

# 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 Corporate Communications**. 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

		
Pantone 288	Pantone 485	Pantone Cool Gray 10
C:100 M:80 Y:6 K:32	C:0 M:95 Y:100 K:0	C:0 M:2 Y:0 K:60
R:0 G:45 B:114	R:218 G:41 B:28	R:127 G:129 B:132
#002D72	#DA291C	#7F8184

## 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](http://CNOinc.com)

**QUESTIONS: Contact Corporate Communications at [SusanJudith.Villalobos@CNOinc.com](mailto:SusanJudith.Villalobos@CNOinc.com)**

**CNOinc.com**

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