

2. Visual toolkit

New York Life logo: Clear space and minimum size

Our logo is the toolkit's most visible element and the company's core asset.

The Blue version—the primary version—is designed to work across multiple platforms, from ad campaigns to business cards.

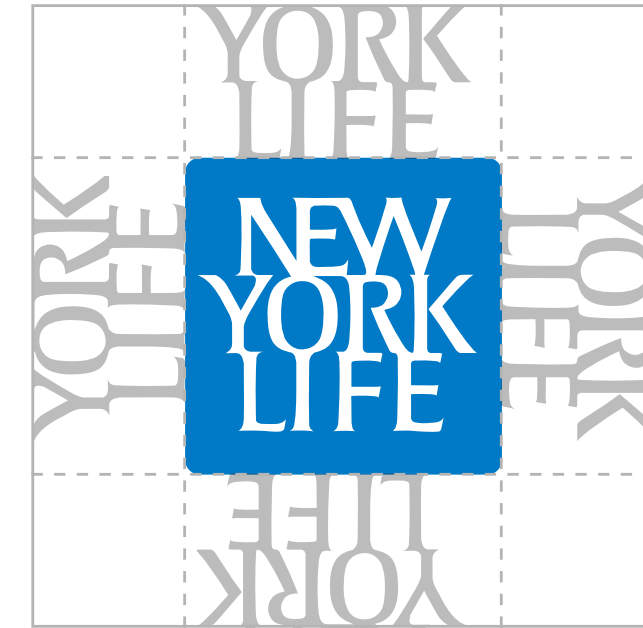
To be effective, the logo needs breathing space. Minimum clear space of the height of "YORK LIFE" must be maintained.

The logo shouldn't be set smaller than 0.5 inches tall. Check with the brand experts in your business unit, if your usage parameters are stricter.

To ensure consistency, please only use the logo assets available on the Brand Center.



Clear space



Minimum size



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New York Life logo: Identifying the official New York Life logo

There are several older versions of the New York Life logo “floating around”. The quickest way to determine if you have the official and current version is to check the “outline view” of the Adobe Illustrator artwork.

To the right are the most common outdated versions and their tell-tale issues.



Do not use any version of the New York Life logo with square corners or incorrectly rounded corners.

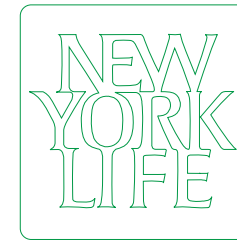


Do not use any version of the New York Life logo where the height is not equal to the width. The logo should be a square.

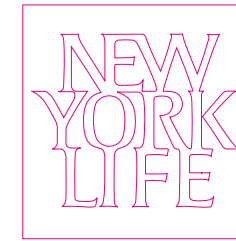


Do not use any version of the New York Life logo where the logotype has been skewed, stretched or distorted.

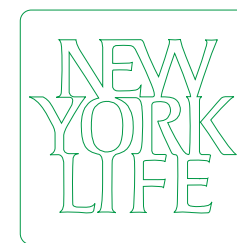
Correct



Incorrect

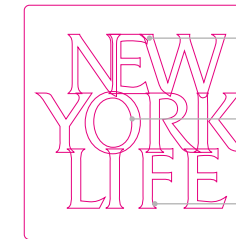
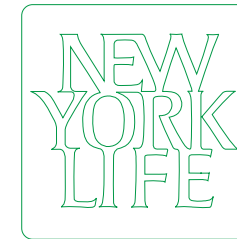


Corners should be rounded not square



Width and height should be equal

Logotype should be a single compound path



Logotype should be a single compound path

Letter shapes on this version are incorrect

Type should not be redrawn or recreated

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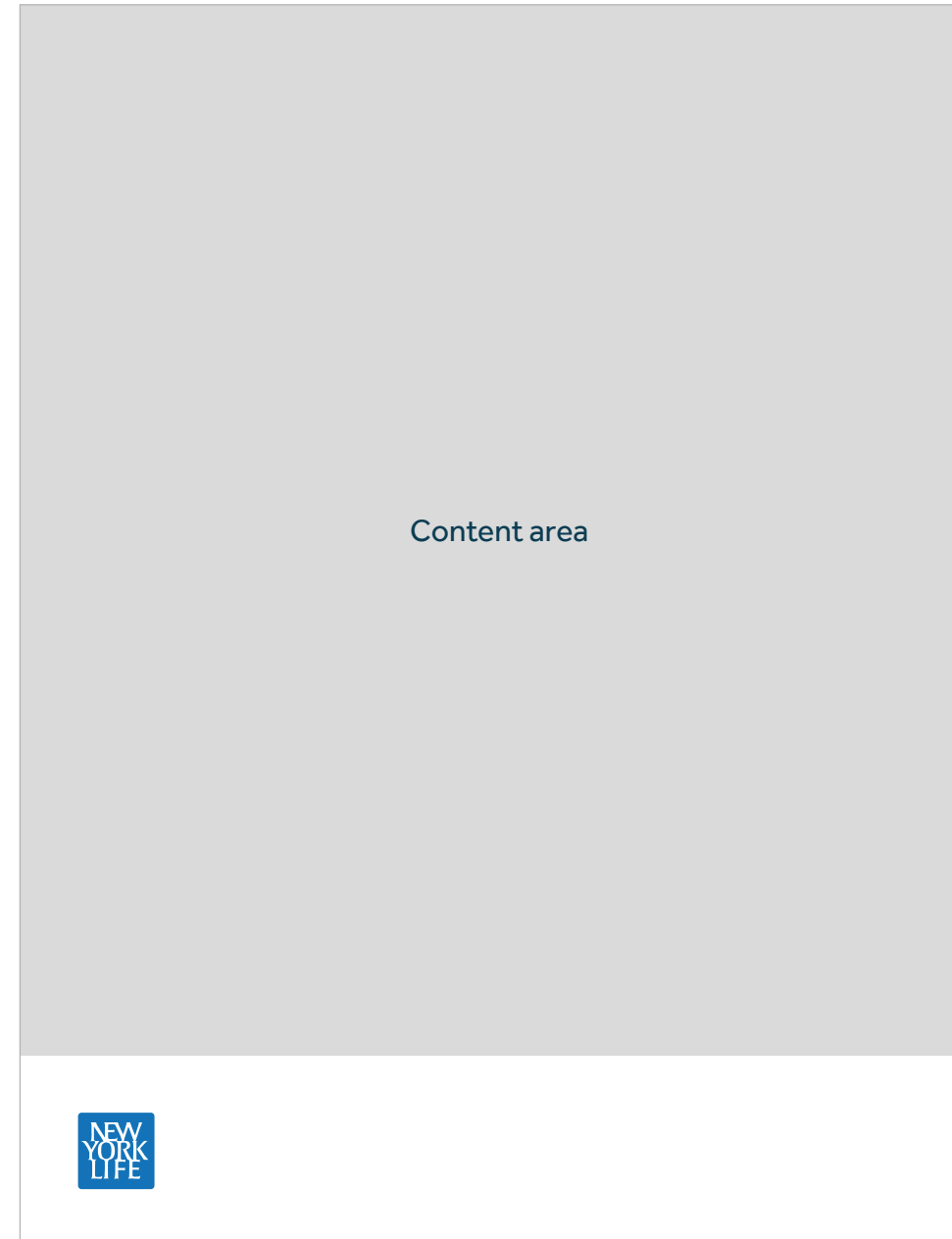
New York Life logo: Logo bar

Our logo usually sits in the bottom left corner of communications, inside a white logo bar.

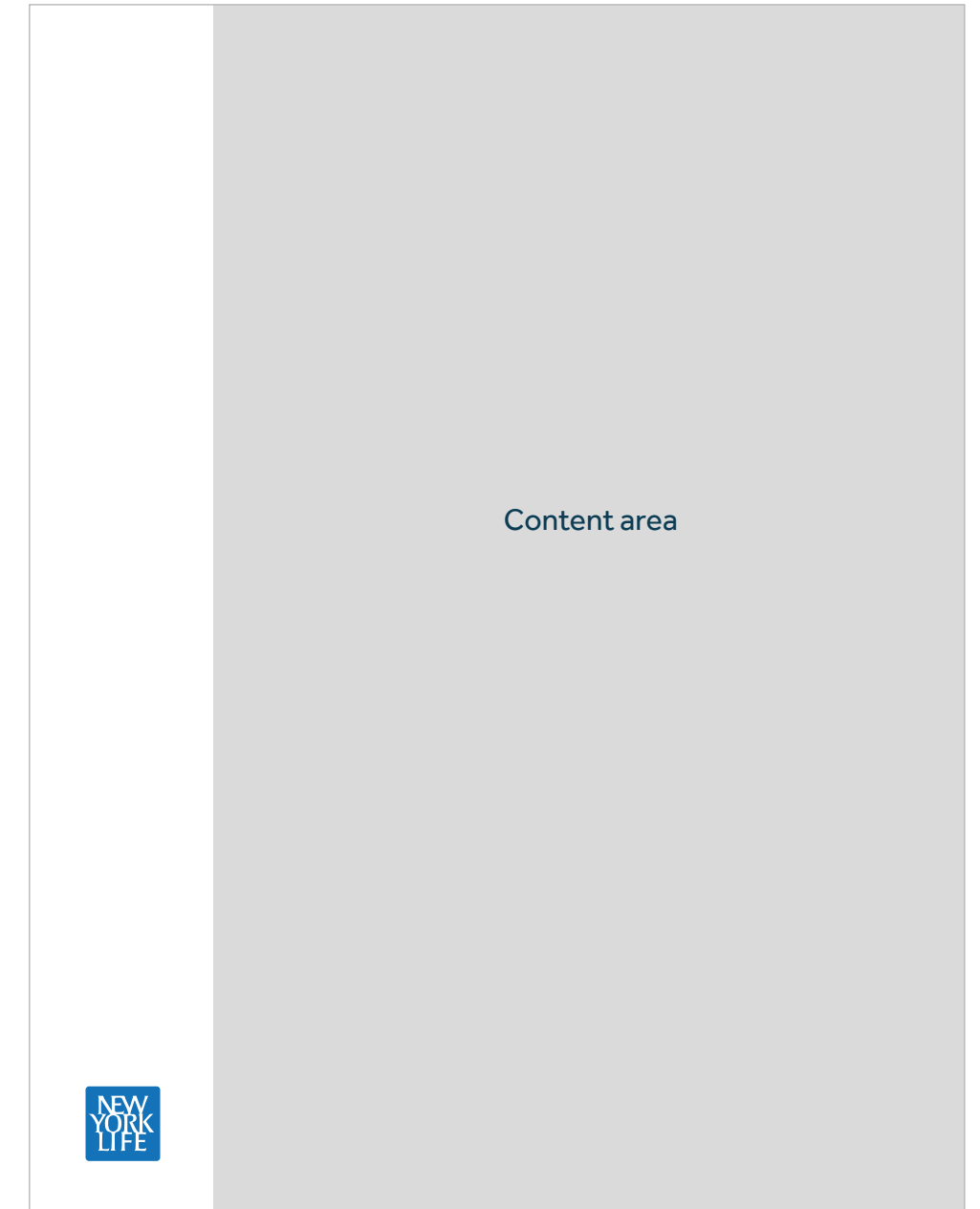
The logo bar is a protective space that helps draw attention to the logo. It can be positioned along the bottom or left side of a document. (Note: the tagline lockup doesn't work with a vertical bar.)

Again, always ensure the logo has sufficient clear space on all sides (see previous page).

Horizontal logo bar



Vertical logo bar



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New York Life logo: Misuse

At times, what we shouldn't do is as important as what we should do.

1. The color of the New York Life wordmark should not be altered.
2. Except in rare instances, the New York Life primary logo should never appear on a colored background. The only exception is within our campaign, certain sponsorship activations, and specific promotional items when deemed appropriate.
3. Never rearrange the logo and tagline lockup.
4. The wordmark should never appear without its holding shape.
5. The logo should never appear in a color other than New York Life Blue, or black when necessary.
6. Never add a drop shadow or other effects to the New York Life logo.
7. The logo should no longer be used or manipulated to appear as a gift box.
8. Always be sure to maintain the proper clear space around the New York Life logo.
9. We redirected from "The Company You Keep" to "Be Good at Life." As part of this redirect, it's best to replace "The Company You Keep" with the stand-alone New York Life logo or the New York Life/Be Good at Life logo lockup.



1.



2.



3.



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7.



8.



9.

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New York Life logo: Sponsorship usage

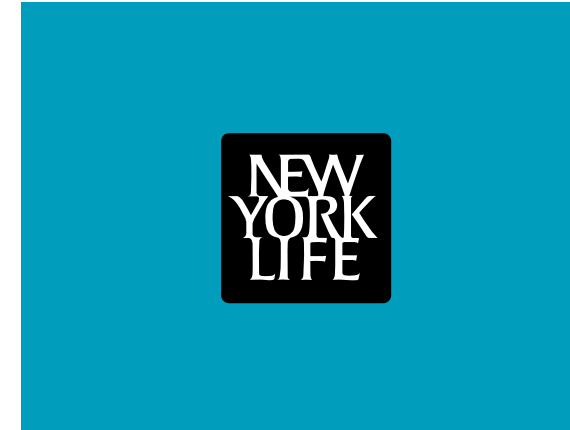
We sponsor organizations, programs, and events that we believe in, and are usually given the opportunity to leave our mark and announce our support. Here are some basic guidelines for using our logo in such a context.

When a third party is creating the piece, our primary logo can sit on a colored background if white isn't available.

And, although our primary New York Life Blue logo is always our first choice, one of two alternate logos can be used on backgrounds that lack sufficient contrast. In such cases, the black logo should be privileged over the white knockout; use your judgment as to which works best.



In sponsorship scenarios, our primary logo can be used on a colored background if white isn't feasible



When there is a risk of the New York Life logo blending into the background, you can use the alternate black or white logos



When sufficient contrast is lacking, the alternate black logo is preferred over the white option, but use your judgment as to which works best

What not to do:



Never use the white logo on a light colored background



Never use the logo on a busy background



Never use the primary logo on a background where the logo runs the risk of blending in