

# Logo usage guidelines

Version 7.5 | 11 August 2022

This is a shortened version of the brand guidelines which specifically refers to our logo usage.

If you require the complete version of the guidelines please contact the Brand Team for assistance.

## 1. Our logo

Endorsed logo	2
Endorsed logo variations	3
Stand-alone logo	4
Stand-alone logo variations	5
Using the right version	6
Social, favicons and apps	7
Logo usage – Space	8
Logo usage – Size	9
Logo usage – Visibility	10

### 1. Our logo

#### Endorsed logo

## This is our endorsed logo

As part of Phoenix Group (a FTSE 100 company), the UK's largest long-term savings and retirement business, we are now even stronger. Together, we are supporting even more people on their journey to and through retirement.

Our logo has been updated to work better in the modern and digital age. It is fresh, flexible and clear. The endorsed logo is the preferred option and should be used wherever possible.

#### **There is also a version of the logo without the endorsement**

See page 4 →

#### **Not sure when to use which version of the logo?**

See page 7 →

#### **The following versions are available**

RGB – for digital use

CMYK – for print use



1. Our logo  
Endorsed logo variations

These are the variations of the Standard Life endorsed logo

We aim to use the full colour versions where possible.

When applying to darker or image backgrounds use the appropriate reversed versions to ensure the legibility of the logo.

The single colour version should only be used in single colour, printed communications.

The following versions are available

- 1. Positive – colour
- 2. Reversed – single colour (white)
- 3. Reversed – colour
- 4. Positive – single colour (black)

1.



2.



3.



4.



## 1. Our logo

### Stand-alone logo

# This is our stand-alone logo

This version of the logo can be used where there are restrictions on space, see page 14 for further details.

#### **There is also an endorsed version of the logo**

See page 3 →

#### **Not sure when to use which version of the logo?**

See page 6 →

#### **The following versions are available**

RGB – for digital use

CMYK – for print use

The logo features the words "Standard Life" in a bold, dark blue, sans-serif font. A yellow triangle is positioned above the letter 'e' in "Life", pointing upwards and to the right.

# 1. Our logo

## Stand-alone logo variations

These are the variations of our stand-alone logo

We aim to use the full colour versions where possible.

When applying to darker or image backgrounds, use the appropriate reversed versions to ensure the legibility of the logo.

The single colour version should only be used in single colour, printed communications.

### The following versions are available

- 1. Positive – colour
- 2. Reversed – single colour (white)
- 3. Reversed – colour
- 4. Positive – single colour (black)

1. **Standard Life**

1.

3. **Standard Life**

3.



2.

**Standard Life**

4.

**Standard Life**

## 1. Our logo

### Using the right version

# When to use the endorsed or stand-alone logo

The endorsed logo is the preferred option and should always be used wherever possible.

### Endorsed logo (preferred)

**Standard Life** 

Part of Phoenix Group

Where this logo should be used:

- All brand assets where possible/space allows, including marketing communications/collateral, business cards, letters, email signatures, merchandise and social media content
- Content where we are promoting or referencing Phoenix Group, for example social posts about speakers

### Stand-alone logo

**Standard Life** 

Where this logo should be used:

- Digital/social ads or any other assets where there are space restrictions
- Throughout documents where the endorsed logo is on the front page
- Where there is strong business justification not to use

# 1. Our logo

Social, favicons and apps

## Truncated logo version

For social media, favicons (website icon) and apps buttons we should use a truncated version of our logo.

We default to the blue version – assuming that the profile thumbnail sits on a white background as in the example shown.

However, if the background is dark, use the white version.



**1.**  
**Our logo**  
Logo usage – Space

# Give it some space

We've created a clear space around the logo to prevent it being overcrowded with other elements.

The clear space is measured by the height of the arrowhead.

## Endorsed logo



## Stand-alone logo





**1. Our logo**  
Logo usage – Size

# Keep it visible

We want to make sure the logo is clear and everyone can read it. These are the recommended minimum sizes.

## Digital applications



**200 pixels**  
Endorsed logo minimum digital size



**150 pixels**  
Stand-alone logo minimum digital size

## Print applications



**40mm**  
Endorsed logo minimum print size



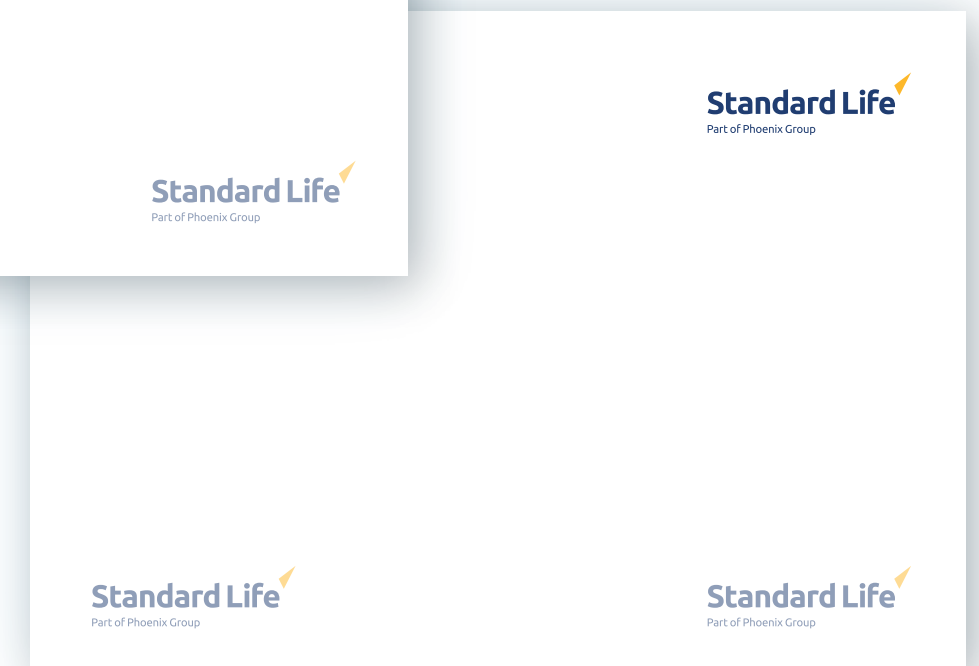
**30mm**  
Stand-alone logo minimum print size

A4: Minimum print size is **55mm**  
A5: Minimum print size is **48mm**

## Positioning the logo



There are no fixed rules about where to position our logo, typically it would appear in either the top or bottom, left or right hand corner. Use your discretion, ensuring that it remains visible at all times and has the recommended clear space around it.



1. Our logo  
Logo usage – Visibility

# Show it clearly

We want to show the logo clearly, no matter what the backgrounds are.



Reversed, colour logo not suitable?



Lack of contrast for arrowhead to be legible

**Standard Life**  
Part of Phoenix Group

Use the reversed colour, version instead.



**Standard Life**  
Part of Phoenix Group

Standard Life 

Thank you

**Questions?**

If you have any questions about our brand or how to apply our toolkit, please email our Brand Team for assistance.

[brand\\_help@standardlife.com](mailto:brand_help@standardlife.com)