



# Unum UK

Visual Identity guidelines

unum

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# Introduction

These guidelines set out the design direction for Unum UK's digital and print collateral. They aim to ensure all internal and external design is consistent, appropriate and strengthens the Unum brand, while exciting and engaging customers.



# Design principles

Our visual identity and experience takes the core values of our US parent company and adapts them to represent Unum UK's unique voice and attributes.

## Forward-thinking and insightful

### - belief in our ability as change makers

We drive innovation in the industry to improve the working and home lives of the people we cover. The new design uses bold typography and a modern visual style to tell stories about our products and the people we work with.

## Passionate and enthusiastic - even restless

Our visual design is professional with large bold typographical statements, strong shapes and colours to reflect our confidence, experience and belief in the protection we provide people.

## Caring and empathetic

Trust comes from conversations and not from being dictated to. Our visual design uses white space, typographic statements and natural, bright photography to engage and encourage dialogue.

## Responsible

Design consistency across all touchpoints cements our responsible and professional values. Our design style conveys knowledge and authority in a friendly manner that helps clients and customers feel protected.

## Quietly confident and

### knowledgeable - but not aloof

We are down-to-earth with a subtle self-assurance in our expertise. Our modern, clean design and use of photography ensures the focus is on situations and articles that relate to our customers' working lives.

Please [email us](#) for our brand asset toolkit >



# Logo usage

Unum's logo is our core asset, so it is important that these guidelines are followed to ensure its correct use.



Our logo should have a safe area around it where nothing else can impose - ensuring space. The height of the dot establishes this distance.



Minimum dimensions for our logo are 27mm x 9mm high.



Our logo may only be used in the colours stated here or white out of a solid colour or solid area of image.



Our logo may be used white out in any of our shaped assets. Please see working examples of this [here](#).



# Typography usage

Our type styles are bold and contemporary. We use Ubuntu for our headlines and subheads, and Open Sans for the remaining body copy. Feel free to mix up weights.

**Ubuntu Bold - 20 tracking**

**Ubuntu Medium - 20 tracking**

**Ubuntu Regular - 20 tracking**

Ubuntu Light - 20 tracking

Open Sans, body copy, regular

Examples: 10/14 - font size and leading

9/13

11/15

Arial should be used for Microsoft Applications when the above fonts are unavailable.

Ubuntu  
Open Sans

# Palette

Unum blue is our predominant colour, and should be used in all marketing materials. The remaining Unum palette should be used as accent colours to highlight specific tasks or products.

## Product accent colours

-  Critical Illness
-  Dental
-  Group Income Protection
-  Life
-  Sick Pay

## Primary palette

### Unum Blue

CMYK: 100, 62, 0, 20  
Pantone: 653C, 2945U  
RGB: 1, 82, 148  
Hex: #015294

### Unum Slate

CMYK: 42, 8, 0, 40  
Pantone: 5415C/U  
RGB: 90, 113, 132  
Hex: #5A7184

### Unum Grey

CMYK: 0, 2, 0, 68  
Pantone: Cool Grey 11  
RGB: 113, 112, 115  
Hex: #717073

### Unum Neutral Warm

CMYK: 5, 3, 10, 0  
Pantone: N/A  
RGB: 113, 112, 115  
Hex: #f0efe3

Tints of these colours are allowed but should be used minimally.

## Secondary palette

### Unum Orange

CMYK: 0, 48, 100, 0  
Pantone: 144C/U  
RGB: 232, 149, 40  
Hex: #e89528

### Unum Gold

CMYK: 0, 29, 91, 0  
Pantone: 1235C, 1225U  
RGB: 232, 149, 40  
Hex: #e89528

### Unum Lawn

CMYK: 50, 0, 100, 0  
Pantone: 376C, 368U  
RGB: 140, 196, 66  
Hex: #7cac3c

### Unum Yellow Green

CMYK: 22, 0, 100, 8  
Pantone: 390C, 389U  
RGB: 193, 207, 0  
Hex: #8cc442

### Unum Sky\*

CMYK: 96, 0, 11, 0  
Pantone: 312C/U  
RGB: 193, 207, 0  
Hex: #4db4ce

### Unum Pool

CMYK: 56, 0, 26, 0  
Pantone: 352C 3252U  
RGB: 103, 200, 198  
Hex: #67c8c6

\* To be used minimally

# Photography

Our photography is authentic. The image needs to connect with the customer and their circumstances.

Photography needs to show a wide range of diversity, not only with age, gender, race and ability, but work environments and types of people. We want images to communicate that Unum is the right choice for all companies large or small.

Portraits speak directly to the viewer, so don't be afraid to use these where appropriate. But ensure they reflect our key photographic authenticity attributes. Remember - not too many 'young and beautiful' people - use normal, everyday people that are relatable rather than aspirational.

Always consider the tone of the piece of collateral when choosing appropriate photography. We have a library of unique Unum images available, please request them [here](#).

Photography should be colourful and vibrant, and as much as possible, highlight the colours in the Unum colour palette.

Please [email us](#) for our brand asset toolkit >







We use more unposed, natural situations and actions shots in a clean, real life environment. The colours reflect our brand palette and have a paler, modern wash that matches the brighter styling of the print and digital collateral.



Photos are royalty-free, so can be seen elsewhere and means there is no brand ownership.



# Product icons and colour associations

We use these signature icons and associated colours to present our core products. However, you are still free to use these colours elsewhere.

## UK products



Income Protection



Critical Illness



Life



Sick Pay Insurance



Dental



Optical

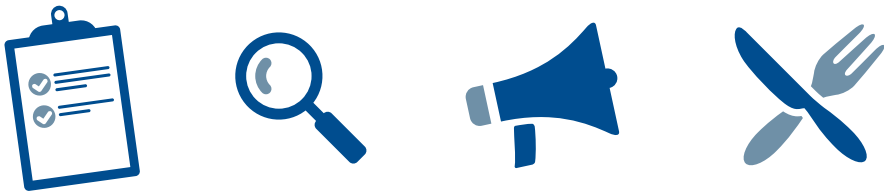


Please [email us](#) for our brand asset tool kit >

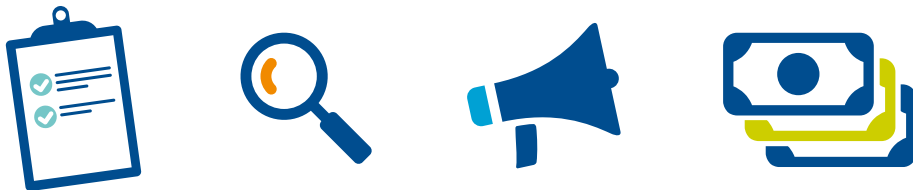
# Iconography

We use illustration minimally in our brand and only when our objective cannot be achieved using photography, such as infographics. Our icons can be used in the following ways:

## Core example iconography



## Colourway options



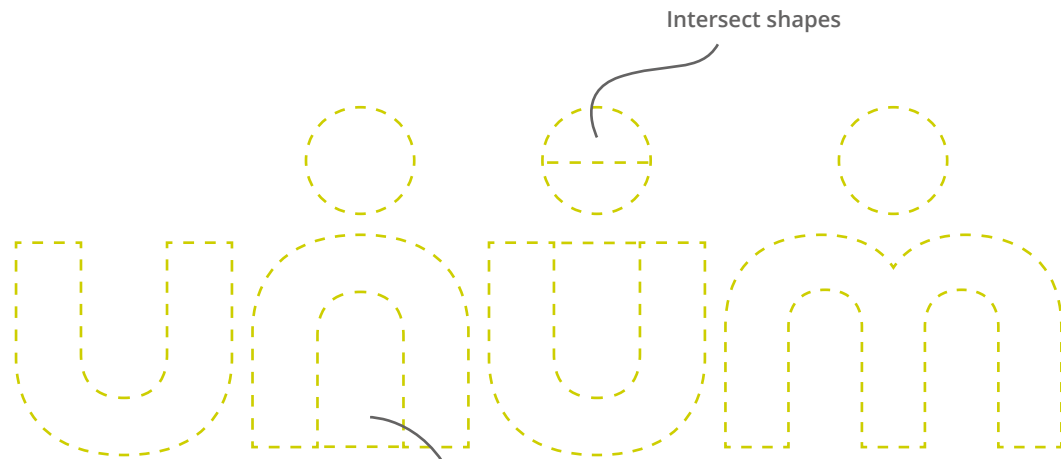
We can couple our core blue with an accent colour, as above.

## White Iconography



# Our brand shapes

Our designs use our core asset shapes to create unique design compositions. We use our 'U', 'n', 'u', 'm' letter shapes to hold imagery, and balance negative and positive space. See examples below.



Intersect shapes

Use both positive and negative space



The example above shows how our shapes can be used in a typical layout.

# Brand examples

These examples show how we combine our brand shapes and typography.

Sales broker event pull-up

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## Employee Benefits

Offering protection and support through the workplace

Income Protection Life Insurance Critical Illness Dental Cover Sick Pay Insurance

Financial peace of mind  
Health and wellbeing resources  
Accessible and convenient

Find out more  
[unum.co.uk](http://unum.co.uk)

Screensaver

**unum DENTAL**

### 5 reasons to choose dental cover as part of your benefits

Dental insurance gives you peace of mind against potentially high bills

- Over 45% of UK adults are affected by gum disease which can lead to bleeding, swollen gums & bad breath.  
Hygienist charges are covered - helping to keep teeth and gums healthy.
- NHS dental costs have risen 15% since 2015, a typical course of NHS treatment can cost over £250.  
NHS dental charges are fully covered, no matter what plan you choose.
- A child in England has a rotten tooth removed in hospital every 10 minutes.  
Children can be included at the same level of cover as you.
- Poor oral health can lead to more serious health issues, including heart disease, strokes and diabetes.  
Covers routine check-ups to help ensure potential problems are spotted early.
- Enhanced cover when selected through the workplace typically compared to individuals buying dental cover online:
  - Immediate cover - claim for all insured treatments from your policy start date
  - Cover for pre-existing conditions - excluding mouth cancer
  - Cover for planned and pending treatments - where treatment has been identified but not started
  - Dental implant cover - availability depends on cover level chosen
  - Children's orthodontic cover - for insured children only

[unum.co.uk/dental](http://unum.co.uk/dental)

Company business card

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Glenn Thompson  
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T: 01306 973383  
M: 07775 840686  
Milton Court, Dorking,  
Surrey, RH4 3JZ

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[unum.co.uk](http://unum.co.uk)

### Which plan is right for me?

If you've decided you need dental cover in your life - but don't know which plan to go for, this guide may help.

- Comparing your own dentist's charges to the cover available. Check-out and suggest fees are usually a good indicator of suitability.
- There are some cover things to think about to help you pick a plan:
  - Do you usually have NHS treatment, private or a mix of both?
  - Will the plan cover 100% of any NHS costs up to the annual limit, or can you only help with cover towards the price of private treatment?
- Finally, the following questions may help you find a plan that's right for you:
  - If private, are the fees usually low, reasonable or expensive?
  - Do you have recurring, continuous treatment amounts up to the annual limit, the higher the plan number, the more you can get back?
  - Are you, your partner or your children likely to need a lot of treatment the year?
  - Do you have a lot of dental work which could, any future treatment needs into account will help to ensure you have enough cover. Don't forget, our plans include pre-existing conditions cover for mouth cancer.

Person A	Person B	Person C
<ul style="list-style-type: none"><li>Good oral health with little previous dental treatment.</li><li>Visits an NHS dentist for check-ups twice a year, and the occasional scale and polish.</li><li>Visits a private hygienist.</li></ul>	<ul style="list-style-type: none"><li>Visits a private dentist and has received treatment such as fillings and crowns in the past.</li><li>Go for two check-ups per year, based on their dentist's advice.</li></ul>	<ul style="list-style-type: none"><li>Visits a private dentist with their partner and children.</li><li>Had extensive dental work in the past. Anticipated they may need further dental treatment in the future.</li><li>Has a gap who needs future orthodontic treatment.</li></ul>
<a href="#">Find out cover &gt;</a>	<a href="#">Find out cover &gt;</a>	<a href="#">Find out cover &gt;</a>

[unum.co.uk/dental](http://unum.co.uk/dental)

Interactive information sheet

## The Future Workforce

Trends of the next decade and the working cultures they'll shape

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Special report



# Information graphics

Infographics should use our library of icons in a fun, typographical way as shown below.

Statistic sheets



Social Tiles



Infographic



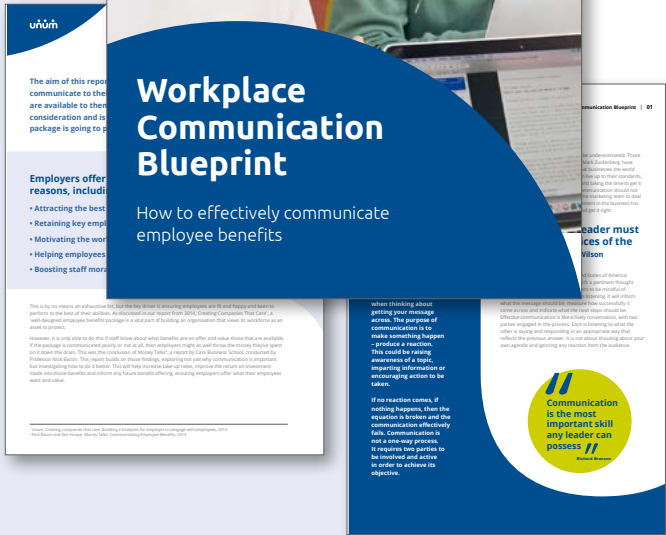
# Digital

## Ebooks



### Workplace Communication Blueprint

How to effectively communicate employee benefits



## Product guide



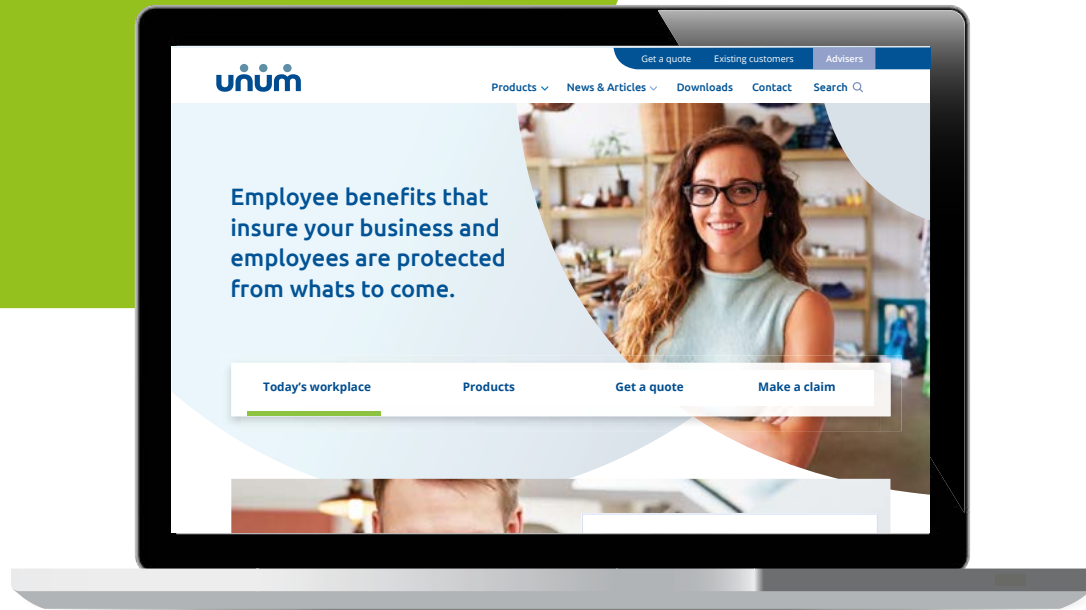
## Pardot emails



## Web banners



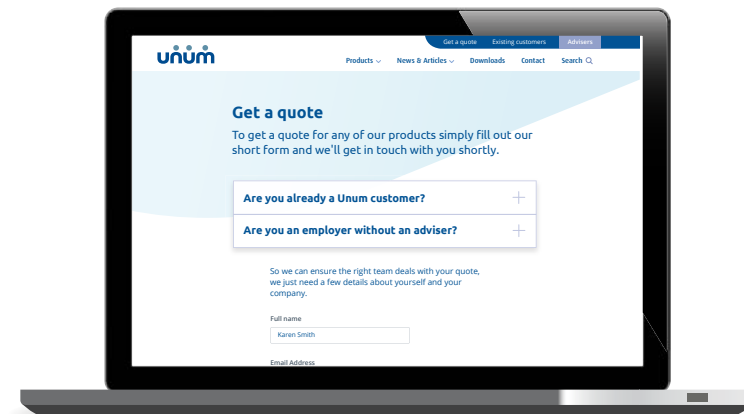
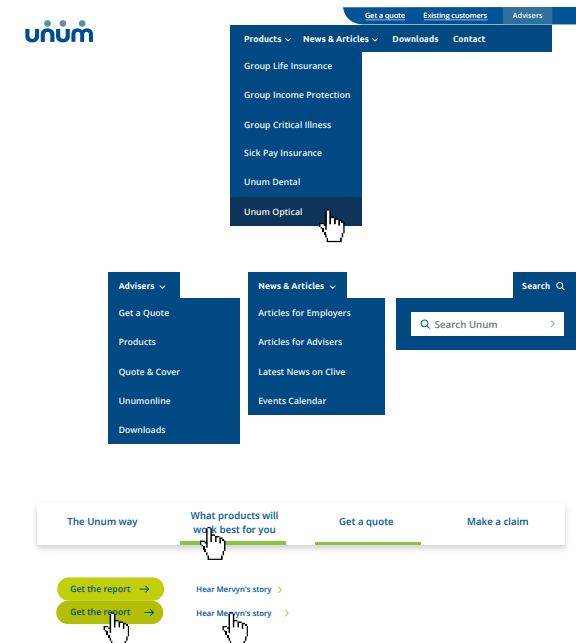
# Website



Social media iconography - to be used consistently



## Buttons and rollover states



Vibrant, engaging... making the site feel welcoming and friendly, while adding colour to the page.

Animation smoothly builds the page.

Showing success stories from real people in relatable roles.

Subtle staggered and asymmetric layout adds a contemporary and modern edge while retaining an overall rigidity and trust. This also encourages the user to explore further down the page.

The screenshot shows the Unum website homepage. At the top is a navigation bar with the Unum logo and links for 'Get a quote', 'Existing customers', and 'Advisers'. Below this is a secondary navigation bar with 'Products', 'News & Articles', 'Downloads', 'Contact', and a search icon. The main content area features a large hero section with a woman smiling, overlaid with the text: 'Employee benefits that insure your business and employees are protected from whats to come.' Below the hero section is a horizontal menu with 'Today's workplace' (highlighted), 'Products', 'Get a quote', and 'Make a claim'. The page then displays three content blocks: 'Workplace Wellbeing' with a photo of a man and child, 'Simon's Story' with a photo of a man, and 'Stress at work' with a photo of an older man and a younger woman. Each block includes a title, a short paragraph, a 'Find out more' link, and a 'View all' link.

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Get a quote Existing customers Advisers

Products News & Articles Downloads Contact Search

Employee benefits that insure your business and employees are protected from whats to come.

Today's workplace Products Get a quote Make a claim

**Workplace Wellbeing**

Could workplace wellbeing be the secret to employee happiness (read motivated employees who are more productive and less likely to leave)? According to 77% of employees, it may well be

[Find out more >](#)

[View all hubs >](#)

**Simon's Story**

A stroke, complicated by meningitis and septicaemia, left Simon partially paralysed down his left side. Here's how income protection helped Simon and his family.

[Find out more >](#)

[View all Case studies >](#)

**Stress at work**

Could workplace wellbeing be the secret to employee happiness (read motivated employees who are more productive and less likely to leave)? According to 77% of employees, it may well be.

[Find out more >](#)

[View all guides >](#)

Vibrant engaging photography will connect with the viewer on an emotional level, making the site welcoming and friendly while adding colour to the page.

Using curved elements makes the site gentle, eye-friendly and uniquely Unum.

Clear and direct links to further reading for those who need it.

Photography should show active people to reflect Unum's dynamism and diversity.



## Workplace Wellbeing

Could workplace wellbeing be the secret to employee happiness (read motivated employees who are more productive and less likely to leave)? According to 77% of employees, it may well be

[Find out more >](#)

[View all hubs >](#)



## Simon's Story

A stroke, complicated by meningitis and septicaemia, left Simon partially paralysed down his left side. Here's how income protection helped Simon and his family.

[Find out more >](#)

[View all Case studies >](#)



## Stress at work

Could workplace wellbeing be the secret to employee happiness (read motivated employees who are more productive and less likely to leave)? According to 77% of employees, it may well be.

[Find out more >](#)

[View all guides >](#)

# We pay £5.9 million worth of claims a week to our customers

And we'll help you and your employee every step of the way from rehabilitation to returning to work

[Make a claim →](#)

Our articles are bite-sized pieces covering topical workplace issues

Not using obvious rows ensures people's visual experience is not interrupted by false footers.

Animated messaging allows rest points in the page to ensure the user is not overwhelmed by content, reflecting trust and honesty. They are also used to surprise, delight and re-engage users.

Natural photography will be used showing real people in different work environments to make all businesses feel welcome.

Elements animate into the page.

Strong typographic elements deliver clear messages without shouting.

Animated typographic elements.



Occasional use of block colour adds a clear visual hierarchy, highlighting important elements.

Highlighting relatable businesses, small and large shows our breadth of experience across all sectors.

Awards displayed to show trust, reassurance, and growth in our service along with our core beliefs

Our articles are bite sized pieces covering topical workplace issues



When women are the breadwinners

[Choosing the right policy >](#)



Government announces reforms to work, health and disability

[Highlights of the report >](#)

Photography should show active people to reflect Unum's dynamism and diversity.

For over 45 years we've worked with companies from FTSE 100 companies to growing SMEs, we insure all sizes and types of companies.



**1989**  
Employees  
protected



**18**  
Employees  
protected

**FRISKA**

**189**  
Employees  
protected

We've grown to become the leading provider of group income protection cover in the UK, find out more about how we work.

[Careers at Unum >](#)

[Corporate Social Responsibility >](#)

[Diversity >](#)

[Press >](#)

[Corporate History >](#)

[Vision & Values >](#)

Spacious layout allows people the freedom to digest information.

Unum's commitment to its customers, its employees and its communities is reflected by the recognition we receive for our work.



Proud Employer, Stonewall, 2017



Gold Payroll Giving Quality Mark,  
Charities Aid Foundation, 2013-2015



Cover excellence Awards, 2016

Employee benefits that insure your business and employees are protected from whats to come.

[The Unum way](#)[What products will work best for you](#)[Get a quote](#)[Make a claim](#)

**Making a Claim** In 2017, 97% of our customers were either 'highly satisfied' or 'satisfied' with the claims process.



#### Helpline

If you can't find the information you need, please give our team a call or email us

Call  
**020 7265 7111**

Email  
**dental@unum.co.uk**



#### Dental and Optical

You can login to our member portal at any time to make claims and view your documents. Call or email if you have a question about an existing claim or recent settlement.

[Log in](#) >

Call  
**020 7265 7111**

Email  
**dental@unum.co.uk**

**We pay £5.9 million worth of claims a week to our customers**

And we'll help you and your employee every step of the way from rehabilitation to returning to work

[Make a claim](#) →

Large typography elements will re-engage the viewer while delivering key messages and starting conversations.

An approachable tone of voice reassures customers and show confidence.

Uncluttered, spacious layout conveys our underlying confidence and simplicity

Accent colours are used to draw the user's attention to a specific area of the page.



**For any questions on our brand guidelines, please contact:**

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