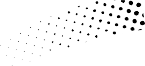
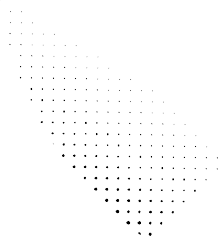
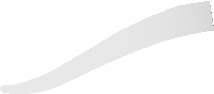
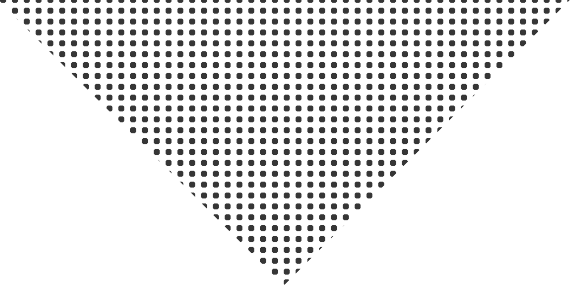
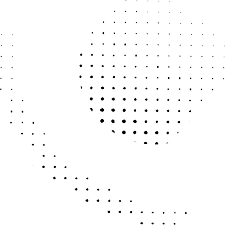
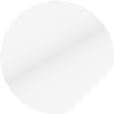
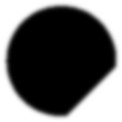
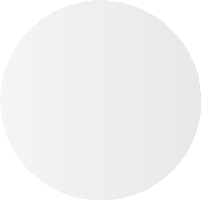
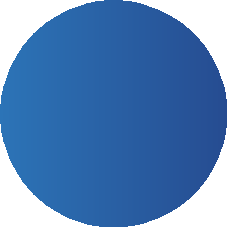
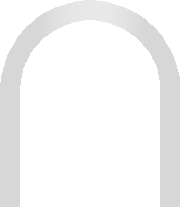
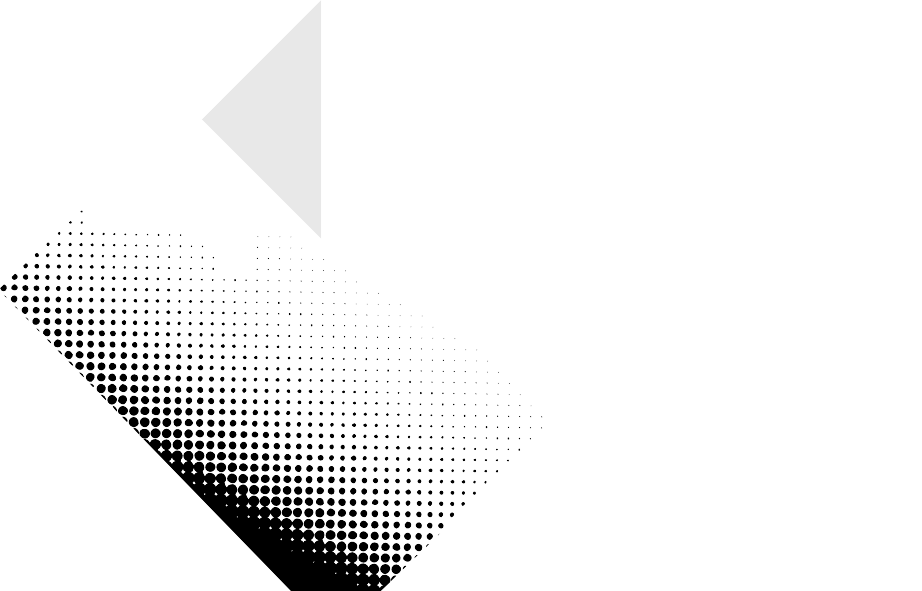
1



**Brand**

**Style Guide**

Communicating visually the LegalShield way.

© 2017 LegalShield

**We are**

**LegalShield!**

Everyone that works at or with LegalShield plays a vital role

in representing our company to associates, members, provider law firms, employees and the world around us. This guide is for anyone who communicates on behalf of LegalShield in print or digital form.

The way we communicate reflects what we value.

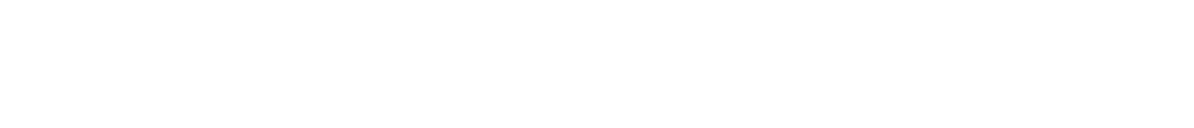
We are confident, sincere and friendly. We believe in improving and empowering the lives of everyone. That’s huge!

Let your energy and passion for our products and services flow into your communications using a modern, conversational tone.

By following these guidelines, you are joining with LegalShield to provide clear, consistent communication and contribute to

the overall strength of our brand.

WE ARE LEGALSHIELD, AND THE BEST IS YET TO COME!



**Our Look**

Our visual brand is composed of four distinct elements:

the Logos

the Color Palette

**Source Serif Pro** Rubik

the Fonts

the Background Patterns

When used consistently, these four elements combine to give a

clean, confident, clear feel to all of our communications.

3

4

**The Logos**

Our new logos focus on the new shield icon, conveying the

protection and defense we offer our members.



THE LOGOS

The preferred use of each logo is the two-color version: light and dark purple for LegalShield and LegalShield Business Solutions, light and dark blue for IDShield. These versions work best on a white or light background.

If the two-color version cannot be used, use the solid 1-color version in either purple (LS and LSBS), blue (IDS) or black.

If the logo is intended to go over a dark background, use the solid 1-color white version.

The minimum size of the LegalShield logo or the LegalShield Business Solutions logo is 1.5" wide. The minimum size of the IDShield logo is 1.25" wide.

1.5"

1.25"

1.5"

5



THE LOGOS

The lock-up version of the LegalShield and IDShield logos can be used when both products are featured together in the same communication.

The shield icons with the letters may be used alone only as a secondary identifier. The full logo must always be used as our primary brand identifi- er in any communication.

6

7

**The Color Palette**

Our new color palettes are dominated by two strong, calm, cool colors:

purple for LegalShield and blue for IDShield. These colors project stability and a confidence in who we are and what we do. The secondary colors in both palettes are active and warm: red and yellow. These colors convey

the power and energy we put into all we do to protect our associates and members.



LegalShield & LegalShield Business Solutions COLOR PALETTE

Primary Colors

Secondary Colors

8

DARK GRAY

Hex: #363636

R: 54 G: 54 B: 54

C: 69 M: 63 Y: 62 K: 56

Pantone: Cool Gray 11 C

MID GRAY

Hex: #D7D7D7

R: 215 G: 215 B: 215

C: 96 M: 99 Y: 0 K: 45

Pantone: Cool Gray 5 C

GRAY

Hex: #E8E8E8

R: 232 G: 232 B: 232

C: 8 M: 5 Y: 6 K: 0

Pantone: Cool Gray 3 C

LIGHT GRAY

Hex: #F5F5F5

R: 245 G: 245 B: 245

C: 3 M: 2 Y: 2 K: 0

Pantone: Cool Gray 1 C

RED

Hex: #FF3900

R: 255 G: 57 B: 0

C: 0 M: 91 Y: 100 K: 0

Pantone: Bright Red C

DARK RED

Hex: #CC2E00

R: 204 G: 46 B: 0

C: 14 M: 95 Y: 100 K: 5

Pantone: 180 C

YELLOW

Hex: #FFA54D

R: 255 G: 165 B: 77

C: 0 M: 42 Y: 78 K: 0

Pantone: 149 C

DARK YELLOW

Hex: #CC8433

R: 204 G: 132 B: 51

C: 18 M: 53 Y: 96 K: 2

Pantone: 7571 C

LEGALSHIELD PURPLE

Hex: #70468C

R: 122 G: 70 B: 140

C: 67 M: 85 Y: 12 K: 1

Pantone: 7677 C

LEGALSHIELD DARK PURPLE

Hex: #472D59

R: 71 G: 45 B: 89

C: 80 M: 90 Y: 36 K: 29

Pantone: 669 C

IDShield COLOR PALETTE

Primary Colors

Secondary Colors

9

DARK GRAY

Hex: #363636

R: 54 G: 54 B: 54

C: 69 M: 63 Y: 62 K: 56

Pantone: Cool Gray 11 C

MID GRAY

Hex: #D7D7D7

R: 215 G: 215 B: 215

C: 96 M: 99 Y: 0 K: 45

Pantone: Cool Gray 5 C

GRAY

Hex: #E8E8E8

R: 232 G: 232 B: 232

C: 8 M: 5 Y: 6 K: 0

Pantone: Cool Gray 3 C

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C: 14 M: 95 Y: 100 K: 5

Pantone: 180 C

YELLOW

Hex: #FFA54D

R: 255 G: 165 B: 77

C: 0 M: 42 Y: 78 K: 0

Pantone: 149 C

DARK YELLOW

Hex: #CC8433

R: 204 G: 132 B: 51

C: 18 M: 53 Y: 96 K: 2

Pantone: 7571 C

IDSHIELD BLUE

Hex: #3075B6

R: 47 G: 117 B: 182

C: 82 M: 50 Y: 3 K: 0

Pantone: 660 C

IDSHIELD DARK BLUE

Hex: #264C92

R: 38 G: 75 B: 145

C: 96 M: 81 Y: 11 K: 2

Pantone: 7686 C

10

**Why Purple?**

“Purple communicates in a positive way. It is said to have the power to uplift, calm nerves, and encourage creativity, making it an all-inclusive color. All ages, genders & cultures can relate to purple. For us, we want to OPEN PEOPLE’S MINDS to a new approach to legal services. Motivate, inspire, and build trust. We must press SELF-WORTH and VALUE OF THIS SERVICE. Finally, purple is a symbol of bravery. Therefore, THE SHIELD IS CRITICAL— WE BRAVELY PROTECT AND EMPOWER."

*—Jeff Bell, CEO*

11

**The Fonts**

Our new fonts are **Source Serif Pro** (paired with ***Heuristica Italic***) and Rubik. These accessible, easy-to-read fonts support the clarity and transparency we give to all of our communications

Copies of our fonts and their licenses have been provided with

this guide. They are also available for free download:

https://fonts.google.com/specimen/Source+Serif+Pro

https://fonts.google.com/specimen/Rubik https://[www.fontsquirrel.com/fonts/heuristica](http://www.fontsquirrel.com/fonts/heuristica)

TYPOGRAPHY

Serif (use for headlines and paragraph headers)

*Heuristica, Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_*

Source Serif Pro, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_

***Heuristica, Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_***

**Source Serif Pro, Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_**

**Source Serif Pro, Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_**

*The Source Serif Pro font family does not come with an italic version.*

*Heuristica Italic and Bold Italic have been provided for use when italics are needed, and complements Source Serif Pro nicely.*

*Each font specified has been released with an open font license and may be freely distibuted and*

*installed. Text files with licensing info are included with the font files.*

12

TYPOGRAPHY

Sans Serif (us for subheads and body copy)

Rubik, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_

*Rubik, Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_*

*Rubik, Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_*

**Rubik, Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_**

Rubik, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_

***Rubik, Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_***

*Rubik, Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_*

**Rubik, Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_**

Rubik, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_

***Rubik, Black Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_***

***Exception:*** *if your project requires you to use fonts available only on the end user’s computer (for example, a PowerPoint presentation)* ***use the Arial***

***font family*** *instead of the fonts listed above. This will ensure that the project displays as expected.*

13

14

**The**

**Background Patterns**

This optional set of background patterns can be used to

give a sense of energy and activity to your messages and will create a unified feel with our websites and other brand experiences.



THE BACKGROUND PATTERNS

1

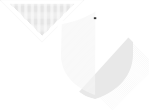
2

3

4

5

15



DOs & DON’Ts

**DO**

Do use the two-color or solid color logos on a white or light-colored background, or over one of the approved background patterns.

Do use white, the light-mid grays from the color palette, or an approved pattern as a background in your layout.

Do place the logo at the top-left, top center or bottom-right of your layout.

Do use the white logo if the logo needs to appear over a dark color or reversed out of a dark photo

Do leave at least .25" of space around the logo

Do use a 1-color version of the logo (blue, purple or black) if your project only lets you use a single color (b/w printing, single-color t-shirts, etc.)

.25"

.25"

.25"

Do leave at least a .25" white border around your layout if it is intended to be printed on an inkjet or laser printer.

.25"

**At-a-Glance**

* Founded in 1972
* Provider lawyers’ average tenure: 20 years
* 1.5 million families enrolled in our legal plans
* More than 1 million identity theft members with nearly 10,000 identities restored
* Operating in 49 U.S. states and four Canadian provinces
* More than 2 million member calls answered last year
* Since 2003, we’ve held an exclusive partnership with Kroll, the world’s leading company in ID Theft consulting

and restoration.

**Businesses Count**

**On LegalShield & IDShield**

* More than 34,000 companies, large and small, provide voluntary benefits to their employees with LegalShield and IDShield
* Simplified implementation; no claim forms to file
* Easy maintenance procedures for administrators
* Over 47,000 Small Business members use the Legal Plan
* Three levels of legal protection for different sizes of small businesses

**Definitively Different**

**Proprietary Nationwide Network of Provider Law Firms**

Your on-call law firm is part of the

**Unique Service**

Our members only have to make one call to be connected with a lawyer, ensuring they

LegalShield network of carefully selected, know exactly who to call when a legal

top-quality law firms. Each law firm is licensed in your state or province and dedicated to LegalShield members.

**Superior Service**

need arises.

**Comprehensive Restoration**

With a Power of Attorney, Kroll will do everything necessary to restore your

Our Provider Law Firms are paid in advance identity until all resolvable issues have been on a per capita basis, ensuring they are addressed.

motivated to focus on providing good

**Monitoring what Matters**

We monitor your identity from every angle,

service to you, not on billing you.

**Quality Assurance** not just your Social Security number, credit Our proprietary system provides daily, cards and bank accounts.

real-time, online monitoring of our Provider

Law Firms, which enables continuous improvement of quality service.

**Service Guarantee**

IDShield backs up it’s promise that it will do ‘whatever it takes for as long as it takes’ with

**LegalShield + IDShield** a $5 million service guarantee.

Providing a comprehensive solution when ID theft issues turn into legal issues.

**MEMBER**PERKS

Your LegalShield membership is simply amazing. And, in addition to the privileges that are already yours, we have added these **MEMBER**PERKS with hundreds of merchants and thousands of discounts. Members can access savings at both national and local companies on everyday purchases such as tickets, electronics, apparel, travel and more. Members have the opportunity to save, on average, over $2,000 per year. **MEMBER**PERKS can save you enough to pay for your membership for years to come!

Apparel Automotive Beauty & fragrance

Books, movies & music Cell phones Electronics

Finance

Flowers & gifts Food

Health & wellness Home & garden Home services

Insurance & protection services

Jewelry & watches

Office & business Pets

Real estate & moving services

Sports & outdoors Tickets & entertainment Toys, kids & babies Travel

16

**The Facts**

Identity theft was among the top consumer complaints filed with the Federal Trade Commission for 16 consecutive years.

[*—www*](http://www.consumer.ftc.gov/)*.*[*consumer.ftc.gov*](http://www.consumer.ftc.gov/)

More than 13 million, or nearly 60%, of all small businesses have experienced significant legal events in the past two years.

*—Decision Analyst Study: The Legal Needs*

*of Small Business*

57 million full-time working Americans experienced at least one significant legal event in the past 12 months.

*—The Legal Needs of American Families Study*



DOs & DON’Ts

**DON’T**

Don't change the color of the logos.

X

X

**BU SI NES S SOL UTIONS**

Don't remove any portion of the logos.

X

X

Don't squeeze or stretch the logos.

X

X

Don't change the size or position of individual logo elements.

Don't place the logos on top of busy areas in photos or content.

X

Don't use the shield icon as a decorative element.

Don't use the shield icon to hold other text or images.

X

Click Here

X

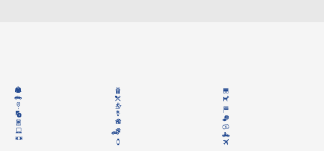
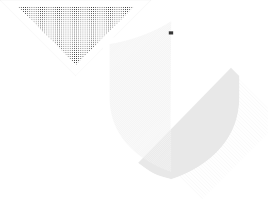
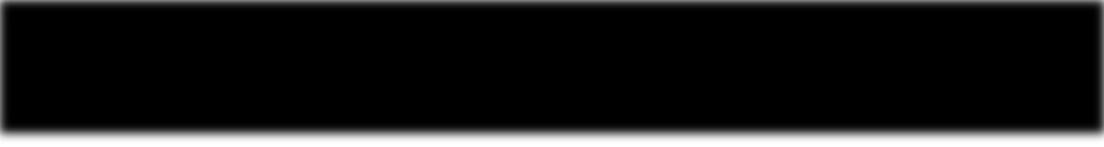
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EXAMPLES

Vision**2020**

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To provide equal access to the

**LIBERTY, EQUALITY, OPPORTUNITY & JUSTICE** that

every North American deserves and expects.

Apparel Automotive Beauty & fragrance

Books, movies & music Cell phones Electronics

Finance

Flowers & gifts Food

Health & wellness Home & garden Home services

Insurance & protection services

Jewelry & watches

Office & business Pets

Real estate & moving services

Sports & outdoors Tickets & entertainment Toys, kids & babies Travel

OUR MISSION

To help people improve their lives by

**TEACHING LIFE-TRANSFORMING SKILLS**

AND TO

**DELIVER EXCEPTIONAL PRODUCTS & SERVICES**

that promote peace of mind and conﬁdence

in a world that is oftentimes uncaring and selﬁsh.

OUR VALUES

We believe in **THE GOOD IN ALL PEOPLE**.

We **DO THE RIGHT THING** when no one is looking. We **GIVE CLARITY TO EVERYONE’S PURPOSE**

to do the things they love to do and not what they have to do.

We **EMPOWER PEOPLE’S PASSIONS.**

18

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* More than 2 million member calls answered last year
* Since 2003, we’ve held an exclusive partnership with Kroll, the world’s leading company in ID Theft consulting and restoration.



**EXAMPLES**

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Consultation

Security

Full Service Restoration

Privacy

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John C.

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Our Plans

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**Personal Plan**

Protect yourself and those most important to you from the unpredictable.

**Small Business Plan**

Run your business with the confidence of a 24/7legal team behind 1t.

Why Leaders@All Levels?

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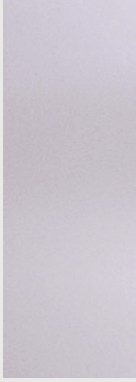
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**EXAMPLES**

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