

CNO Financial Group brand guidelines

This document includes basic guidelines on how to represent the CNO Financial Group brand through our graphic elements. When referring to our company in copy, in the first instance, the company should be referred to as “CNO Financial Group.” For subsequent references, “CNO Financial” may be used. For better visibility on a dark background, “CNO Financial Group” text should be changed to white.



Primary color logo



Primary grayscale logo

Minimum size and clear space

Print applications



Minimum size
1.25"

Online and screen applications



Minimum size
100px

Standard Sizes



2" wide



1.6" wide



1.25" wide



Secondary and internal logos

Use of secondary logos is restricted to applications where use of primary logo is not possible and **must be approved by Brand Marketing team**. Internal logos with department designation are limited to internal applications only and may not appear on materials distributed outside CNO Financial.

All other brand guidelines on this document also apply to secondary and internal logos.



Secondary logo (one-color)



Secondary logo (one-color reversed)



Marketing Team



Information Technology



Consumer Operations

Internal logo examples

Unacceptable uses



Do not change the placement or size relationship of the elements in the logo



Do not use a drop shadow or other graphic embellishments



Do not replace the CNO logotype with a different typeface



Do not stretch or skew the logo in any way



Do not use the grayscale logo in color



Do not place the logo on top of a pattern or background that compromises legibility

Logo placement

Upper left



Lower right

CNO Financial primary colors



CNO Financial fonts

Primary fonts

Preferred fonts for all CNO Financial communications

Scala Sans
Classical Garamond

Font substitutions

For use in office documents when primary fonts are unavailable

Arial
Times New Roman

Website reference

When referring to our website in copy, drop the protocol reference <http://>, and “www” and capitalize CNO.

Example: CNOinc.com

QUESTIONS: Contact the CNO Brand Marketing team at (312) 396-7672 or Peter.Roccaforte@CNOinc.com

CNOinc.com

