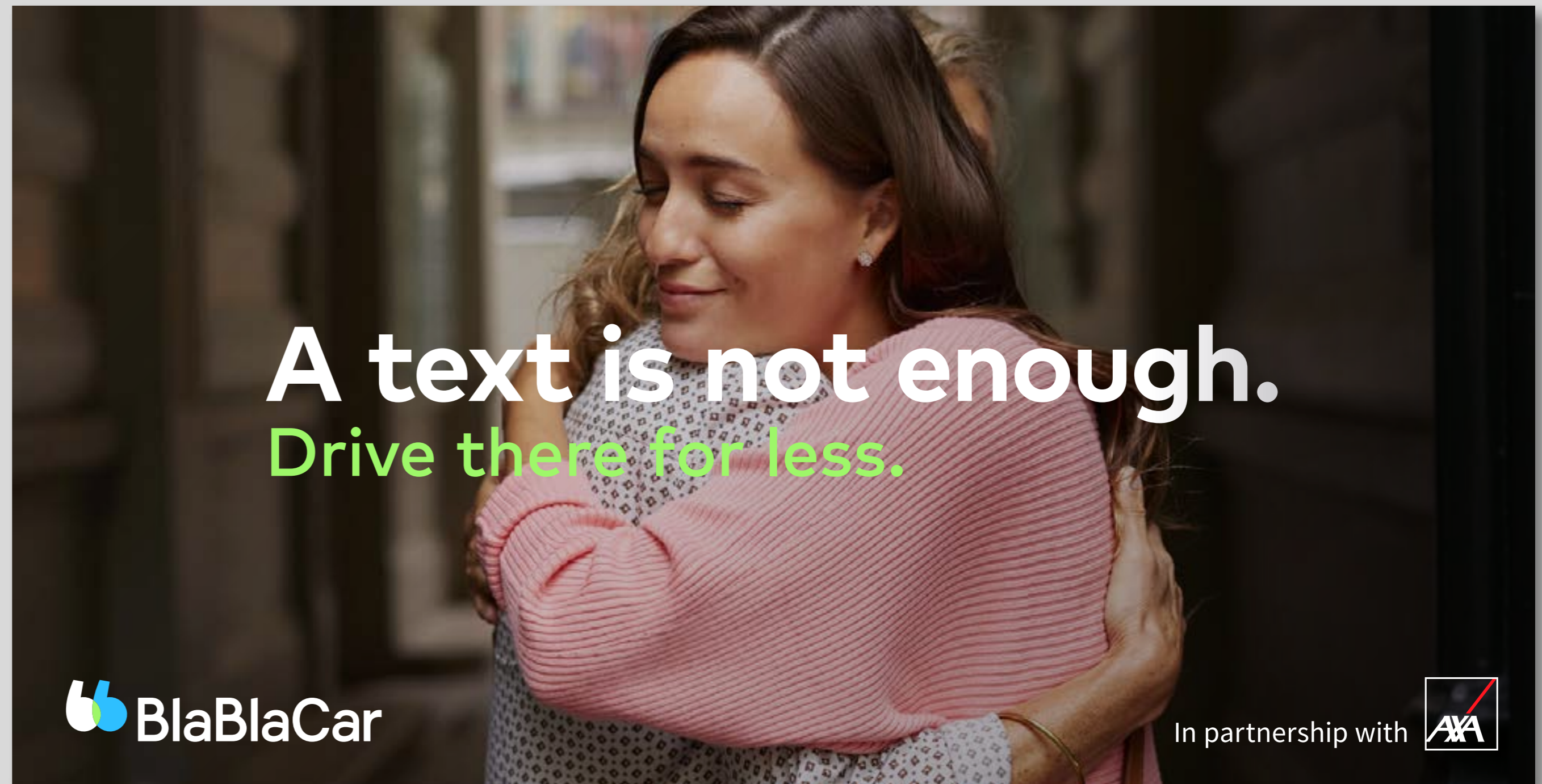




Brand guidelines for partnerships

Logo Placement

- Where possible use the open AXA logo
- If necessary, the AXA logo can be paired with the endorsement line
- The AXA logo always follows the partner logo and it is never placed in front of the partner logo
- The AXA logo's preferred position is in the bottom right hand corner, most commonly diagonally opposite to the partner logo
- The AXA logo always appears in a prominent position



Logo Sizing

Mock-ups – for illustrative purposes only

- Always size the AXA logo using our sizing guide
- If there is a disproportionate relationship between the size of the partner logo and the AXA logo then we can scale either logo to a size between 125-50%. Never scale a logo above 125%, or below 50%

An in depth guide to sizing the AXA and partner logos can be found on page 41.

Continuelle
Prévoyance • Aide • Confort

PROVIDENT FEMALE CANCER
Because none of us are untouchable

FROM
1€
MONTH

Insurance brings a smile to women with cancer
www.assurance-continuelle.fr

In partnership with
AXA

100%

Continuelle
Prévoyance • Aide • Confort

PROVIDENT FEMALE CANCER
Because none of us are untouchable

FROM
1€
MONTH

Insurance brings a smile to women with cancer
www.assurance-continuelle.fr

In partnership with
AXA

50%

Logo Clear space

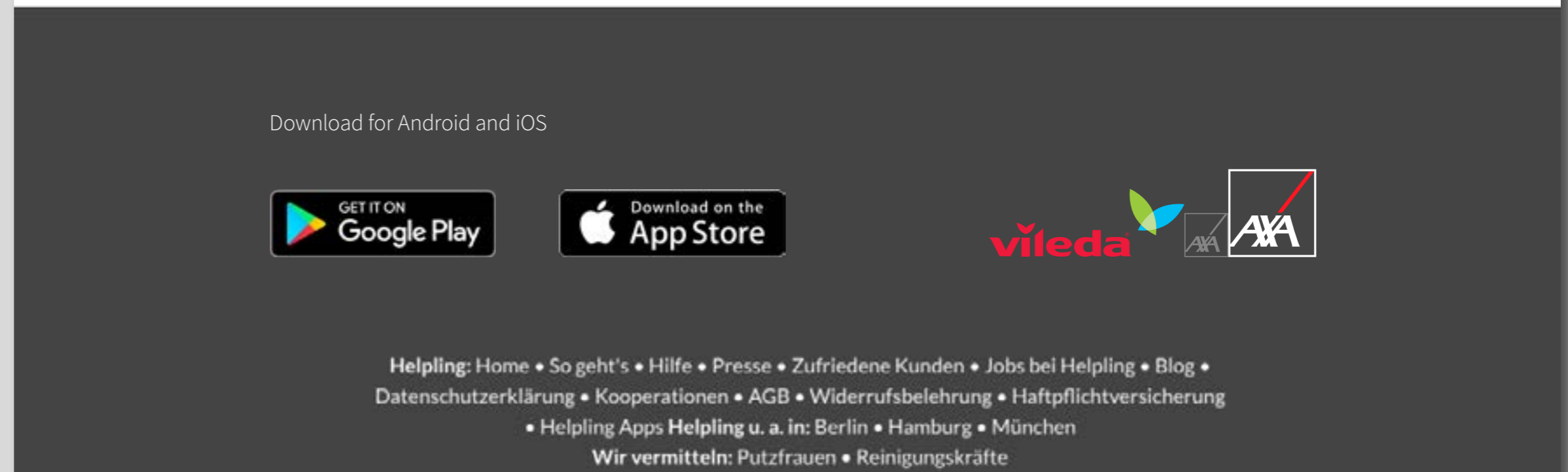
- Ensure there is always clear space around the AXA logo
- Our clear space is set to 50% of the size of the AXA logo
- As this is a partner led application we place the AXA logo after the partner logo



Logo

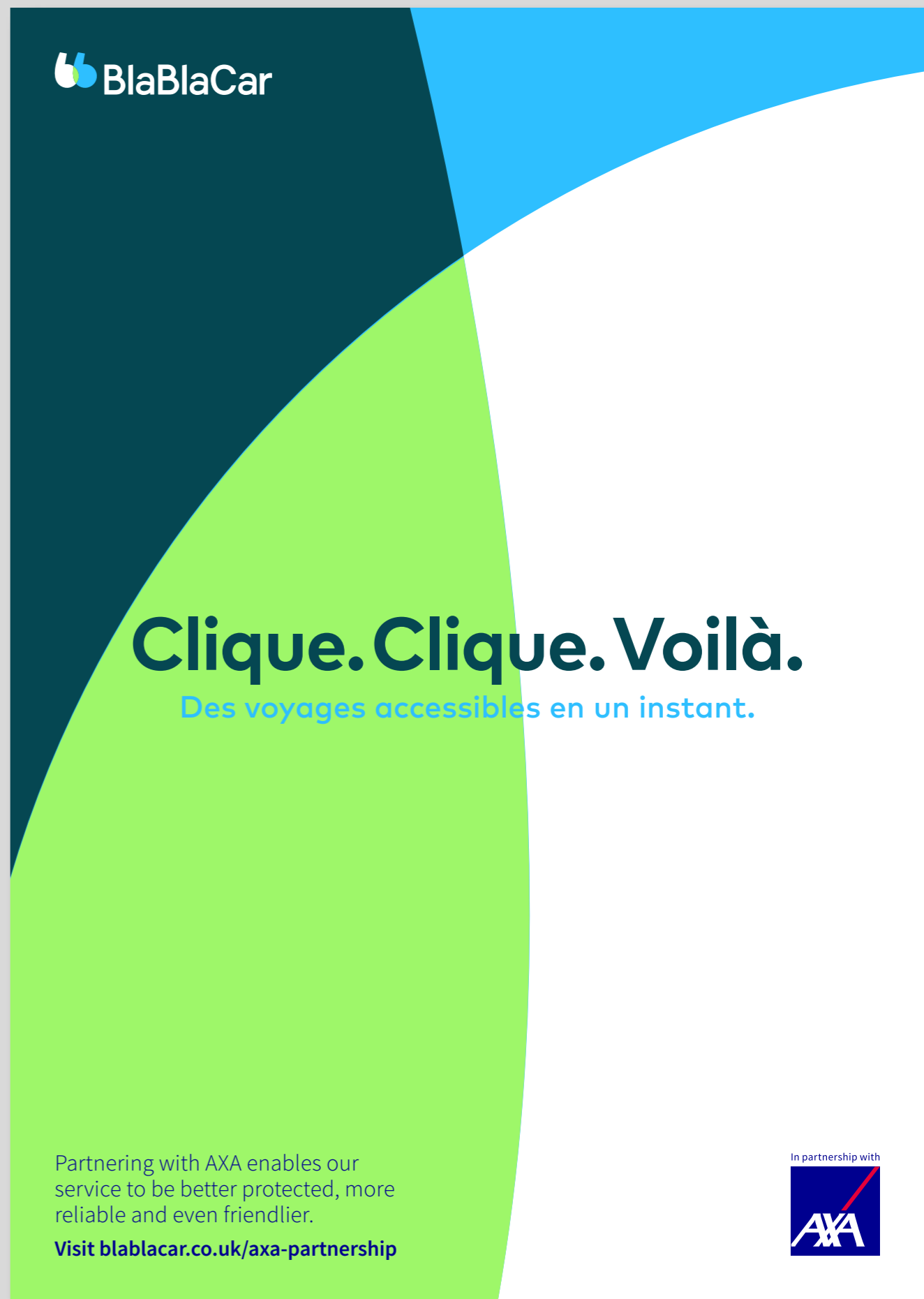
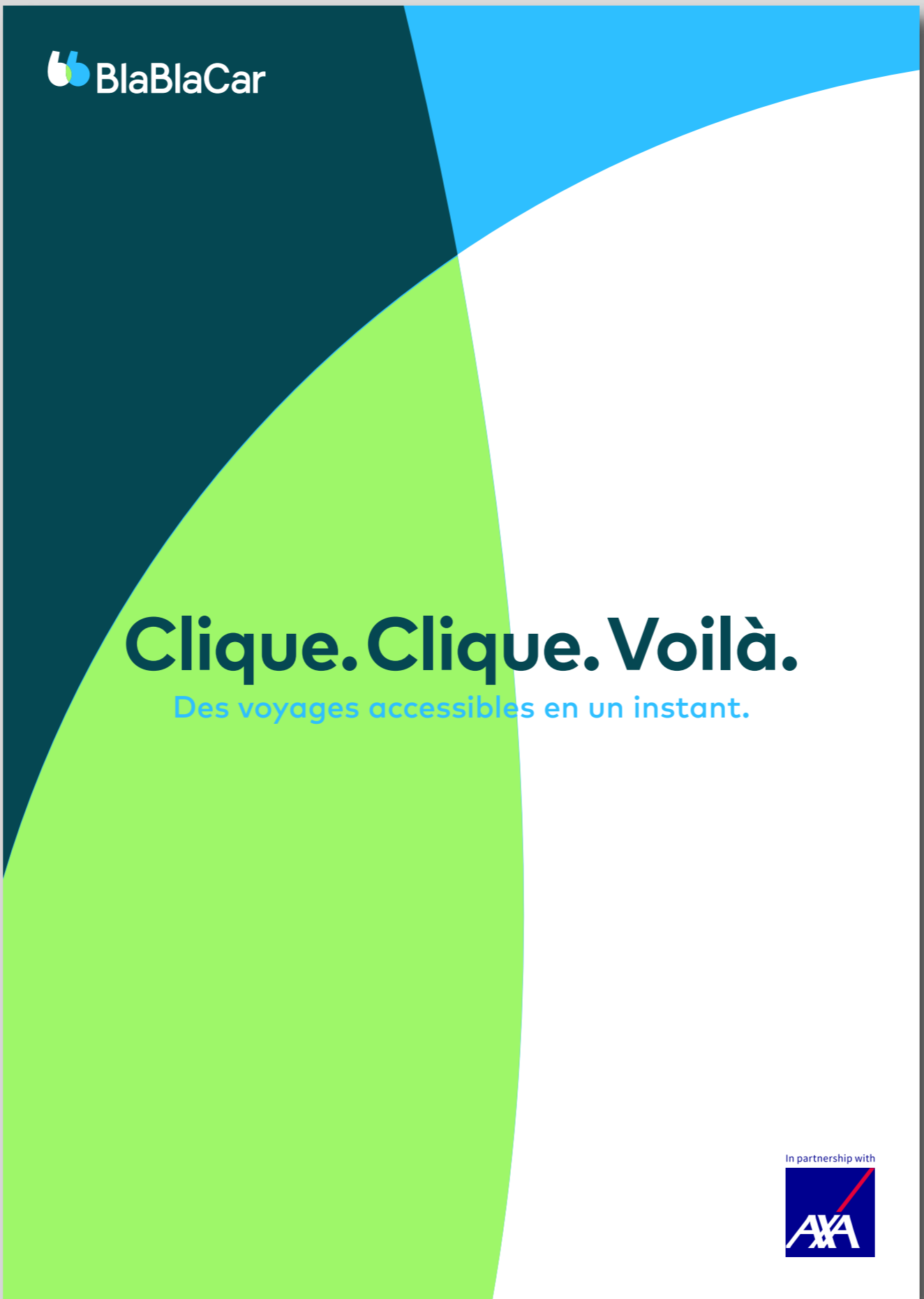
Multiple partners

- When AXA is not the only partner and the AXA logo needs to live with logos from other partners we adhere to our clear space guidance
- We leave a clear space of at least 50% of the AXA logo between the AXA logo and any partners
- We do not use an endorsement line when there are multiple partner logos



Endorsement

- The AXA logo can be paired with the endorsement line
- If desired, add supporting copy to promote the partnership. This should always be written in a human, modern and simple way



Photography

- If a partner is struggling for good quality photography, we can advise on art direction or supply suitable photography from our image library



Mock-ups – for illustrative purposes only



Logo

Minimum size

- To ensure our logo always appears clear and legible in digital and print applications we have specified a minimum size that it shouldn't appear smaller than
- There are alternative lock-ups of the logo and endorsement, that have been optimised for use on extreme formats, when space is limited or for when our partner requires our logo to appear noticeably smaller than theirs. These lock-ups ensure the endorsement is always clear and legible even when used at a small size
- Do not create your own endorsement lines

Logo only



Minimum width
12mm

Endorsement lockup

Endorsement
typography no
smaller than
4pt

In partnership with



Minimum width
12mm

Endorsement lock-ups for extreme or restricted formats

Endorsement
typography no
smaller than
4pt

In partnership with



Minimum height
6mm

Endorsement
typography no
smaller than
4pt

In partnership with



Minimum height
6mm

Logo Placement guide

We have two options for placing our partner logos.

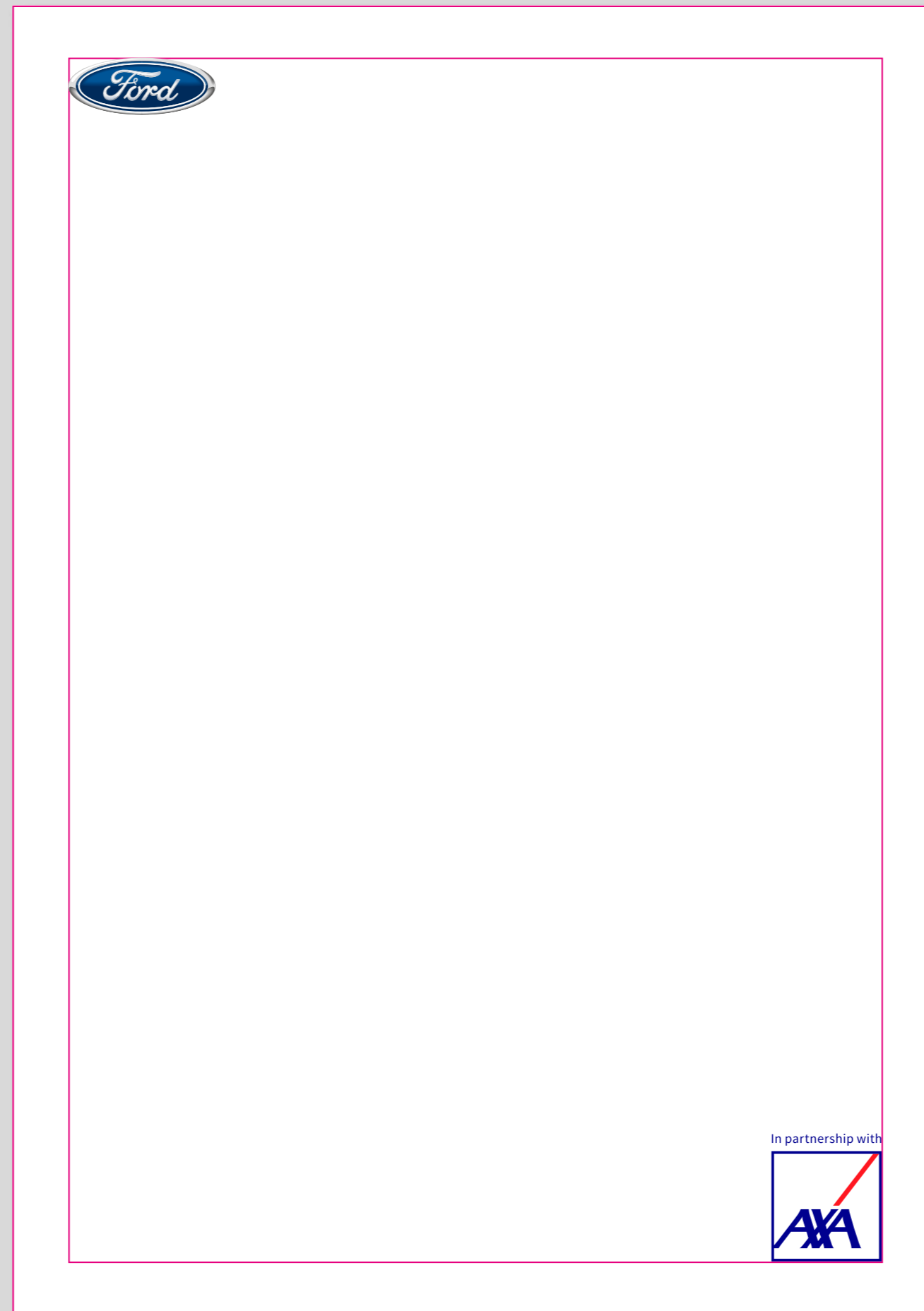
1. When a partner owns the application

The AXA logo is positioned in the bottom right hand corner, most commonly diagonally opposite the partner's logo.

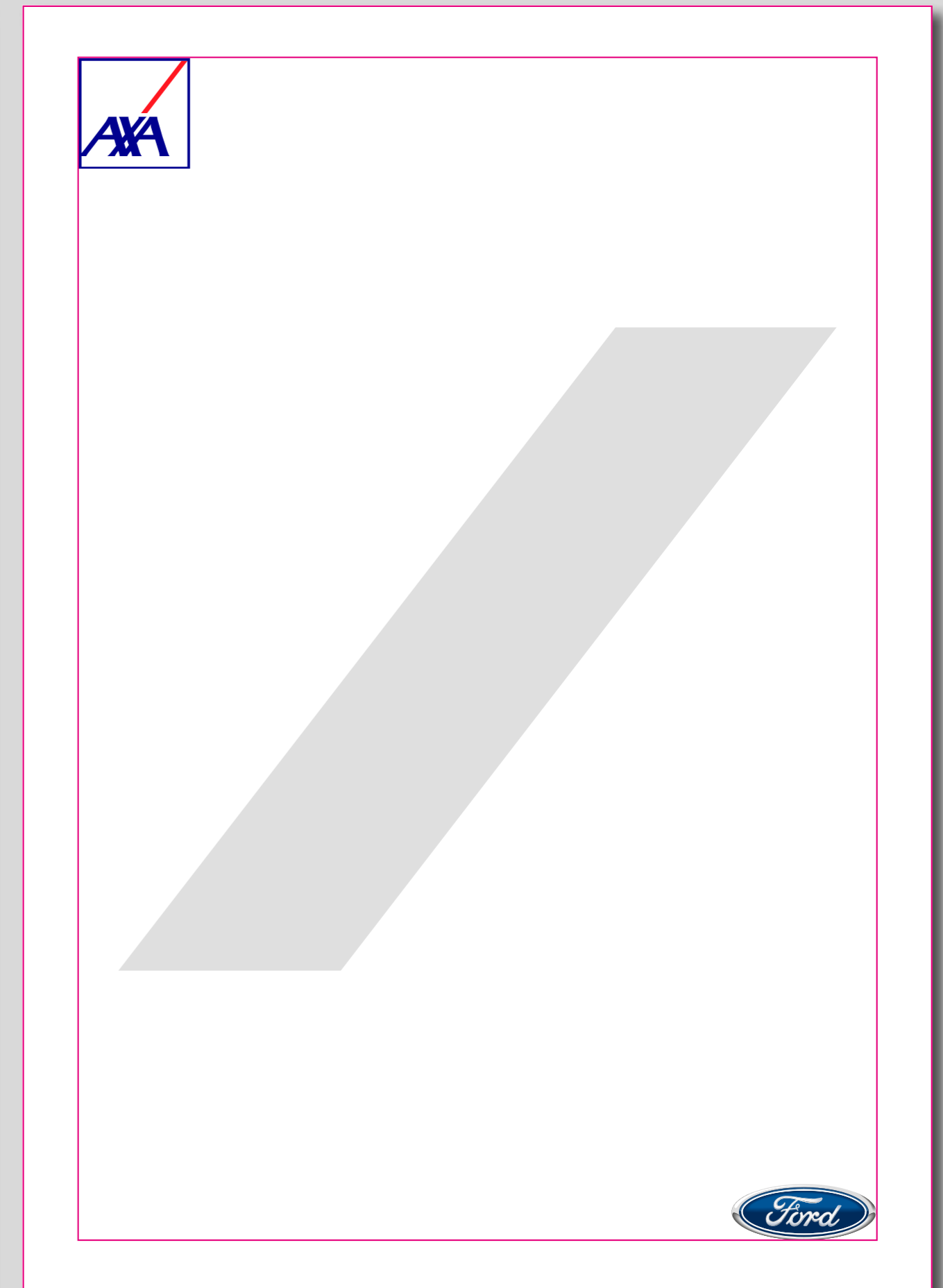
2. When AXA has joint or full ownership of a communication

We place the AXA logo in the top left with the partner logo positioned diagonally opposite in the bottom right hand corner.

1



2



Thank you