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BRANDED
At BenefitMall®, we work together to present a unified, consistent and strong image to the world. Our brand is our public face, and we’ve invested time, money, heart and soul into putting our best face forward. As an important member of our team, it’s essential that you’re on board.

This document governs all of the aspects of what the public sees from BenefitMall – all the elements of visual design. Use it in tandem with the BE Personal and BE Social guides. Together, they govern all aspects of communication.

Why is this guide necessary? It’s easy to see if you think in terms of some of the world’s most popular consumer brands. Can you picture a big, blue Coke logo? How about the Golden Arches in pale yellow? Strong brands need exacting graphic standards, which is what you’ll find in this guide.

If you have a question about any aspect of the BenefitMall brand, please reach out to our Marketing Department at brand@benefitmall.com.
**COURPORATE IDENTITY**

**Trademarks**
BenefitMall® and the BenefitMall logo are registered trademarks of BenefitMall. A registered trademark appears with the corporate name and corporate logo.

**Corporation Name**
In text and headlines:
- Always write BenefitMall as one word, with a capital “B” and capital “M”.
- Use a registered trademark® on first reference in headline and text, per document or web page.
- Never use the logo within text in lieu of the corporate name.

**Corporate Logo**
- Use the BenefitMall logo only in the authorized format and authorized corporate colors.
- Use only authorized artwork, which can be scaled as needed.
- Do not redraw, modify, or change the logo in any way.
- Do not attempt to reproduce the logo with a typeface.

**Size**
The BenefitMall logo must never be decreased to a size that is not legible.

**Clear Space Rule**
Provide adequate space for the BenefitMall logo so that the brand remains clearly distinguishable and uncluttered.

As a rule, no other text or graphic elements should be placed within a “brand letter” height of the logo.

**Approved Brand Colors**

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE 300 PC</strong></td>
<td><strong>PANTONE 2945 PC</strong></td>
</tr>
<tr>
<td>CMYK 100-0-42-0</td>
<td>CMYK 100-52-2-25</td>
</tr>
<tr>
<td>RGB 0-123-195</td>
<td>RGB 0-88-146</td>
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<td>HEX 0078C3</td>
<td>HEX 005892</td>
</tr>
<tr>
<td><strong>PANTONE 375 PC</strong></td>
<td><strong>PANTONE PROCESS BLACK UP</strong></td>
</tr>
<tr>
<td>CMYK 47-0-94-0</td>
<td>CMYK 0-0-0-100</td>
</tr>
<tr>
<td>RGB 148-201-71</td>
<td>RGB 35-31-32</td>
</tr>
<tr>
<td>HEX 94C947</td>
<td>HEX 000000</td>
</tr>
<tr>
<td><strong>PANTONE 426 UP</strong></td>
<td><strong>PANTONE 71-63-55-22</strong></td>
</tr>
<tr>
<td>CMYK 83-85-92</td>
<td>CMYK 71-63-55-22</td>
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<tr>
<td>RGB 0-123-195</td>
<td>RGB 0-123-195</td>
</tr>
<tr>
<td>HEX 666666</td>
<td>HEX 666666</td>
</tr>
</tbody>
</table>

**Branded Font**
Frutiger should be used for all external and internal business communications.

ABCabc Frutiger Light
ABCabc Frutiger Roman
ABCabc Frutiger Bold

**Alternate Fonts**
When Frutiger is not available, you can use Calibri, Arial and Verdana for text in contracts, email and similar communications. Use these fonts only in point sizes 10 through 12.

**Color Formulas for Print and Web/ Social Media Usage**
Pick the corresponding color format depending on whether you’re using for print or screen.

- **CMYK**: Use this for print applications where full, four-color process is available.
- **RGB**: Use this for PowerPoint presentations, web applications and other applications where the logo is being projected.
- **HEX**: An alternative to RGB, HEX is typically used as a color reference in web design.
- **PMS (Pantone)**: Use for print applications or when you need to match a single color. However, most applications are better suited for CMYK, which allows images to printed in the full range of colors.
LOGO USAGE RULES

To maintain consistency and build brand equity, the corporate logo should only be reproduced from digital artwork provided as part of the BenefitMall® brand identity program and in accordance with the rules outlined in this guide.

The BenefitMall logo is comprised of the brand name and the multi-color arc graphic. The logo should always be used in its complete form and should never have elements added to it.

Correct usage, in the preferred, multi-color form

The logo can be reproduced in a multi-color, black and white, full-reverse or partial-reverse form as specified in this guide.

Multi-Color Form (Preferred)
The BenefitMall logo in its preferred, multi-color form can be used for all applications and against backgrounds that provide adequate contrast and do not interfere with readability. In this form, the BenefitMall logo should be reproduced in the three colors specified for the brand (light blue, dark blue and green).

Please refer to the previous page for color specifications.

Single-Color Form
The BenefitMall logo can also be used in either 100% black or the designated blue.

Reversed-Color Form
The BenefitMall logo can be used in full and partially reversed forms so long as the size and contrast do not interfere with readability. In the partially reversed form, the brand graphic should remain in its designated colors and specified background where possible.

File Formats
Choose the format that matches your needs.

EPS
Suitable for print use. Also known as a "vector file," this format can be scaled to any size without pixellation.

JPEG
Suitable for screen use, this type of file has a solid white background.

PNG
Also for screen use, this file type has a transparent background, so it is useful for using on colored backgrounds.

Logo on Image
The logo can be layered on an image. Follow these rules and contact the Marketing Department if you have questions.

• There must be adequate contrast between the logo and background to ensure readability.

• Make sure the logo has sufficient spacing and does not block or interfere with elements in the image.

• In this form, the logo should be reproduced in the three colors specified for the brand. Refer to the previous page for color specifications.
Focus Family

From time to time, BenefitMall may add products and services. The Marketing Department will determine names, branding elements and logos. Marketing will also assess the need for trademark or service mark protection, including whether to apply for federal trademark registration.

Signage
All BenefitMall branch offices – as well as kiosks, booths or other temporary locations or spaces BenefitMall occupies – should include a BenefitMall registered logo sign.

If a venue or organization is not able to provide appropriate signage that follows the usage rules in this guide, contact the BenefitMall Marketing Department before it is created and posted.

Merchandise
Merchandise – such as apparel, gifts, promotional items and the like – can be purchased through our e-store. For customized orders, contact the Marketing Department for approval.

Co-Op Use of Logo
All co-branded efforts must be approved by the BenefitMall Marketing Department. When a co-branded communication or document is to be designed or created, please (1) provide this document to the party who will design and produce the communication or document and (2) bring the Marketing Department before committing or beginning the initial planning to avoid additional or unnecessary work before final approval. When the corporate name and logo is used in conjunction with another company’s name or logo, follow these guidelines:

- Give the BenefitMall corporate name priority – mention it first in copy when the communication or document is being created and distributed or released by BenefitMall.
- When using the BenefitMall logo in tandem with another company’s logo, the BenefitMall logo should be equal to, or greater than the other company logo(s) size.
- If possible, the logo isolation area should double from its standard requirement, and both logos should appear to visually occupy their own space.

BRAND NAMES AND LOGOS

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed diam nonummy

DO NOT stretch, distort or alter the logo.

DO NOT stretch, distort or alter the logo.

DO NOT crop or align the logo to the edge of the page.

DO NOT use part of a sentence, phrase or headline.

DO NOT reproduce in a screen or tint.

DO NOT use without symbol.

DO NOT reproduce the logo without consistent high quality.

DO NOT apply graphic styles or filter effects (e.g. outlines, strokes, or dropshadow).

BE AWARE

LOGO USAGE RULES \(\times\) DON’T

DO NOT stretch, distort or otherwise alter the BenefitMall® logo in any way.

DO NOT apply graphic styles or filter effects. Do not combine logo with other graphic elements.

ALWAYS use the trademark designation with the logo.

\(\text{BRANDED NAMES AND LOGOS} \quad \text{Focus Family}\)

\(\text{Signage} \quad \text{Merchandise} \quad \text{Co-Op Use of Logo} \quad \text{Other}\)

\(\text{Check} \quad \text{Check Pro} \quad \text{CRQS} \quad \text{Connect} \quad \text{™} \quad \text{™} \quad \text{℠}\)

\(\text{From time to time, BenefitMall may add products and services. The Marketing Department will determine names, branding elements and logos. Marketing will also assess the need for trademark or service mark protection, including whether to apply for federal trademark registration.}\)

\(\text{Signage} \quad \text{All BenefitMall branch offices – as well as kiosks, booths or other temporary locations or spaces BenefitMall occupies – should include a BenefitMall registered logo sign.}\)

\(\text{If a venue or organization is not able to provide appropriate signage that follows the usage rules in this guide, contact the BenefitMall Marketing Department before it is created and posted.}\)

\(\text{Merchandise} \quad \text{Merchandise – such as apparel, gifts, promotional items and the like – can be purchased through our e-store. For customized orders, contact the Marketing Department for approval.}\)

\(\text{Co-Op Use of Logo} \quad \text{All co-branded efforts must be approved by the BenefitMall Marketing Department. When a co-branded communication or document is to be designed or created, please (1) provide this document to the party who will design and produce the communication or document and (2) bring the Marketing Department before committing or beginning the initial planning to avoid additional or unnecessary work before final approval. When the corporate name and logo is used in conjunction with another company’s name or logo, follow these guidelines:}\)

\(\text{\quad • Give the BenefitMall corporate name priority – mention it first in copy when the communication or document is being created and distributed or released by BenefitMall.}\)

\(\text{\quad • When using the BenefitMall logo in tandem with another company’s logo, the BenefitMall logo should be equal to, or greater than the other company logo(s) size.}\)

\(\text{\quad • If possible, the logo isolation area should double from its standard requirement, and both logos should appear to visually occupy their own space.}\)
Follow these guidelines to maintain consistency in all communications distributed by BenefitMall®, whether on an individual or mass-distributed basis. This includes email, traditional letters, and web-based communications.

**Stationery and Other Logo-Printed Items**
All materials printed or produced with the BenefitMall logo must be obtained from the BenefitMall Corporate Facilities Department or ordered through the giveaway e-store that is stocked by the Marketing Department.

**Required Templates**
Use the company’s standardized Microsoft Word templates (available through The Commons) when you create and send BenefitMall letters, memos and faxes that will not be on pre-printed BenefitMall letterhead.

**Presentations/PowerPoint**
Use only the approved template for PowerPoint presentations. This presentation has been customized for each regional office and corporate department. It is hosted on The Commons for easy access.

**Fonts**
When possible, use the Frutiger font for all external and internal business communications. Calibri, Arial and Verdana should be used for contracts, emails, etc. in point sizes no smaller than 10 points and no larger than 12 points.

**Text Formatting**
- All communications should have a minimum 1/2-inch and maximum 1-inch footer, header, left and right margin.
- Use left justification.
- Do not indent paragraphs; use a line space between paragraphs.

**Printed Business Letters**
- Date on the first line of the document.
- Include a return address that starts on the third line of the document.
- Use a standard greeting two lines below return address.
- Use a standard closing two lines below the last paragraph.
- Final signatures should be four lines below the closing if hand-signed, or two lines below if not hand-signed.

**Email Formatting and Signature**
The BenefitMall IT department helps each employee set up an email account with the approved corporate email signature format. Do not add to or subtract from this format unless instructed to do so by the Marketing Department. In conjunction with various campaigns and promotions, additional logos and/or attachments may be provided by Marketing to be included in automated signatures.

As with all forms of internal and external communications, email should only use the approved fonts, with bolding and/or italics optional. Do not use colors, wall paper or graphics.

**Voicemail Greetings**
Your personal voicemail greeting should clearly state “You have reached (name) at BenefitMall.”

Update your greeting when you are away:
- If you can return messages within the same half day, a standard “will return your call” message is appropriate.
- If you are out and unable to respond within the same half day, include an alternative way to reach you or an alternative person for callers to contact.
BE

PERSONAL
Your guide to our brand.

We believe in the power and promise of American enterprise. We support the established mom-and-pop shops, the high-flying start-ups, the hardworking makers and the spirited entrepreneurs.

Through our network of trusted advisors, we enable small and medium sized businesses easy access to affordable, quality workforce products and services.

We are BenefitMall, and we start with you.
There’s no substitute for what we do best.

At BenefitMall®, we provide businesses with health benefits, payroll processing and human resource services. And we aim to do it all with a higher level of service than any other company. We think it’s best to pair great products with excellent support from real people.

We work through brokers, CPAs and other trusted advisors – and sometimes directly with employers. It’s been said that we offer “big service to small businesses,” and it’s true.

You’ll like the way we work, because we achieve what our competitors can’t. We really get to know our clients so we can help them succeed. We gain their trust and earn their continued business with knowledgeable, dedicated humans like you.
What makes BenefitMall different?

WE’VE BEEN AROUND.
35+ years and counting.

There’s no substitute for experience and leadership. Our company was founded in 1979. Headquartered in Dallas, Texas, we serve more than 200,000 companies nationwide. Over the years, we have organically grown our general agency, technology and retail services. Today, BenefitMall is a leader in providing quality employee benefits, payroll and compliance services, and one of the fastest-growing private companies in the U.S.

WE’RE SMART.
Expertise, education, experience. It all adds up.

Our team members are experts. Call it skill, know-how, savvy...we’ve got it, and we put it to work for our customers. We’re constantly learning and growing so we can keep ahead of changes in technology, the marketplace and the world. That goes for employees whose roles call for special training, licensing or certification, too.

WE’RE WALKING THE WALK.
Going beyond expectations is our normal.

The personal touch is at the heart of everything we do. We stay engaged with customers and do all we can to simplify the ever-more-complicated world of workforce products and services. We’re sincere when we say we want to help businesses prosper and grow.

OUR VISION We reduce the cost and burden of providing quality workforce products and services to the SMB market.
Is authenticity old-fashioned? Hardly. Here’s how we make it work.

The employee benefits and services industry is crowded. Whether our competition is a new start-up with a pretty website or a well-known, established company branching out to provide services similar to ours, we know we have something different. And better.

Since our founding, we’ve championed new ideas, developed technology and led thousands of companies to successful business decisions. In fact, did you know we advised the United States government on health care reform? All the while, we’ve maintained our genuine work ethic and commitment to service.

We’re proud of our pioneering heritage and our enlightened culture. And we’re counting on our forward-thinking leadership and employees to drive our future success.
Do the right thing and you won’t go wrong.

Our guiding principles aren’t just words in a dusty frame in the breakroom. We live our core values with our customers, colleagues, vendors, and the community every single day. BenefitMall rewards employees who demonstrate the highest commitment to these guiding principles.

TEAMWORK
We work together toward a common goal. We share ideas, listen and collaborate. Follow processes and best practices, but be open to new ideas.

INTEGRITY
We believe in what we do. Be honest and transparent in your business dealings, and keep the commitments you make.

PERSONAL ACCOUNTABILITY
Each of us owns our successes and our setbacks. If you make a mistake, don’t blame others; apologize and learn from it. Take responsibility for your actions.
What does it mean to be a brand ambassador?

You’ve joined a team with a focused mission, a set of clear-cut values, a legacy of leadership and a future full of opportunity. Now that you’ve learned more about BenefitMall, you may be wondering how all of this applies to you and your job.

There’s a lot to the concept of brand identity. At BenefitMall, it means living up to all of the objectives and goals we’ve outlined in this brochure. There are also the brand specifications, such as logos, colors, fonts and more, detailed in your BE BRANDED guide. You also have a copy of BE SOCIAL, which governs your social media engagement. All of these guidelines, policies and knowledge work together to help us present a unified, consistent image to the world. It’s essential to read, understand and follow them.

As a BenefitMall team member, you’re an influencer and a brand ambassador. You’re a stakeholder in our success and our future, and we’re counting on you to be a part of it.
BE
SOCIAL
Let’s take a careful, strategic approach to social media.

At BenefitMall®, we embrace social media and encourage employees to interact with the company on blogs and sites like Facebook, Twitter, and others. After all, you’re one of our best brand advocates. That’s why it’s important for us to have – and strictly enforce – a clear and strong Social Media Policy.

In this guide, you’ll learn how to project the BenefitMall brand voice as you share news and engage in conversations online, and how important it is to protect our company, your colleagues, and our customers in the process.

If you have any questions about BenefitMall’s Social Media Policy or social media in general, please contact the BenefitMall Marketing Department at brand@benefitmall.com.
Think, question and reflect before you post.

The way in which you conduct yourself, your tone of voice, and what you say reflects on you – and on BenefitMall®. As a company representative, it’s essential that your online content convey the same positive spirit that comes across in all BenefitMall corporate communications.

Before you contribute to a company-related conversation online, consider whether your comment will add value to the discussion. Will your post represent BenefitMall in the best possible light? Make sure what you’re about to post is truthful, and that it reflects the company’s core values of teamwork, respect, integrity and personal accountability.

ASK YOURSELF

“Will this comment promote BenefitMall in a positive way?”
You are a brand ambassador. Your words and actions can spread quickly.

As a BenefitMall® team member, you’re responsible for your words and actions everywhere. Whether it’s a conversation, email, online comment, blog entry, photo or video post, you should exercise sound judgment and common sense in everything you say and do. Don’t make negative comments that could tarnish the company’s image.

Here’s a good rule of thumb: Before you post any content, be sure you’d feel comfortable with it showing up in your boss’ or client’s inbox, in your coworker’s Twitter feed or on the front page of a major news website.

Regardless of your privacy settings, the content you post can be captured, distributed and forwarded. It can even go viral.

TAP INTO YOUR NETWORK OF INFLUENCE

You might be surprised at how many people you can reach through social media. Let’s say you share a company press release with your 300 Facebook friends, 400 LinkedIn connections and 200 Twitter followers. You’ve just spread the word to 900 people. If just 12 of your BenefitMall colleagues also share the news with their 900 or so social media contacts, that’s more than 10,000 impressions. Impressive!
It’s all about stepping up, ensuring accuracy and protecting confidentiality.

Personal accountability is one of our company’s core values and it should extend to everything you do.

You must ensure the accuracy of any content you post. If you make a mistake, don’t blame it on others. Be sincere, apologize and take steps to correct any information that may be untrue or misleading.

Be careful to protect the company’s interests and the privacy of others when it comes to confidential information. You must not reveal any non-public information about the company. The same applies to private details about your colleagues, customers and partners.

Should you need confirmation that your information is accurate or appropriate to share on social media, contact the Marketing Department.

DON’T SHARE
- New products in development
- Unannounced changes to existing products
- Financial information
- Details on client relationships
- Potential new hires or acquisitions
- Personal details about clients, coworkers or their families

DO SHARE
- Official company press releases
- Approved corporate communications
- Positive testimonials from clients
- BenefitMall sponsored events
- Awards and recognition
- BenefitMall’s social media posts
Practice kindness, speak with courtesy, and use common sense.

Social media allows for the quick exchange of thoughts and viewpoints, which makes it easy for others to embrace or challenge you – and vice versa. Disagreements can quickly become enflamed arguments. Keep your cool. The connections you’ll make on social media will be much more rewarding if you have engaging, respectful conversations.

When you are challenged or want to respond to a negative comment or viewpoint you don’t agree with:

- Don’t be confrontational or entertain fights
- Don’t use obscene language, ethnic slurs, or discriminatory remarks
- Don’t make disparaging remarks about competitors or their products and services

Don’t use social media to insult or disrespect your colleagues, customers or partners. Be respectful of all individuals, races, religions and cultures.

Do not respond or interact with analysts or members of the press. Instead, direct these inquiries to the Marketing Department.

THE GOLDEN RULE REALLY DOES RULE.
Remember there’s a real person behind every tweet, every comment, every blog post.
The last words in Social Media Policy.

We encourage our employees to participate in social networking, but it’s up to you to make sure your online activities don’t interfere with the performance of your assigned job responsibilities and commitments to our customers and partners.

Failure to follow this policy could result in serious consequences, including dismissal. So, it’s essential that you read, understand, and follow the rules explained in this guide.

If you leave BenefitMall® for any reason, including retirement or termination, you must return all company social assets. This includes documents, passwords and media that contain proprietary company information. You may not disclose or use that information. The company will take every step necessary, including legal measures, to protect our social network assets.

Remember, social media is a platform we can use to support our brand and share all the exciting news about BenefitMall. Just be responsible, accountable, professional, mindful and beneficial in all of your online activities.

Questions? Email your Marketing team at brand@benefitmall.com.