



Logos and Icons



Crump Logos: Overview

Our branding structure offers a portfolio strongly tied together by color and font.

Primary Go To Market Brands



Additional Limited Use Brands



The Crump Logo: Specifications

The Crump logo is the most recognizable representation of our company and the Crump name and brand to our clients and our industry. It is important to use this valuable asset in the correct form and in a consistent manner to ensure we maintain our brand's visual integrity.



The standard logo should be used on all materials including stationery, building signage, marketing materials, sales presentations, etc. All materials outside of signage should include our full company name, Crump Life Insurance Services, either in the content or disclaimer. All attempts should be made to use the logo with the shaded circle and the registered trademark. However, when doing a one color imprint, it is permissible to use the solid blue circle. Additionally, when using a small version of the logo where the registered trademark will not be legible or the visual integrity will be compromised, it is permissible to omit the registered mark. Questions and guidance on appropriate uses of the logo should be directed to Marketing Solutions.

Logos: Colors

FULL COLOR

- Pantone 300
- Pantone 7689
- Pantone 543
- Pantone 7545



ONE COLOR (limited use)

- Pantone 300



GRAY

- 60% Black
- 40% Black
- 20% Black
- 80% Black



REVERSED

- Pantone 300
- Pantone 7689
- Pantone 543
- Pantone 7545
- White



Logos: Sizing and Spacing

MINIMUM SIZE FOR LOGOS

In Print

.25 inches high 

On Screen

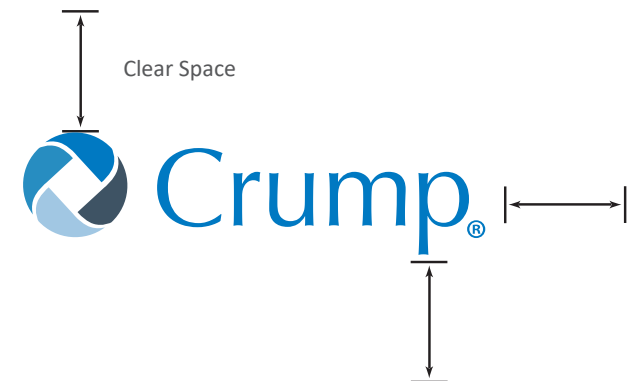
75 pixels high 

SPACING

- It is desirable to leave sufficient space around the logo to ensure it is clearly visible.
- Negative space around the text of the logo must be a minimum height of the circle graphic.
- Never invade the clear space around the logo or place an image on top or behind the logo.
- The logo should not be combined with other words, symbols, logos, graphics, photos, slogans, etc. unless explicitly approved by Marketing.

SIZING/SPACING NOTE:

In cases of silk-screening, stamping, etc., ensure that the reproduction method will keep the logo crisp and readable with no distortion or filling/plugging of the letters.



The Crump Logo: Incorrect Use

Unacceptable or unapproved use could lead to a legal challenge of our right to use our own logo / corporate identity. Do not alter the logo in any way, attempt to create the logo yourself, change the font or alter the proportions.

INCORRECT USES

Adding effects (shadow, embossing, etc.)



Skewing the logo



Cropping or altering the proportions



Removing the registration mark from the logo



Rotating the logo



Recoloring the logo



Using a screened version of the logo

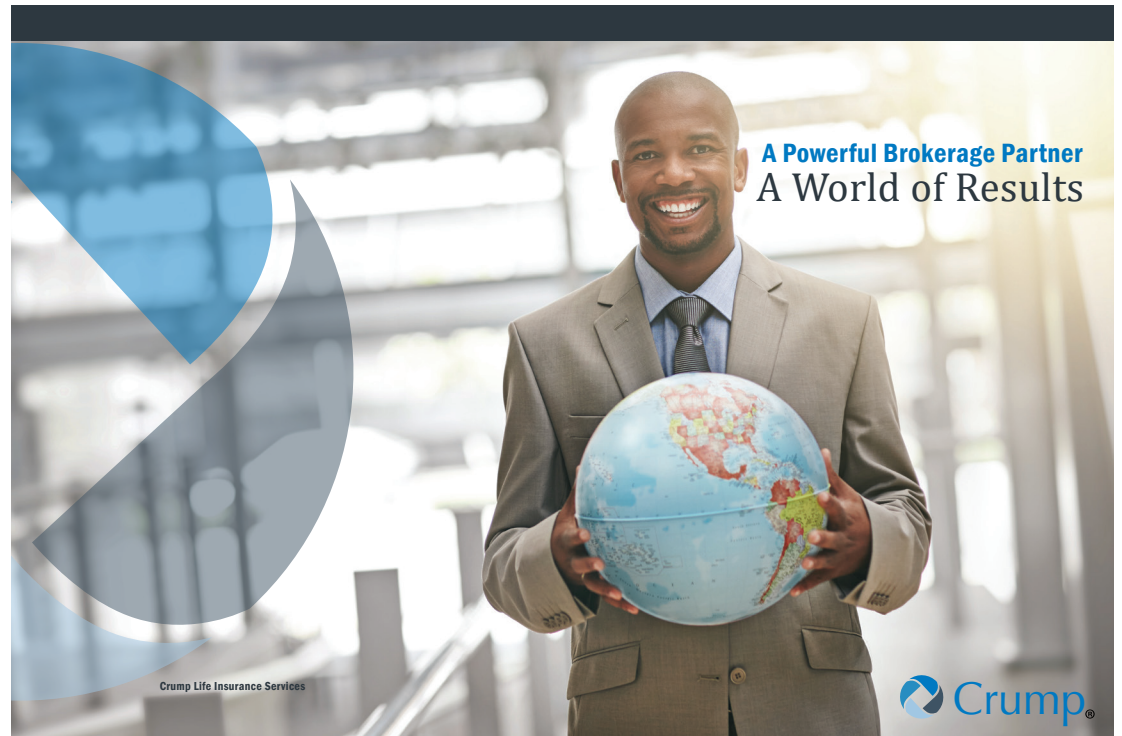


Combining with other words, symbols, logos, graphics, numbers, or design elements.



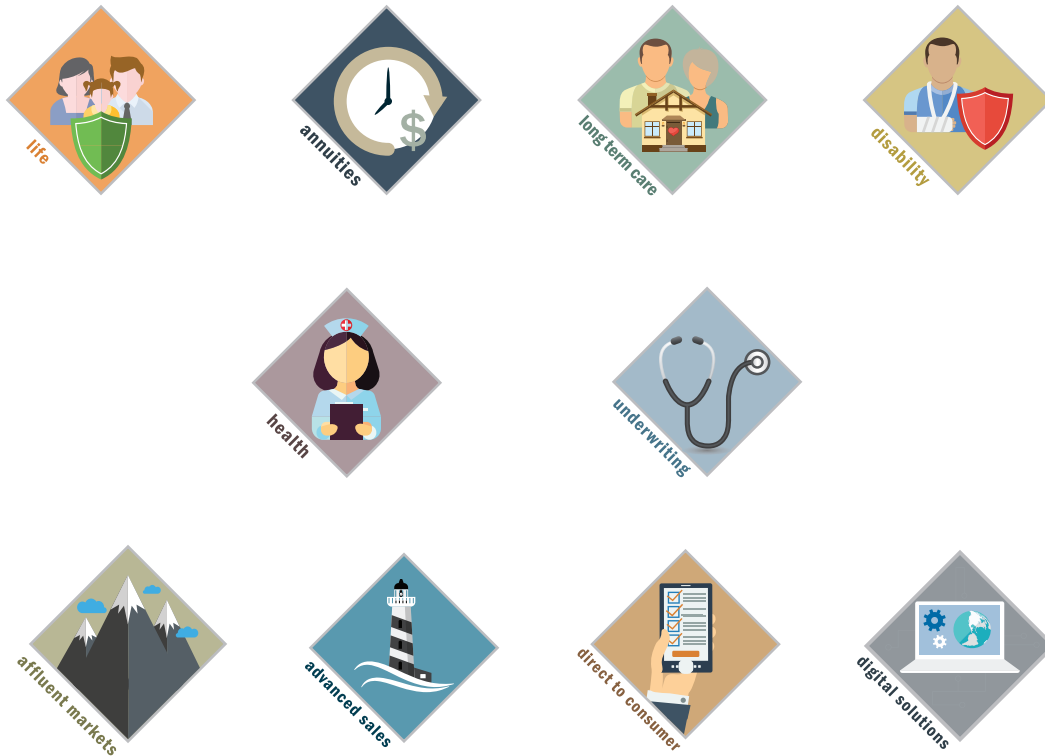
The Crump Logo: Usage Examples

The Crump logo is the most recognizable representation of our company, our associates and the Crump name and brand to our clients and our industry. It is important to use this valuable asset in the correct form and in a consistent manner to ensure we maintain our brand's visual integrity.



Crump Solution Icons: Solution Centers

A key value that Crump offers is the dedicated teams supporting the sale of life, annuities, long term care and disability products as well as subject matter expertise in advanced sales and underwriting. Materials promoting these areas are branded with a solution center icon that is used in addition to the main Crump branding.




10 Reasons Why We're the Place to Put Your LTC Business

As one of the largest brokerage agencies, Crump offers some of the most comprehensive sales, marketing and medical underwriting support available in the industry today.

- We Specialize in Long Term Care Insurance**
With nearly two decades of Long Term Care insurance experience, we are able to help you recommend a suitable plan for your clients at a competitive premium.
- We Have Full-Time Long Term Care Insurance Staff**
Sales Support Associates will provide illustrations, as well as product and competitive support. Licensing Associates know what is needed to get you appointed and ready to sell. New Business Associates keep you informed of your case status and work to get cases issued quickly.
- We Offer Quality Long Term Care Insurance Carriers**
Forethought, LifeSecure, Lincoln Financial, Mutual of Omaha, National Guardian Life, OneAmerica, Securian and Transamerica.
- We Are Nationwide**
We have Long Term Care Specialists to support you across the country.
- We Know How to Underwrite**
Our familiarity with health underwriting gives you added experience to help match your client's individual health issues with a suitable carrier.
- We Have the Right Marketing Tools**
Policy comparisons and training tools are a must for day-to-day agent use. Working with our carriers, we provide the tools you need to successfully market Long Term Care insurance.
- We Offer Extensive Online Resources**
Our web site – Crump.com – provides carrier software and form downloads, online illustration and material requests, as well as additional marketing support.
- We Can Educate**
We offer up-to-date courses featuring some of the best carriers in the business, new products, and sought-after sales knowledge. We also have an extensive listing of HUB webinars to help supplement your long term care knowledge.
- We Know the Employer/Association Marketplace**
Associates are available to help you provide a possible solution for your employer group or association clients.
- We Work With Our Carriers On Your Clients' Behalf**
Our strong and long-standing relationships with our carriers provide you with outstanding service and exceptional support.

Contact your **Crump Long Term Care Solution Center Sales Team at 800.678.4582** (Option 3, Option 4) for more about why we're the place to put your Long Term Care business.



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