



Brand style **GUIDE**



SUCCESSING TOGETHER

Today we would like to introduce the Assure For Life's brand style guide to you. This book is more than just a set of rules and instructions; it is our identity, the story we tell and the commitment we have with all of our stakeholders.

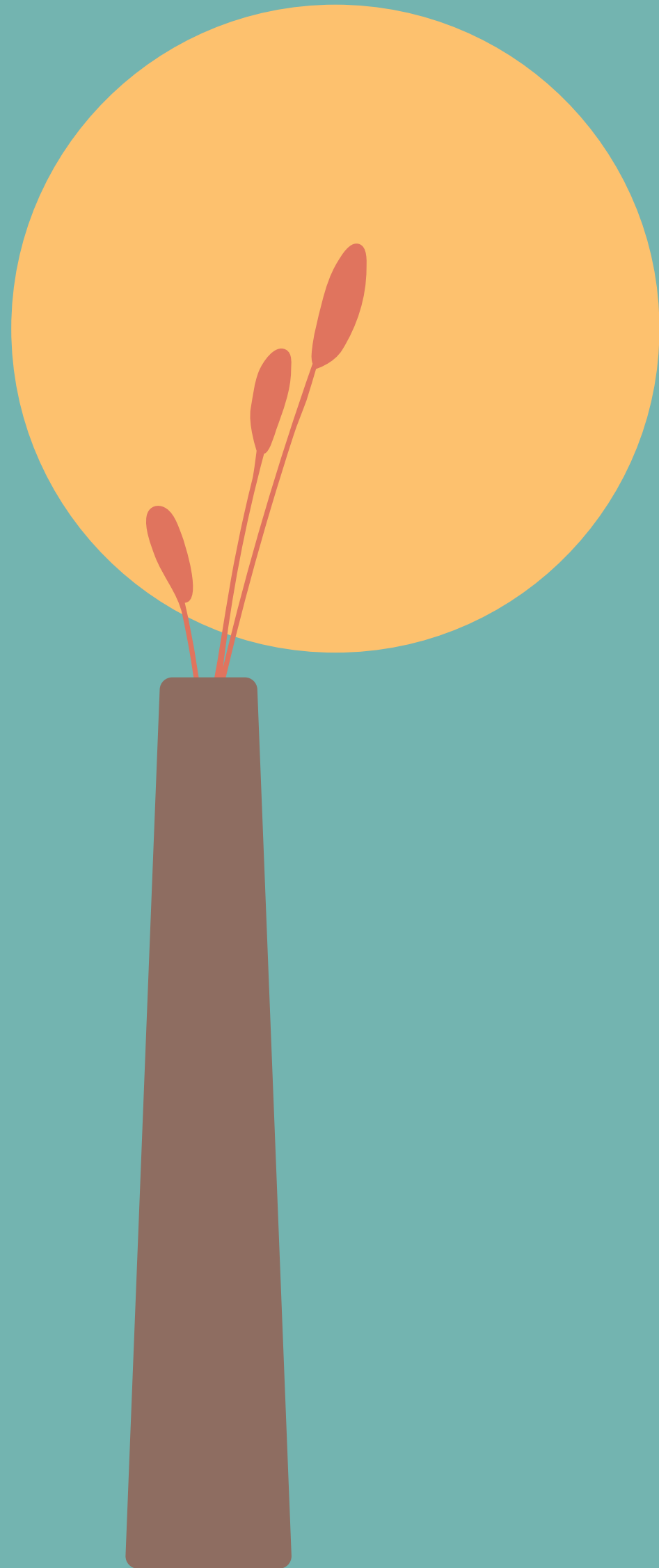
This brand book is designed to guide our consultants to understanding and consistently applying the elements that define who we are.

We invite you to explore these pages and internalize not only the technical guidelines, but also the heart and soul of our brand. By deeply understanding our identity, you will become an ambassador capable of transmitting our story in a coherent and powerful way.

Thank you for being part of Assure For Life, together we will keep building a legacy that last over time.

With gratitude,

Eleonora Ayala
Commercial Vice President



OUR PURPOSE

We take care of the present and provide peace of mind for the future. We look at every moment of life with respect and prudence, we want to be the ones who provide tranquility, help people live fully, achieve serenity, peace and well living.

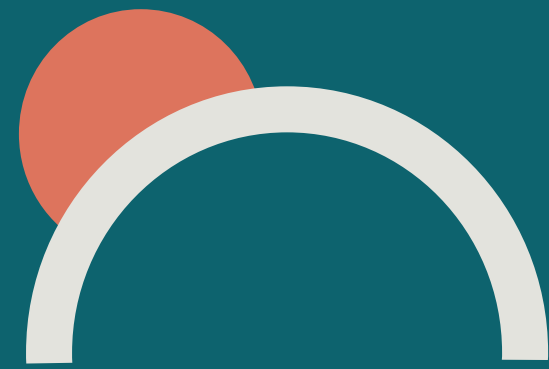
OUR BRAND VALUES

Tranquility – Confidence
Creativity – Empathy



Brand **Visual Identity**

LOGO



ASSURE
for life

Independent Consultant

LOGO

SAFE ZONE



The logo must be free of graphic elements that prevent its correct reading and perception.



Remember!

It is important to maintain the aspect ratio of the logo.

LOGO

COLOR

VARIATION



The logo will be used in a light color when the background is dark, and in a dark color when the background is light.



C: 86% **R:** 19
M: 40% **G:** 98
Y: 41% **B:** 112
K: 28%
HEX: #136270



C: 0% **R:** 237
M: 70% **G:** 105
Y: 61% **B:** 90
K: 0%
HEX: #ED695A



C: 10% **R:** 234
M: 7% **G:** 234
Y: 11% **B:** 229
K: 0%
HEX: #EAEAE5

DO'S

- We speak with empathy, we understand the situation and the moments our clients are going through.
- We are approachable, respectful, we take care of others and we look after their well-being.
- We are company in important moments of life.
- The concept of family, taking care of others, of our loved ones, are important pillars of our brand.
- We are inspiring, thoughtful and we motivate people to live life to its fullest.
- During dialogues, we permit ourselves to use a familiar language.
- We speak positively.
- Guarantee that order, care, balance and tranquility are transmitted in the contents.
- The people who appear in the content, videos, or events must have a pleasant, proper, and well-groomed appearance.
- Voice tones, audio, and music should convey peace, tranquility, fullness, and sobriety.

DON'T



- Using symbols of wealth such as bills, jewelry, extravagant luxuries, among others.
- Using phrases like "get rich", "millionaire", "king", and "get easy money" to talk about business.
- Using videos or images of polarizing issues, such as: religion, race, politics, liquor consumption, narcotic consumption, food abuse, hallucinogenic substances, among others.
- Using shots, videos, images or illustrations showing: sex, drugs, parties, skulls or eccentric luxuries is not permitted.
- Images that denigrate human beings, offend others or the competition are not allowed.
- Using a rude tone of voice is not allowed, nor is using audio with extravagant music from genres such as reggaeton, metal, electronic, rock, among others.
- We do not use pain or tragedy to promote our memberships.
- We do not use inappropriate language, speak disrespectfully about death, and we do not use humor or sarcasm.
- Using the Assure For Life logo is not allowed, unless it is content created and shared by the company.

REMEMBER

WE ARE

a company that offers funeral assistance memberships, meaning that if a member or owner passes away, we will coordinate the basic funeral service through a licensed third-party funeral home.

REMEMBER

WE AREN'T

A funeral services company, nor do we sell funeral products, nor do we offer pre-need plans or insurance.



Digital presence as a consultant

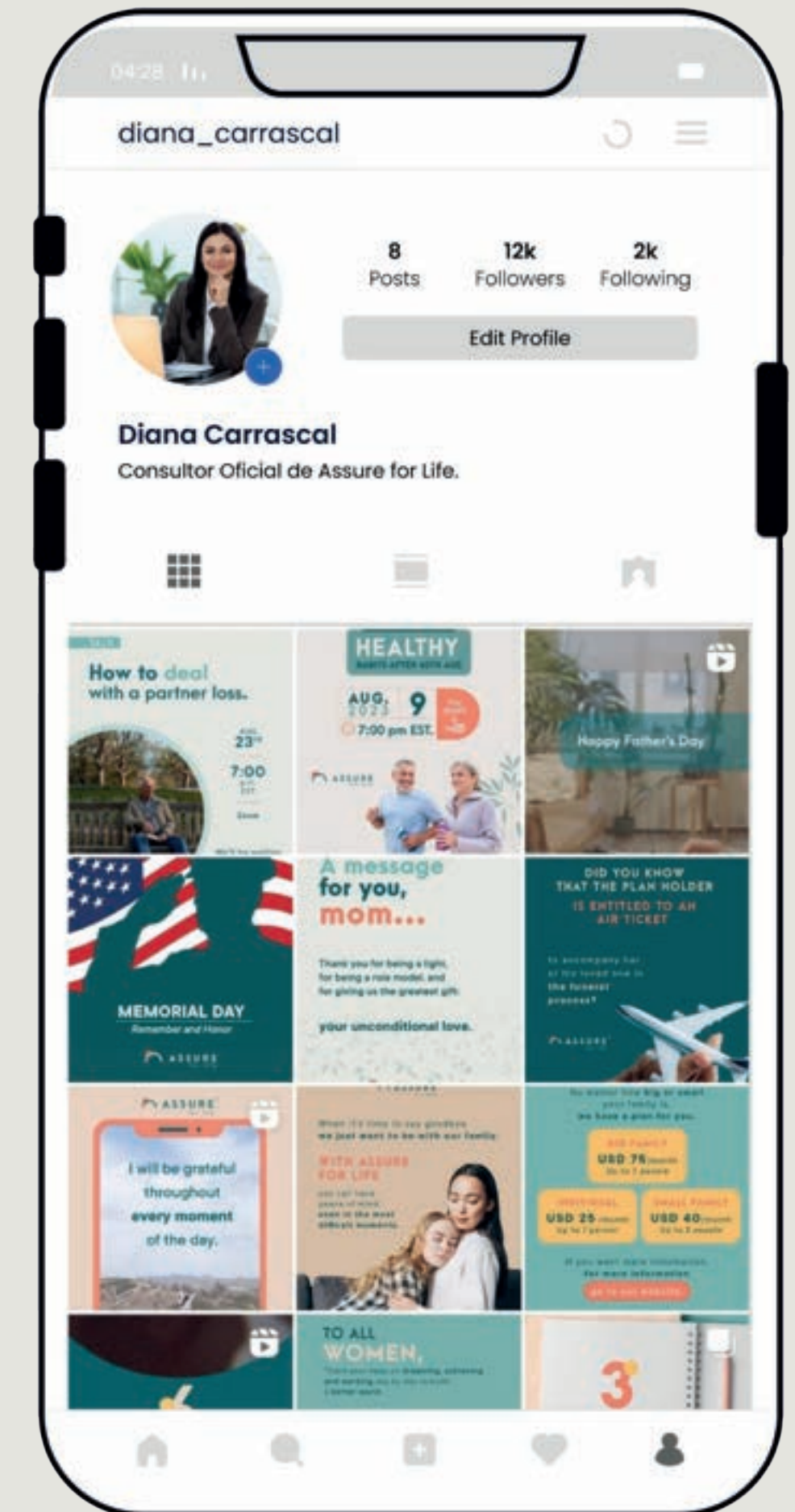
SOCIAL MEDIA

DO'S

- You are permitted to include in your social media descriptions that you are an official Assure for Life Consultant.
- You can share images and videos from the official Assure for Life communication channels on your own websites and social media accounts.
- Recording Facebook, WhatsApp, and Instagram stories in selfie mode is permitted. You should speak positively about the company and the product, using appropriate language and maintaining impeccable personal presentation that reflects the company's values.

DON'T

- Creating websites, landing pages, and social media profiles on behalf of our company is not allowed.
- Publishing content created by people who are not part of the corresponding area of the company is prohibited. Avoid using content, language, or templates from other companies when referring to Assure for Life...



iRemember!

If you create a paid advertisement online, you should send your proposal to marketing@assureforlife.com. You will receive a notification of approval or disapproval within 5 business days.

ASSURE FOR LIFE OFFICIAL CHANNELS

Web site: www.assureforlifeconsultant.com
Facebook: assureforlife
Instagram: assureforlife
Youtube: assureforlife
WhatsApp: Director Sales Direct
+17862817174



Presence at events
as a consultant

SOME TIPS

DO'S

- Hold events in bright, cool venues and organize the space where the Assure for Life brand will be displayed.
- If you need tables, use a clean and simple design with light colors to organize the brand's material.
- Ensure proper brand exposure by using a banner, flyers, and a counter available for purchase in the Consultant's store.
- Have a polished personal appearance by wearing clothing that reflects confidence, elegance and modernity.
- Promotional merchandise and clothing with the Assure for Life logo are allowed, but they must be approved by the Marketing department. Send the art or sample to marketing@assureforlife.com, and your request will be responded to within 5 business days.



"Successful brands are those that manage to maintain a constant identity in each interaction with their customers."

Scott Goodson

