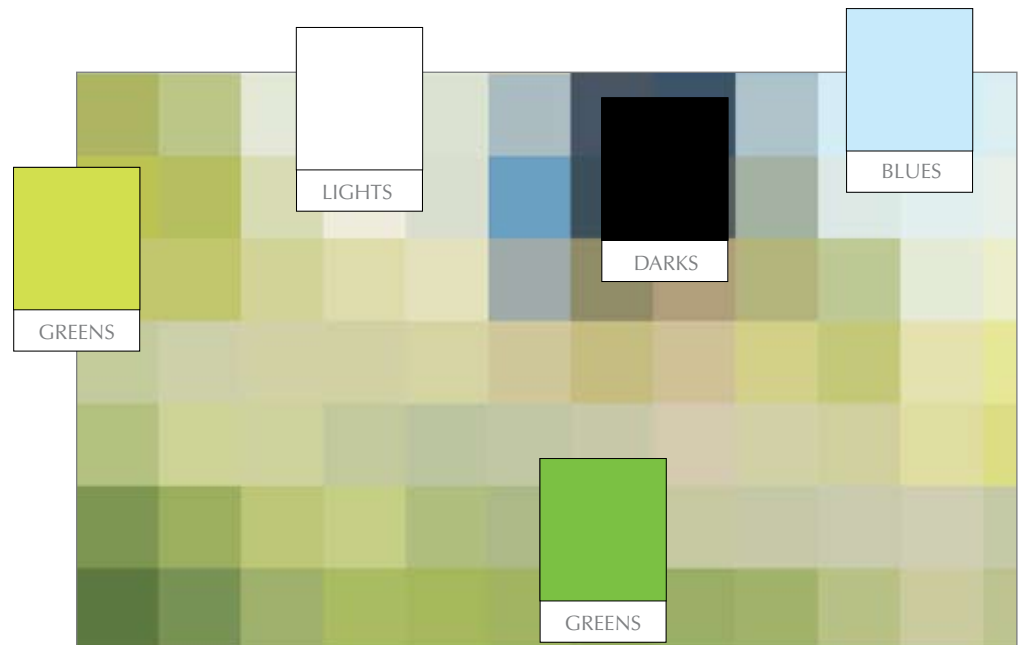


**look and feel.**

# **DIVIDER**

# colour palette.

We use all natural colours, plus white. This represents growth, freedom and honesty with a fresh touch.



Maintain a balance of corporate and campaign colours depending on the execution.

> Campaign colour hierarchy



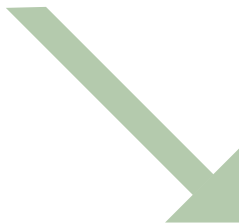
> Corporate colour hierarchy



# photography style.

We use emotive, natural lifestyle shots to underpin our trouble free, down-to-earth, uncomplicated manner. All images should be positive, fresh and future focussed. They should capture the ease and supportive feeling of having little to worry about. Sometimes angles and horizon tilts are used where possible for a different dynamic look.

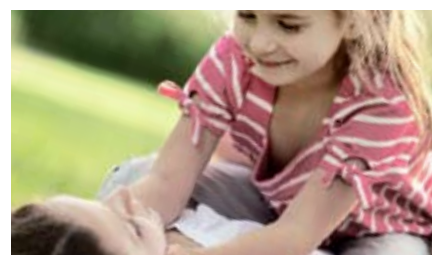
- > diagonals are good.



- > interesting and natural.
- > two subjects are better than one.

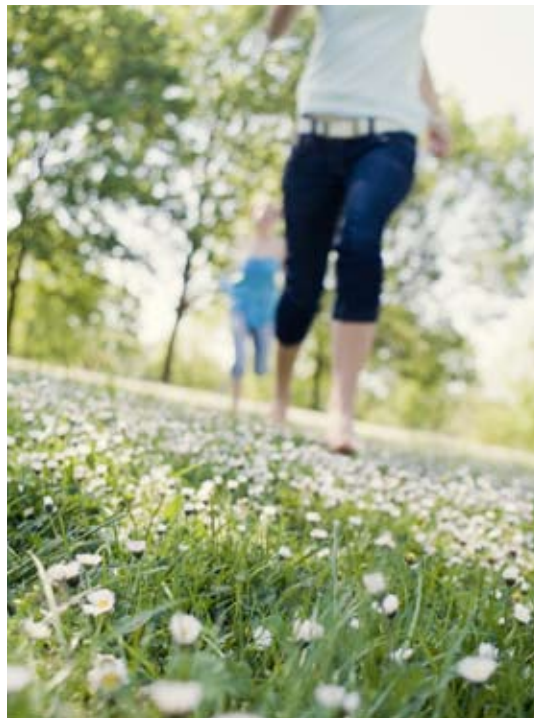


- > avoid gloom.
- > easy living and fun.



# colour and light.

We generally use natural daylight shots for realism. Overall colours can be slightly de-saturated and blacks darkened to create depth and interest.

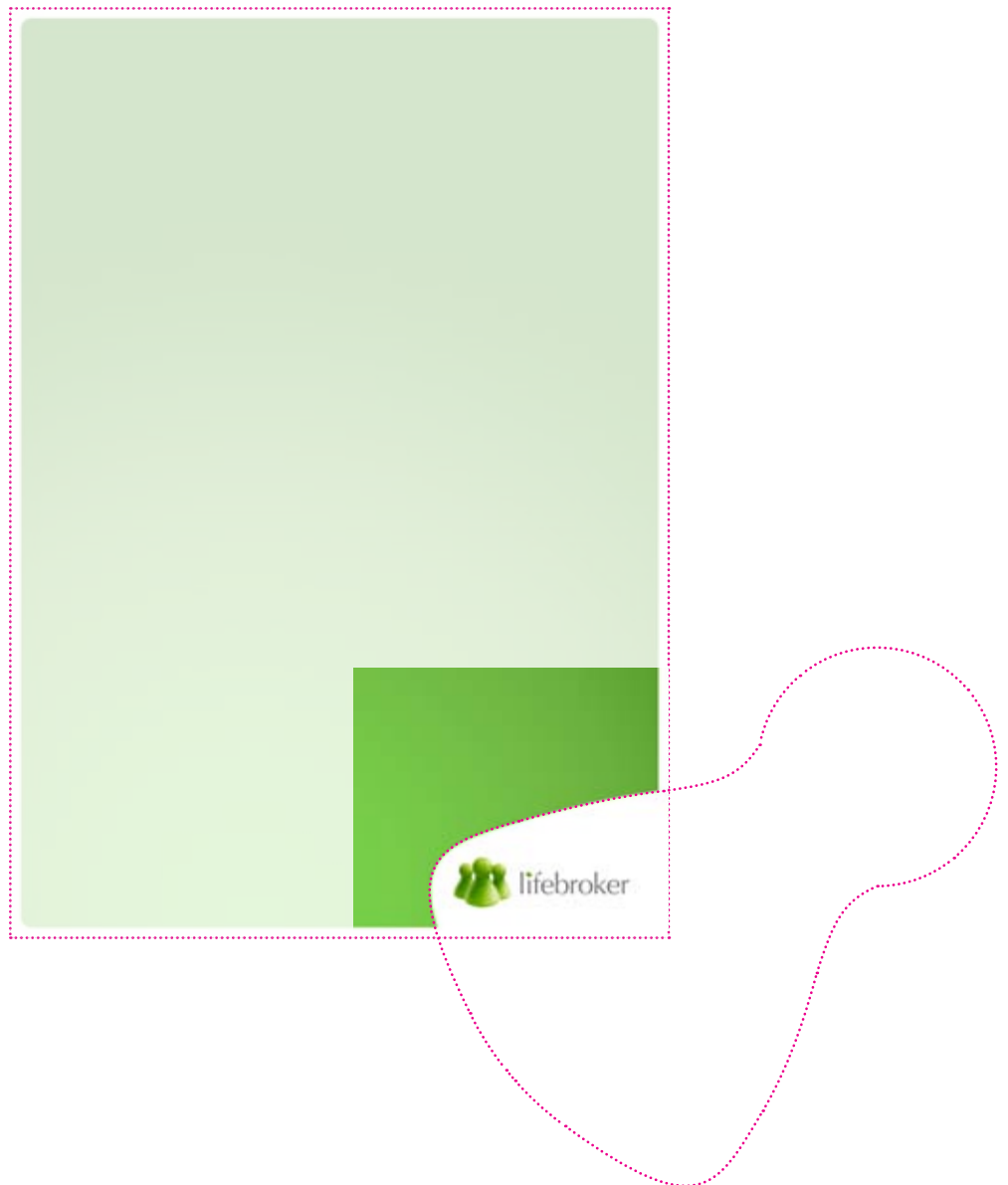


- > natural Australian light.
- > include natural greenery where possible (not too saturated).
- > try to expose skin tones to light.
- > deep blacks in darker areas.



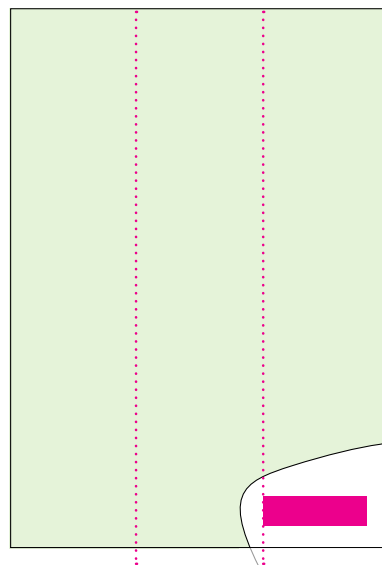
# holding device for our brand mark.

We use the brand shape to cut a natural holding device for our distinctive brand mark. It's an intelligent repetition of the brand mark for further subtle branding.

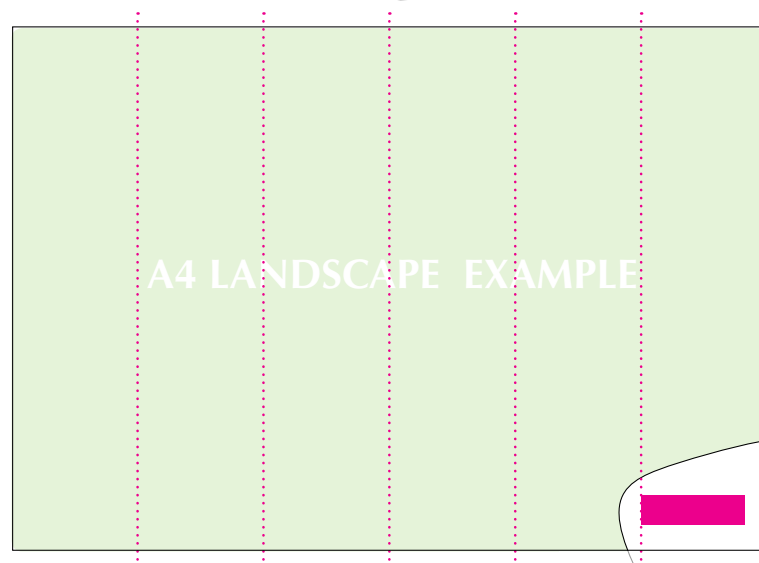


# rules for our brand mark holding device.

Rotate the brand mark shape 45 degrees clockwise, then use the rules below to position the brand mark in the correct place.



- > rotate 45° clockwise.
- > use the vertical grid for the brand mark placement.



# framing.

The rounded frame reinforces the soft, flexible nature of the company and avoids harsh corners which can create the perception of rigid structure.

**> use a rounded frame 5mm in from the border to frame our ads.**

# call to action.

Use the large head on our brand mark as a measuring device. The same rule applies for internal collateral. Use this space for descriptions of the piece if needed.



- > align the call to action with base of our brand mark.
- > use two large heads to measure where the call to action starts.



# typography rules for printed collateral.

For headlines, subheadlines and call-to-actions use  
different wieghts of optima.

> Optima

AaBbCcDdEeFfGgHhIiJjKkLl  
abcdefghijklmnopqrstuvwxyz 0123456789

> Optima Bold

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

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For body copy in printed collateral use Zapf Humanist 601 BT

> Zapf Humanist 601 BT

AaBbCcDdEeFfGgHhIiJjKkLl  
abcdefghijklmnopqrstuvwxyz 0123456789

> Zapf Humanist 601 BT Bold

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**abcdefghijklmnopqrstuvwxyz 0123456789**



# typography rules for internal collateral.

For word and powerpoint documents that are opened on external computers and for emails, please use Calibri.

> Calibri

AaBbCcDdEeFfGgHhIiJjKkLl  
abcdefghijklmnopqrstuvwxyz 0123456789

> Calibri Bold

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

# examples with headlines.

Headlines should complement photography and have the same emotive, natural feel. An aspirational message can be used to support the contents for internal documents.

## > External



## > Use the brand shape as a cut out at the start of the headline.



# examples with headlines.

- > Internal (Notice the call to action changes to the document title for internal docs)





brand mark rules and guides.

# DIVIDER

# our brand mark.

More natural and refined figures have evolved to create a stronger and cleaner brandmark.

Where possible, use our refined brand mark.

> Preferred version



# alternatives.

When our hero landmarks cannot be used,  
please use the following brand marks:

> Duo colour



> Mono



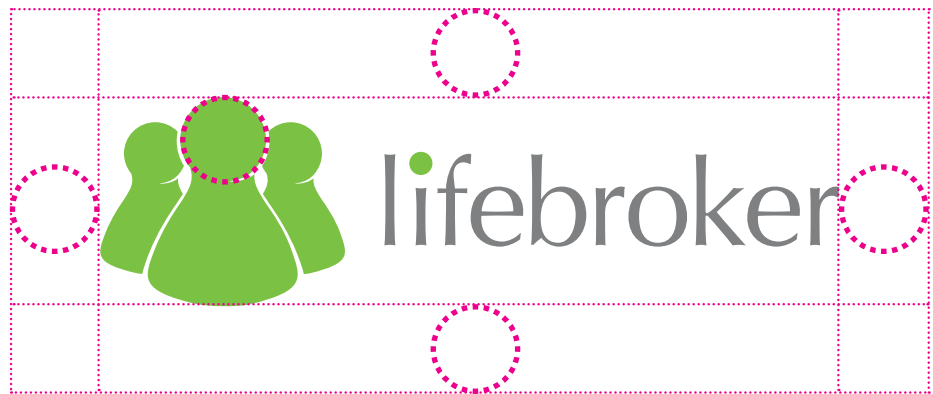
> black reversed



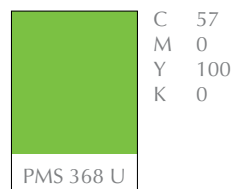
# brand mark rules.

Clear space is essential - use the biggest head from the brand mark as a measuring device. Always sit the brand mark on solid white when using a positive version of the brand mark.

- > Ensure we have at least a “big head” distance of clear space around the brand mark



- > Brand mark colour palette



- > **Do not** mix up the elements



- > **Do not** skew or distort



- > **Do not** crop



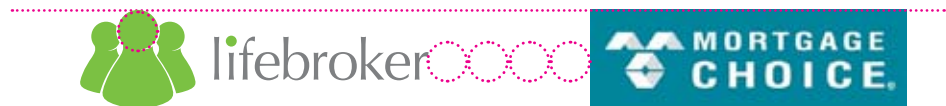
- > **Do not** change colours



# collaborations.

When collaborating with other companies ensure to use the correct space to separate the brand marks.

## > Collaborations



**collateral.**  
**DIVIDER**



# collateral.

Our stationery uses white space where the brand mark is seen to ensure clarity and strength of the brand.



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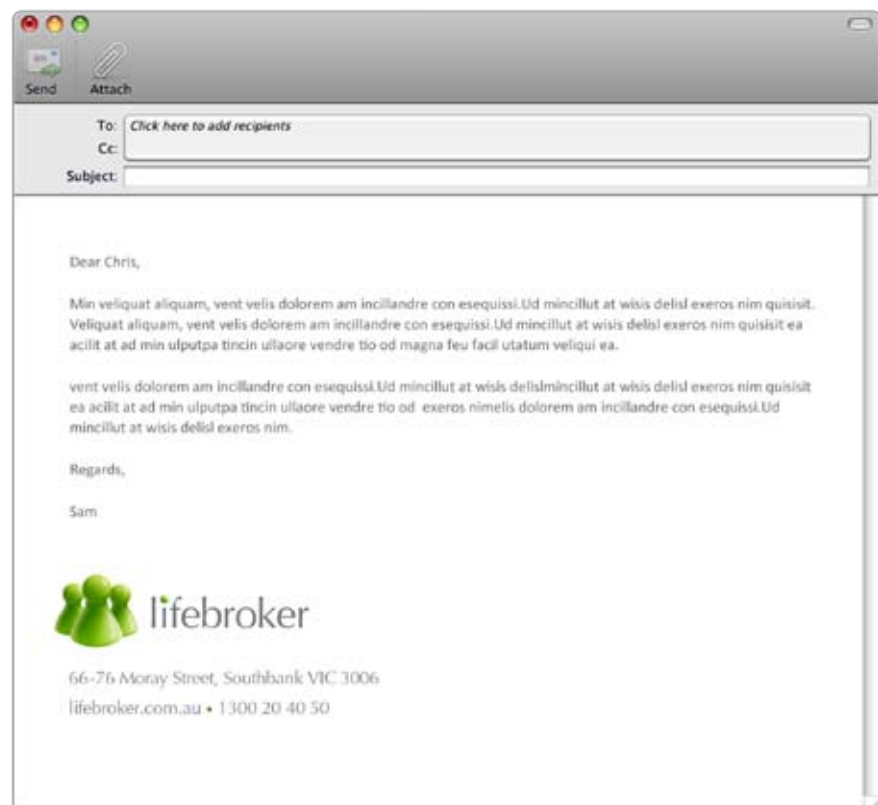
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# collateral.

Clean, elegant and trustworthy design should be projected at all times, even in emails. Calibri (same system font used online for lifebroker.com.au) should be used.

> email signature



# collateral.

It's not mandatory for all printed material to be rectangular. Be bold when possible and use interesting (not radical) sizes as a point of difference to set us apart from most other financial and insurance collateral.

> Pamphlets / front



back



# collateral.

Our brand mark is very versatile and can be used as an award.

> Awards

