Safeco Insurance

Safeco Identity Guidelines

Setting the standard. The Safeco logo is the foundation of our identity. It was designed specifically to more closely link our name with the business we are in, and to be very easy to read. Other components of our identity, such as color, typography, and imagery, work with the logo to create a consistent experience. It's our responsibility to ensure that every time an employee, agent, or customer comes in contact with Safeco, the impression is positive and in keeping with our brand. These guidelines help us make that happen. Any variations from them must be approved by Safeco Marketing. If you have questions or need more help, just e-mail corpid@safeco.com.

The Safeco logo is the key element of the identity. It is a precise rendering of the Safeco name in upper and lowercase contained within a rectangular graphic. To maintain consistency with the letterforms of the logo, Safeco must always be spelled using upper and lowercase letters.

On its own, the logo serves as the Corporate Signature. In most applications, however, it is combined with the Insurance logotype to form the Insurance Signature, the primary representation of our company. Refer to page 5 for an overview of these two core signatures.

Safeco®

Two core signatures provide for various communication needs. The Insurance Signature, the primary representation of our company, combines the Safeco logo and the Insurance logotype in a precise horizontal lockup. The Safeco logo on its own serves as the Corporate Signature. The exhibits below define which signature to use in various applications; any questions should be addressed to corpid@safeco.com.

Both core signatures must be reproduced from approved downloadable artwork without alteration. Refer to page 36 regarding downloadable artwork.

Insurance Signature

The Insurance Signature is used in all situations except as specifically noted below.

Corporate Signature

The Corporate Signature is used **only** by the following groups or for the following situations:

• For use by Safeco Surety

• For use in Holding Company matters where Safeco Corporation is being represented

• For use in situations where adequate space is not available for proper reproduction of the Insurance Signature (see page 6 for production standards)

To ensure the integrity of the Insurance Signature, the minimum allowable reproduction size is 1.5" (1-1/2") in overall width. When a smaller size of signature is required, the Corporate Signature must be used; refer to page 7.

A clear space equal to the height of the Safeco logo must be maintained on all sides of the Insurance Signature. No other graphic elements should appear within this space.

The registered trademark symbol ® must appear in the position shown. When its height exceeds .125" (1/8"), its size must be adjusted downward as described below.

Insurance Signature

Safeco logo

Insurance logotype

Safeco Insurance
®

Insurance Signature

The Insurance Signature combines the Safeco logo and the Insurance logotype in a precise horizontal lockup.

Minimum Reproduction Size

1.5"
(1 1/2")

Safeco Insurance

The minimum allowable reproduction size is 1.5" (1-1/2") in overall width. When a smaller size is required, use the Corporate Signature; refer to page 7.

Surrounding Clear Space

x

x   Safeco Insurance   x
®

Maintain a clear space equal to the height of the Safeco logo on all sides of the Insurance Signature.

When the height of the ® exceeds .125" (1/8"), adjust its size downward to maintain readability while ensuring that it remains proportionately subordinate to the signature. Position it one cap height of the R below the base of the Safeco logo, flush right with the logo.

To ensure the integrity of the Corporate Signature, the minimum allowable reproduction size is .375" (3/8") in overall width. Downloadable artwork includes both small-size artwork to be used only for reproductions from .375–.625" (3/8–5/8") wide and large-size artwork for reproductions over .625" (5/8") wide. Always use the correct artwork based on the final reproduction size.

A clear space equal to the height of the Corporate Signature must be maintained on all sides. No other graphic elements should appear within this space.

The registered trademark symbol ® must appear in the position shown. When its height exceeds .125" (1/8"), its size must be adjusted downward as described below.

Small-Size Artwork

.375"
(3/8")

Safeco ®

up to .625"
(5/8")

Safeco ®

Large-Size Artwork

over .625"
(5/8")

Safeco ®

Surrounding Clear Space

Safeco ®

NOTE *To determine the appropriate signature to use, refer to page 5, Core Signatures.*

The minimum allowable reproduction size is .375" (3/8") in overall width. Use the small-size downloadable artwork for reproductions from .375–.625" (3/8–5/8") wide. At these sizes, the signature must be set on a white background (refer to pages 13–14).

Use the large-size downloadable artwork for reproductions over .625" (5/8") wide.

Maintain a clear space equal to the height of the Corporate Signature on all sides.

When the height of the ® exceeds .125" (1/8"), adjust its size downward to maintain readability while ensuring that it remains proportionately subordinate to the signature. Align the bottom of the ® to the base of the Safeco logo, leaving a space equal to the width of the R between the signature and the ®.

The core colors used in the signatures are Safeco Red, Safeco Black, and Safeco Gray. Depending upon the background on which a signature is set and whether it appears in full color or black and white, screens of Safeco Black or black are sometimes used in place of Safeco Gray to ensure readability and an appropriate balance among elements. When the signatures appear in black and white, black is also used in place of Safeco Black.

Color equivalents are provided below. When matching to PANTONE® colors, match to coated (C) swatches for coated paper stocks or glossy surfaces and to uncoated (U) swatches for uncoated paper stocks or matte surfaces. Refer also to page 11 regarding signature background colors and pages 12–20 regarding all the acceptable color renditions of the signatures.

Core Signature Colors

Safeco Red
PANTONE® 1797
5C 100M 85Y 0K

Safeco Black
PANTONE® Black
40C 0M 0Y 100K

Safeco Gray
PANTONE® 403
45% PANTONE® Black
0C 0M 0Y 45K

NOTE *Overuse of the signature colors and signature background colors will diminish the effectiveness of the identity. The use of other colors for other elements is encouraged as long as they harmonize with the signature colors, reflect Safeco attributes, and contribute to the marketing and/or communicative objectives of the design. Refer to page 25 regarding accent colors.*

Full-Color Signatures: Grays

Gray/55*
55% PANTONE® Black
0C 0M 0Y 55K

Gray/65*
65% PANTONE® Black
0C 0M 0Y 65K

Gray/75*
75% PANTONE® Black
0C 0M 0Y 75K

Black & White Signatures: Grays

Gray/40*
40% black

Gray/45*
45% black

Gray/55*
55% black

Gray/70*
70% black

*Note:

For printing processes that do not support screens of black, PANTONE® 403 may be used in lieu of Gray/40, Gray/45, Gray/55, and Gray/65. PANTONE® 404 may be used in lieu of Gray/70 and Gray/75.

To ensure readability of the signatures, background colors are limited. As illustrated below using the Insurance Signature, white is the preferred background color. Safeco Black (or black in black and white printing), and Safeco Background Gray are also acceptable. Safeco Background Silver may be used in place of Safeco Background Gray to call attention to special or unique applications, but its use must be strictly limited.

Color equivalents for the background colors are provided below. When matching to PANTONE® colors, match to coated (C) swatches for glossy surfaces and uncoated (U) swatches for matte surfaces.

Refer to pages 12–20 regarding all the acceptable color renditions of the signatures. For co-branding situations where the signature's background cannot be controlled, refer to page 19.

White

White is the preferred background for the signatures.

Safeco Background Gray

Safeco Background Gray
PANTONE® 402
30% PANTONE® Black
0C 0M 0Y 30K

OR (for limited use)
Safeco Background Silver
PANTONE® 877
Safeco Background Silver cannot be reproduced using four-color process.

Safeco Black

PANTONE® Black
40C 0M 0Y 100K
Black and white printing: 100% black

NOTE *"Safeco" must appear in white on applications created internally. Refer to page 19 regarding situations where the signature's background color cannot be controlled.*

The exhibits below provide color breaks for full-color reproduction of the signatures on white. The following provides equivalents for Safeco colors.

Color Equivalents

Safeco Red
PANTONE® 1797
5C 100M 85Y 0K

Safeco Black
PANTONE® Black
40C 0M 0Y 100K

Safeco Gray
PANTONE® 403
0C 0M 0Y 45K

Insurance Signature

Logo: Safeco Red, Safeco Black, and white as shown

®: Spot color - Safeco Black;
Process color - Black (100K)

Logotype: Safeco Gray

Corporate Signature

Logo: Safeco Red, Safeco Black, and white as shown

®: Spot color - Safeco Black;
Process color - Black (100K)

Reproduction of the signatures in black and white should be limited. The exhibits below provide color breaks for black and white reproduction on white.

When the reproduction process will support effective reproduction, screens of black are used as follows:

Gray/40: 40% black
Gray/45: 45% black

When the reproduction process will not support reproduction of screens, PANTONE® 403 may be used in lieu of Gray/40 and Gray/45 or line art signatures may be used. Refer to page 18 regarding line art signatures for special circumstances.

Black & White Signatures on White

Insurance Signature

Logo: Gray/45, black, and white as shown

®: Black

Logotype: Gray/40

Corporate Signature

Logo: Gray/45, black, and white as shown

®: Black

NOTE *Whenever possible, "Safeco" should appear in white and must appear in white on applications created internally. When "Safeco" cannot appear in white, such as when printing on colored paper stocks, "Safeco" may take on the color of the surface.*

The exhibits below provide color breaks for full-color reproduction of the signatures on Safeco Background Gray. The following provides equivalents for Safeco Red, Black and Gray/75. Refer to page 11 regarding equivalents for Safeco Background Gray.

When the reproduction process will not support reproduction of screens, PANTONE® 404 may be used in lieu of Gray/75.

Color Equivalents

Safeco Red
PANTONE® 1797
5C 100M 85Y 0K

Safeco Black
PANTONE® Black
40C 0M 0Y 100K

Gray/75
75% PANTONE® Black
0C 0M 0Y 75K

Insurance Signature

Logo: Safeco Red, Safeco Black, and white as shown

®: Spot color - Safeco Black; Process color - Black (100K)

Logotype: Gray/75

Corporate Signature

Logo: Safeco Red, Safeco Black, and white as shown

®: Spot color - Safeco Black; Process color - Black (100K)

The exhibits below provide color breaks for full-color reproduction of the signatures on Safeco Black. The following provides equivalents for Safeco Red, Gray/65, and Gray/55. Refer to page 10 regarding equivalents for Safeco Black.

When the reproduction process will not support reproduction of screens, PANTONE® 403 may be used in lieu of Gray/55 and Gray/65.

Color Equivalents

Safeco Red
PANTONE® 1797
5C 100M 85, 0K

Gray/65
65% PANTONE® Black
0C 0M 0Y 65K

Gray/55
55% PANTONE® Black
0C 0M 0Y 55K

Insurance Signature

Logo: Safeco Red, Gray/65, and white as shown

®: White

Logotype: Gray/55

Corporate Signature

Logo: Safeco Red, Gray/65, and white as shown

®: White

13

Reproduction of the signatures in black and white should be limited. The exhibits below provide color breaks for black and white reproduction on black.

When the reproduction process will support effective reproduction, screens of black are used as follows:

Gray/45: 45% black
Gray/55: 55% black
Gray/70: 70% black

When the reproduction process will not support reproduction of screens, PANTONE® 403 may be used in lieu of Gray/45 and Gray/55; PANTONE® 404 maybe be used in lieu of Gray/70.

Insurance Signature

Safeco Insurance ®

Logo: Gray/45, Gray/70, and white as shown

®: White

Logotype: Gray/55

Corporate Signature

Safeco ®

Logo: Gray/45, Gray/70, and white as shown

®: White

NOTE *Whenever possible, "Safeco" should appear in white and must appear in white on applications created internally. When "Safeco" cannot appear in white, such as when printing on colored paper stocks, "Safeco" may take on the color of the surface.*

14

The line art signatures for debossing, engraving, and etching are adaptations of the core signatures designed specifically for use on paper, leather, wood, glass and so on.

These signatures may not be used for any other reproduction process. Furthermore, printing of these signatures is strictly prohibited due to legal considerations and the substrate must be a single color and texture.

Other usage standards and sample applications are provided below.

These signatures must be reproduced from approved artwork without alteration. For access to the artwork, e-mail corpid@safeco.com.

Sample Debossed Applications

Metal

Paper

Leather

Glass

Insurance Signature
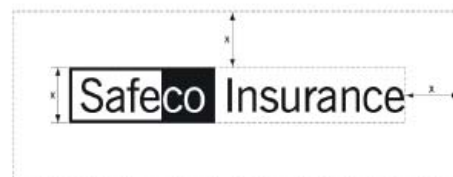
1.5"
(1-1/2")

Safeco Insurance

Surrounding Clear Space

Safeco Insurance

The minimum allowable reproduction size is 1.5" (1-1/2") in overall width. A clear space equal to the height of the Safeco logo must be maintained on all sides. No other graphic element should appear within this space.

Corporate Signature

.625"
(5/8")

Safeco

Surrounding Clear Space

Safeco

The minimum allowable reproduction size is .625" (5/8") in overall width. A clear space equal to the height of the Corporate Signature must be maintained on all sides. No other graphic element should appear within this space.

Use of the line art signatures for special circumstances is strictly limited. They are reserved for applications where no other signature version can be reproduced effectively. For example, they may be used when background or ink colors cannot be controlled and the reproduction process does not support screens of black, such as in co-branding situations. If the reproduction process does support screens of black, refer also to page 19.

Black or white are the preferred colors, but other colors may be used when the ink color cannot be controlled. These signatures may not be embossed, debossed, engraved or etched. Other usage standards are provided below.

These signatures must be reproduced from approved artwork without alteration. They may not be typeset. For access to the artwork, e-mail corpid@safeco.com.
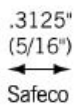
Insurance Signature

.75"
(3/4")

Safeco Insurance

Surrounding Clear Space

Safeco Insurance
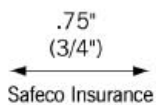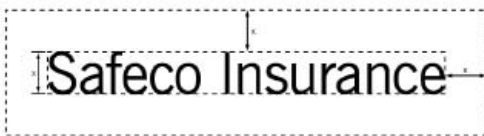
The minimum allowable reproduction size is .75" (3/4") in overall width. A clear space equal to the cap height must be maintained on all sides. No other graphic element should appear within this space.

Corporate Signature

.3125"
(5/16")

Safeco

Surrounding Clear Space

Safeco

The minimum allowable reproduction size is .3125" (5/16") in overall width. A clear space equal to the cap height must be maintained on all sides. No other graphic element should appear within this space.

When co-branding opportunities require that a Safeco core signature appear on a background other than those on page 11 and the reproduction process supports screens of black, black and white versions must be used. If the reproduction process does not support screens of black, refer to the line art signature on page 18.

Depending upon the value of the background, either the black and white signature for use on white (page 13) or black (page 16) may be used. As illustrated below using the Insurance Signature, the decision of which to use should be based on providing sufficient contrast to ensure readability of the signature.

Uncontrolled Light Background:
Black & White Signature on White

Uncontrolled Dark Background:
Black & White Signature on Black

Colored Substrate

NOTE *Whenever possible, "Safeco" should appear in white and must appear in white on applications created internally. When "Safeco" cannot appear in white, such as when printing on colored paper stocks, "Safeco" may take on the color of the surface.*

17

Building signage and outdoor advertising should always include a full-color Insurance Signature. White is the preferred background; a background of another light color, black, or another dark color is also acceptable when required by local codes or building colors. In order to ensure readability of the Insurance logotype at a distance, adjustments to the gray used in the logotype and tagline may be required.

On white or other light-colored backgrounds, the gray may be darkened. On black or other dark-colored backgrounds, the gray may be lightened. However, care must be taken to avoid the appearance of a poorly executed black or a dirty white. If the gray becomes so dark as to appear almost black or so light as to appear almost white, the use of black or white is preferred.

In building signage, the Safeco logo must be illuminated in order to ensure visibility both during the day and at night.

Building Signage

Backlit Signage

To ensure a positive and unified impression across all applications of the identity, the Safeco signatures must be treated with respect. Every reproduction must be crisp, clear, and high quality, taken directly from approved downloadable artwork without alteration or manipulation. The rules of design control appearing below apply to both Insurance and Corporate signatures.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

1. **DO NOT** graphically lock up words with the logo other than the approved Insurance logotype.

2. **DO NOT** alter the size or alignment of elements within a signature.

3. **DO NOT** reproduce a signature at a size smaller than the approved minimum size.

4. **DO NOT** reproduce a signature in colors other than the approved colors or change the distribution of colors within a signature.

5. **DO NOT** set a signature on an unauthorized background color except in co-branding situations (refer to page 19).

6. **DO NOT** alter the gray specified for the logo or logotype on the given background color.

7. **DO NOT** create a signature using other letterforms or colors.

8. **DO NOT** enclose a signature within a box or other shape defined by the background color, in effect creating another signature.

9. **DO NOT** stretch or compress the logo.

10. **DO NOT** add dimension or shading to the logo.

Consistent use of typography creates a consistent appearance across all Safeco materials. The Bitstream® News Gothic Roman, Bitstream Franklin Gothic Roman, and Adobe® Garamond fonts complement the Safeco signatures and provide the flexibility needed across a wide variety of applications. Bitstream News Gothic Roman is intended primarily for headlines and other key messages. Bitstream Franklin Gothic Roman may be used for headlines only when a heavier weight is needed. Adobe Garamond is intended primarily for body copy. As available, bold, light, italic, and condensed versions of these fonts may be used as needed for emphasis and variety.

When Bitstream News Gothic Roman and Adobe Garamond are not available, such as within many word processing programs, Arial and Times New Roman are approved substitutes.

Bitstream® News Gothic Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Listed as News Gothic BT Roman in most font menus, this font is intended primarily for headlines and other key messages.

Bitstream® Franklin Gothic Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Listed as Franklin Gothic BT Roman in most font menus, this font may be used for headlines only when a heavier weight is needed.

Adobe® Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Listed as A Garamond in most font menus, this font is intended primarily for body copy.

Imagery used in Safeco materials should be consistent with Safeco attributes and contribute to marketing and/or communicative objectives.

Photographs and illustrations should clearly convey a concept or illustrate a point in a compelling way. The subject matter should be natural and real vs. routine, staged, or contrived. Color and lighting should be natural vs. artificial. Manipulated, abstract, computer-enhanced, and overly trendy images are inappropriate. A strong graphic quality and interesting perspectives are encouraged as long as they contribute to illustrating an idea.
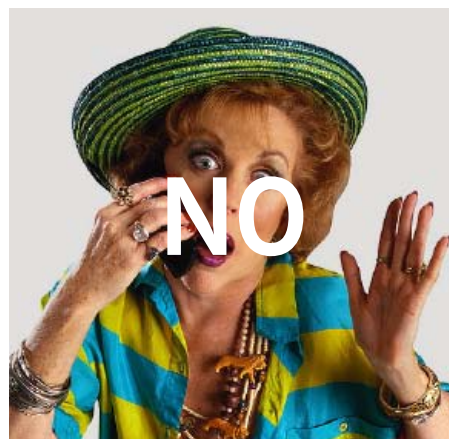
Charts, graphs, and diagrams should be understandable and functional, with design used to clarify and enhance content. Style should never overtake content at the expense of clarity.

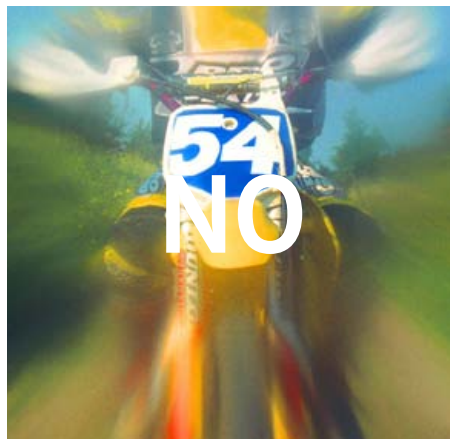People
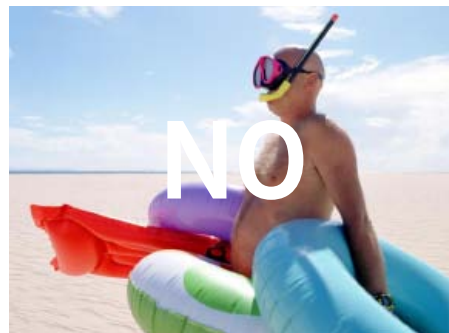
People

People

Industries

Environments

Still Life

Close-Ups

The accent color palette is a range of fresh, slightly muted secondary colors that can be used to add visual interest in marketing collateral and other select applications. They should be used as accents only, accompanied by generous amounts of white space. They should not be used as primary or dominant design elements and must never be used as the background to a signature.

Accent colors should be chosen for their effectiveness in contributing to the communicative objectives of the application, as well as for their compatibility with the Safeco colors and Safeco attributes. While the colors are not specifically assigned to any particular business group or product line, they may be used to provide differentiation among multiple product lines and business groups within a single application or across similar applications.

When using this palette, match to PANTONE® uncoated (U) swatches in all cases.

Accent Color Palette

Accent Yellow
PANTONE® 7405 U

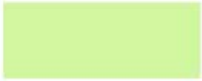**Accent Orange**
PANTONE® 138 U

Accent Blue
PANTONE® 551 U

Accent Dark Green
PANTONE® 5767 U

Accent Light Green
PANTONE® 7492 U

Accent Beige
PANTONE® 7502 U

Accent Brown
PANTONE® 7525 U

The writing style used in all types of Safeco communications, from brochures to letters to e-mails, affects how our company is perceived by agents, customers, potential customers, and co-workers. All writing must be professional, clear and to the point. The following provides general guidelines for key elements of writing style.

Content

Objective-driven. Both the subject and goal are clearly defined and stated.

Organized. The structure is logical and orderly, with the most important information presented first.

Tone

Concise. Sentences are brief and to the point, without being abrupt.

Businesslike. The attitude is serious, courteous, and respectful, not overly personal, humorous, or flippant.

Approachable. The personality is conversational, open, and friendly versus stiff, formal, and standoffish.

Trustworthy. Statements are factual and sincere, not exaggerated.

Confident. The voice is knowledgeable and self-assured, without being arrogant or condescending.

Vocabulary

Jargon-free. Insider terminology and acronyms are avoided or clearly explained.

Familiar. Word choices are appropriate to the audience's knowledge level.

Consistent. Product or service names and industry- or company-specific terminology are used consistently to promote clarity and understanding.

Punctuation, Capitalization, Spelling, etc.

Refer to the following publications:

- Associated Press Stylebook and Libel Manual

- Microsoft Manual of Style for Technical Publications

- Webster's Dictionary

The example below illustrates the format to be used when typing standard business letters.

The typeface may be either Adobe® Garamond or Times New Roman. The type size is 11 point. Set the top margin at 2.25", the bottom margin at 1.25", and the left and right margins at 1.25". Use single line spacing. Begin the date on the first line.

Leave three empty line spaces between the date and address and four line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.

Use the same margins on second sheets. Include the page number on the first line, then leave four empty line spaces and continue the letter.

The example below illustrates the typing format to be used on #10 envelopes. The typeface may be either Adobe® Garamond or Times New Roman. The type size is 11 point. Set the top margin at 1.7", the bottom margin at .5", the left margin at 4.75", and the right margin at .5". Use single line spacing.
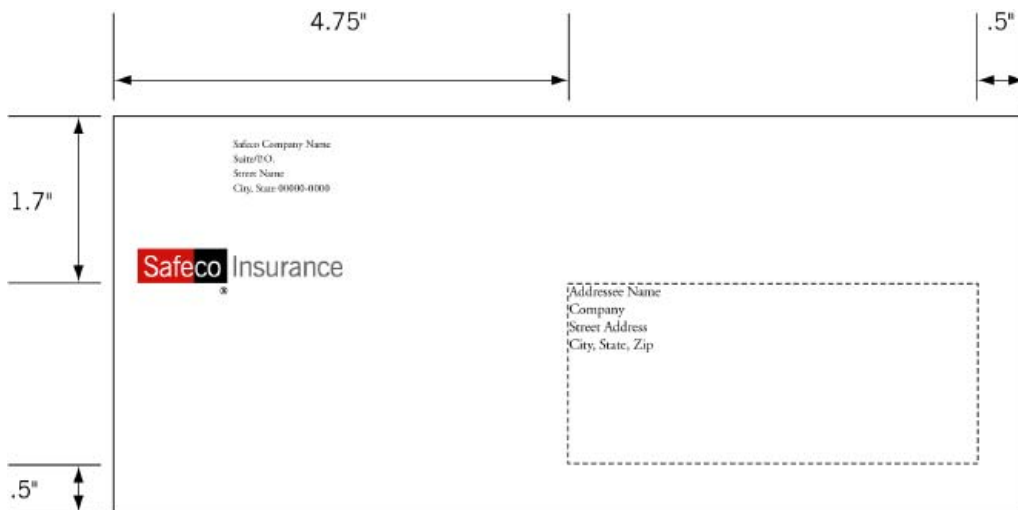
The example below illustrates the typing format to be used on mailing labels. The typeface may be either Adobe® Garamond or Times New Roman. The type size is 11 point. Set the top margin at 1.5", the bottom margin at .5", the left margin at 2.5", and the right margin at .5". Use single line spacing.
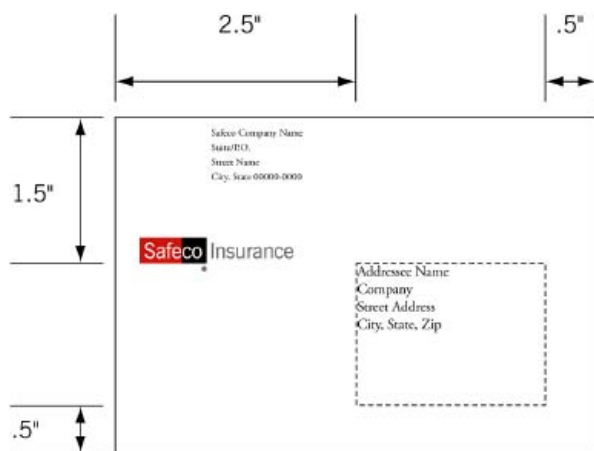
PowerPoint presentations, whether internal or external, should share a consistent design. Templates for various types of slides are available at inside.safeco.com/brand and some examples are provided below. A red or gray header at the top of most slide formats focuses on the subject of the slide or presentation. The typeface is Arial throughout, with heavier weights, bold, and regular used to distinguish among different levels of information.

When creating PowerPoint presentations, clarity, directness, and cohesiveness are key. Copy should be kept to a minimum while ensuring clear communication of the information. Charts, graphs, and other graphic elements should be straightforward. Three-dimensional bar or pie charts and gimmicks such as flying bullets, distracting transitions, and generic clip art should be avoided.

Sample Slides with Red Header

Sample Slides with Gray Header
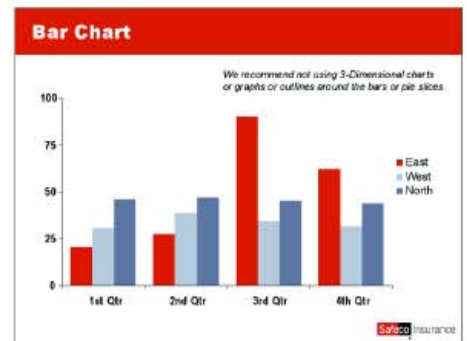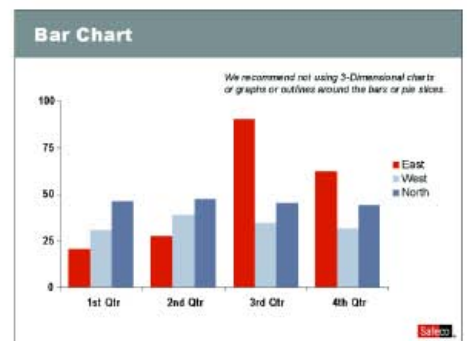
General announcements and notices should share a consistent design. Templates are available at inside. safeco.com/brand and examples are provided below. Headlines and sub-headings may be in Safeco Red or in Safeco Gray as shown below. For professionally printed documents, headlines and subheadings are in Bitstream® Franklin Gothic Roman and Bitstream® News Gothic Roman; body copy is in Adobe® Garamond.

For documents produced as word processing files, headlines and sub-headings are in Arial; body copy is in Times New Roman.

1-Column Format - Red Header

Document Audience Title
Document Title
Document Source

General Headline Here
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the running around of graphics is done with the dummy copy. The copy you are now reading is not the actual text to be typeset. Will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem

Subhead
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the lead

DELETE IMAGE AREA
IF NOT NEEDED

Caption Text Here

Footer Text Here
Footer Text Here
Footer Text Here
Footer Text Here
Safeco® and the Safeco logo are trademarks of Safeco Corporation
Page 1 of 2

Safeco Insurance

1-Column Format - Gray Header

Document Audience Title
Document Title
Document Source

General Headline Here
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the running around of graphics is done with the dummy copy. The copy you are now reading is not the actual text to be typeset. Will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem

Subhead
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the lead

DELETE IMAGE AREA
IF NOT NEEDED

Caption Text Here

Footer Text Here
Footer Text Here
Footer Text Here
Footer Text Here
Safeco® and the Safeco logo are trademarks of Safeco Corporation
Page 1 of 2

Safeco®

All Safeco marketing materials, including advertising, must display a signoff that incorporates the following elements. In collateral materials, these elements should be set up in a signoff format; refer to page 33, Signoff Formats.

1. A Safeco signature

To determine the appropriate core signature, refer to page 5, Core Signatures.

2. Safeco company name(s), city, and state

Marketing materials referencing specific Safeco insurance products and services must include the full name of a sponsoring company and the location of its home or principal office. For each state in which the materials are to be distributed, a "sponsoring company" is a company that will be selling the products or services in that state. A company may be a "sponsoring company" for more than one state. List the company name, city, and state on one line as follows:

Company Name, City, ST (two-letter state abbreviation)

For additional information regarding the use of company names, e-mail corpid@safeco.com.

3. Safeco website address:

www.safeco.com

4. Trademark ownership lines

Always identify the Safeco trademark first as follows:

Safeco and the Safeco logo are registered trademarks of Safeco Corporation

When additional trademarks are used, name each and identify the appropriate ownership. Refer to the trademark index and FAQ at inside.safeco.com/corplegal.
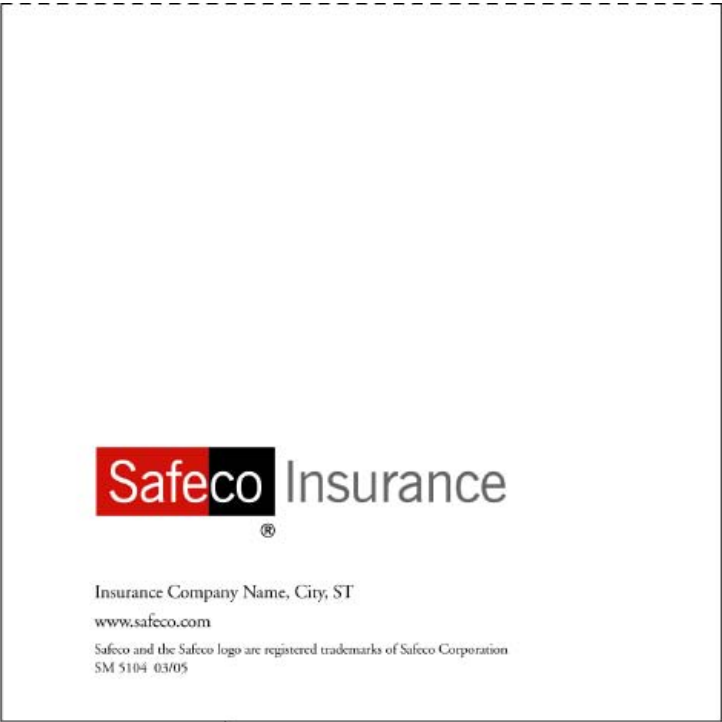
5. Form Number/Date

Include if applicable.

Signoffs on collateral materials may be aligned flush left or centered as illustrated below using the Insurance Signature as an example. The decision of which alignment to use should be based on the overall design of the application. Alternative formats may be used only when approved by Safeco Marketing & Communications.

The space between the base of the logo and the cap height of the first company name line must be equal to the height of the logo. All company name lines and the website address are set in the same size. Trademark ownership lines and form number/date are set in a smaller size. In selecting type sizes, always ensure legibility of all elements and maintain a relationship among them proportional to the examples below.

Safeco Insurance

Insurance Company Name, City, ST
www.safeco.com
Safeco and the Safeco logo are registered trademarks of Safeco Corporation
SM 5104 03/05

Flush-left Signoff Format

Safeco Insurance

Insurance Company Name, City, ST
2nd Insurance Company Name, City, ST
www.safeco.com
Safeco and the Safeco logo are registered trademarks of Safeco Corporation
Additional trademark ownership line.
SM 5104 03/05

Centered Signoff Format

The example below illustrates the format to be used for e-mails. The typeface is Arial Regular, 10 point, black. Use single line spacing and leave one empty line space between paragraphs. The background should be plain, without colors, patterns, or clip-art.

The signoff area must include name, title/department, phone number, and email address. A core signature may be included in the signoff; instructions for incorporating the signature are available at inside.safeco.com/brand.

Typeface & size

Black text

Signoff

Appropriate Safeco signature
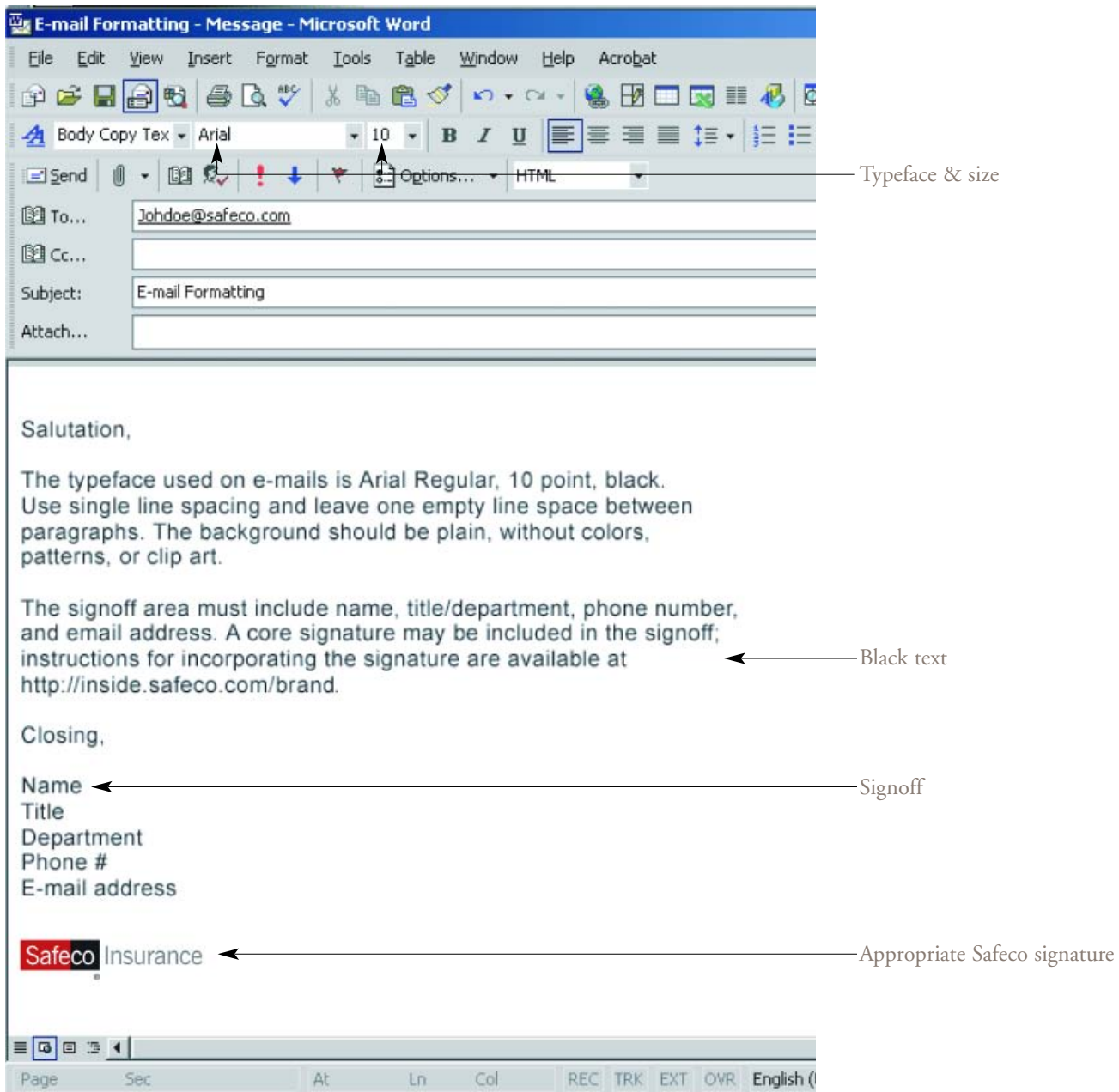
The names used to identify Safeco products, services, programs, and organizations become part of the identity and must meet the following guidelines. Existing names that do not meet these guidelines will be phased out over time.

Names to be used externally must be descriptive, succinct, and easy for customers to understand without further explanation. They may include the Safeco name; however, a Safeco signature may not be incorporated graphically to become part of a name. The exhibits below illustrate the approved approach to naming.

DO	DO NOT
Safeco Auto Insurance	Superquest
Safeco Homeowners Insurance	Imperial Crown Insurance
Safeco Commercial Auto	Safcom Auto Deluxe

All reproductions of the signatures must be taken from approved downloadable artwork available at www.safeco.com/logo. This site provides artwork for most signatures in all color versions. File formats are provided for use on both Macintosh and PC systems.

For a matrix detailing all the color versions of the signatures and including artwork file names, e-mail corpid@safeco.com

Signature Version
co = Corporate Signature
in = Insurance Signature

Uncomplicate Signature
in_un = Uncomplicate Signature

Color
rb = Red & Black
bl = Black

Extension
.eps = Encapsulated Postscript
.gif = Graphics Interchange Format
.jpg = JPEG
.ppt = Microsoft PowerPoint
.psd = Photoshop®
.tif = TIFF
.wmf = Windows Metafile

[version]_[size]_[color]_[additional info].[extension]

Color Profile
3sc = Spot Color/3-Color
2sc = Spot Color/2-Color
pc = Process Color
bw = Black & White

Background
ob = On Black Background
og = On Gray Background

Size (applies only to Corporate Signature)
sm = Small

For questions or additional
information regarding
the Safeco identity, contact
corpid@safeco.com.

Safeco Insurance
®