

*More Than Just Insurance.*

**Plymouth Rock**  
*assurance* SM

# Brand Guidelines for Employees

*How our logos, brochures, letters, emails  
and faxes should look and sound.*

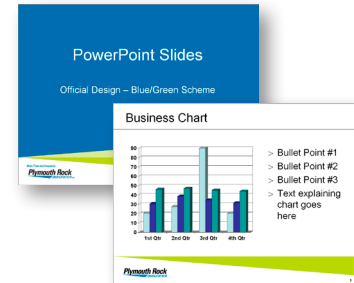
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## Table of Contents

### GRAPHICS

Logo, Plymouth Rock	3
Logos, Other PRC Companies	4
Logo Groupings	5
Logo, The Plymouth Rock Group of Companies	6
Logos, Department or Project	7
Fonts	8
PowerPoint	10



### CONTENT

Letter	11
Fax	12
Agent Bulk Email	13
Outlook Email, External	14



### MESSAGING

Value Proposition	16
About Plymouth Rock	18
Trademarks	19
Plymouth Rock Assurance Trademarks	20

**Value, Ease and Service.**

**More than just insurance.  
Plymouth Rock Assurance.™**

## Logo, Stand Alone, Plymouth Rock

(For logos of more than one company used together, see “Logo Groupings” on page 5.)

1. These are the only acceptable color variations for corporate and marketing materials, such as printed pieces, signage, marketing giveaways and web applications.
2. The logo should not be contained in a box or border.
3. For embroidered wearables only, the logo may be reproduced in a “tone on tone” style using the same color thread as the base garment (e.g., navy thread on a navy shirt).
4. The logo can be enlarged or reduced proportionally, but may not be resized in a single direction, distorted, or reconstructed.
5. All logo artwork that is sent outside the company for design or reproduction MUST be accompanied by our logo usage guidelines, available from Corporate Communications.
6. All logo artwork is available in a variety of formats from Corporate Communications. Contact Jeannie Verrando at 617-526-7972 or jverrando@prac.com.

### Correct Uses



### Incorrect Uses

