



For nearly 150 years, the column capital has been a key piece of Northwestern Mutual architecture, and it has come to represent our commitment to the people we serve. Just as a column provides necessary support to a building, so Northwestern Mutual provides financial strength and service to its prospects and clients.

The Northwestern Mutual logo is one of the most important expressions of our brand. Using it in a consistent manner is vital to communicating a strong identity for Northwestern Mutual.

Northwestern Mutual Financial Network is uniquely different from Northwestern Mutual. Using the correct logo is key to conveying clear, consistent messages.

Use this grid to determine which logo or identity is most appropriate to support brand initiatives and address potential legal issues.

Please note that whichever logo you need, *the information on the following pages can be applied to both the Northwestern Mutual and Northwestern Mutual Financial Network logos.*



Northwestern Mutual is a company with assets, liabilities and employees. It has subsidiaries and affiliates and sometimes enters alliances with other companies. It creates and administers various products including life insurance, annuities and disability insurance. The legal name for the company is The Northwestern Mutual Life Insurance Company.

Use in Connection with:

Industry ratings
Subsidiaries
Training
Products (disability, life, annuities)
northwesternmutual.com/corporate
The Quiet Company
Legal information, including contracts
Employee communication
Employee recruiting
Home office signage
National advertising

Do not use for:

Other companies, for example:
Northwestern Mutual Investment Services
Northwestern Long Term Care Insurance Company
Northwestern Mutual Wealth Management Company



Northwestern Mutual Financial Network is the marketing name for the sales and distribution arm of The Northwestern Mutual Life Insurance Company, its affiliates and subsidiaries.

The sales and distribution arm is our network offices, our managing partners, managing directors and financial representatives. These individuals sell the products and provide the services associated with the Network.

Use in Connection with:

Network offices
Managing partners
Managing directors
Financial representatives
Field Web sites
Sales force
Overview of all companies and/or services
Field recruiting
Field signage*

Do not use for:

Industry ratings
Financial information
Legal or contractual matters – the Network is not an entity and does NOT negotiate with any other parties
Products or companies – the Network does NOT create products; it is not a company; it does NOT own any companies

* exceptions to use the Northwestern Mutual logo are sometimes granted when there are space restrictions

Since the logo represents the strength of our brand, it should stand out clearly from other visual elements in our communications.

Crowding the logo with text and images will weaken the impact of our message. Keep the logo as free as possible of visual distractions such as imagery, shapes, or typography. When you must use the logo in small, crowded spaces make sure that it is surrounded by the minimum required clear space. This space is equivalent to the height of the “N” in our wordmark.

The minimum clear space is equivalent to the height of the “N” in our wordmark



To ensure the consistent, memorable presentation of our logo, we have established standard logo sizes and placement.

The smallest acceptable size for the Northwestern Mutual logo is 1-5/8”. It is used for business cards, envelopes, and small promotional items.



2.5” may be used for pieces smaller than 8.5” x 11” such as narrow brochures, stationery materials, and PowerPoint® presentations.



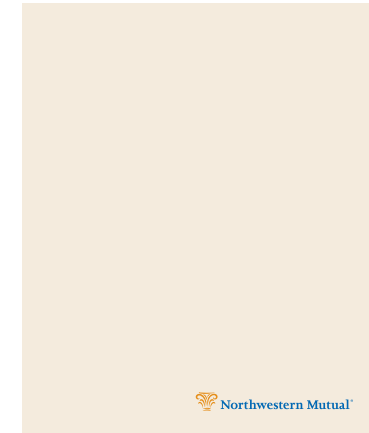
Three inches is the preferred logo size. This is used for standard 8.5” x 11” brochures.



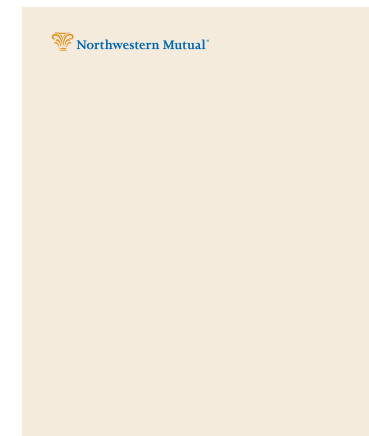
For larger print materials, a 3.5” logo may be used.



For large format signage and display projects, the logo size is determined on a case-by-case basis.



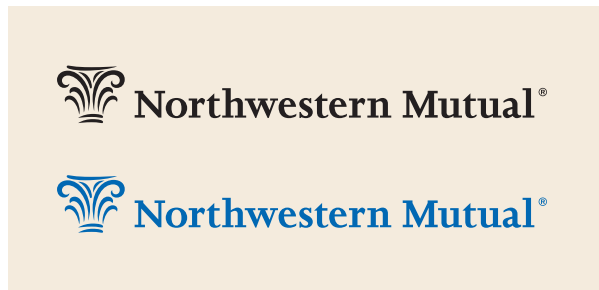
The lower right corner is the preferred placement of the logo. Upper left corner is acceptable if the situation dictates.



Consistent use of color contributes to the creation of a strong, identifiable brand.

Using the full-color logo is always preferable, but some circumstances dictate that other options be available. Use one of these variations in order to provide the best possible contrast and readability for the logo.

The full-color logo, using Pantone 293 blue and Pantone 145 gold or the equivalent color breakout, is preferred.



For pieces where the full-color logo is not a viable option, you may reproduce the logo in 100% black or in Pantone 293. Metallic silver, gold, and copper are also acceptable.



On dark or photographic backgrounds that provide sufficient contrast, you may use a gold capital and white wordmark. If not enough contrast for the gold capital, reproduce the entire logo in white.

Never change the logo colors.



Do not outline.



Never tint or screen back the logo.



Never place the logo directly on a patterned background or underneath text.



Alterations that even slightly change the look of our logo may cause an audience not to recognize our brand, or to attribute different values and emotions to our brand.

The logo art is provided in the correct proportions, sizes and colors. These must never be manipulated or changed.

Do not condense or expand the logo.



Never tilt the logo.



Do not change the placement of the registered trademark symbol.



However, **remove the trademark symbol when putting the logo on interior or exterior signage, and on promotional items.**

Never typeset the logo in a different typeface.



Never add a drop shadow.



Do not rearrange the column and the wordmark.



Never change the proportion of the capital to the wordmark, or stack the capital on top of the wordmark.



Do not rearrange the placement of the words.



Taglines and sign offs are a variant of a branding slogan typically used in marketing materials and advertising. They usually consist of a memorable phrase that will sum up a tone or premise of a brand or product to reinforce the audience's memory of it.

Research has shown that The Quiet Company tagline has strong brand equity.

The sign off, insurance/investments/ideas helps to convey what our financial representatives provide.

Both may be used in combination with the Northwestern Mutual and Northwestern Mutual Financial Network logos. Neither should be used as a stand alone logo.*



*Only registered representatives (Models II and III) may use insurance / investments / ideas.

How to obtain a logo file

Download logos online at:
[LINKnet](#) | [Prospecting & Promoting](#) |
[Related Links](#) | [Brand Resources](#) | [Logos](#)

Contact Info

If you have any questions, please contact
The Marketing Resource Center at (414)665-7144.

The Northwestern Mutual
Life Insurance Company · Milwaukee, WI
www.northwesternmutual.com

29-4300-01 (0608) (Not available for field order.)

