

MetLife



MetLife Stationery Brand Guidelines

Version 2.0 March 2010

Basic Letterhead



Legal or Trade Name:
Frutiger Bold 8/11

Address:
Frutiger Roman 8/11

Body of Letter:
Minion 11/14 or
Times New Roman 11/14

Legal Copy:
Frutiger Condensed 7/10

MetLife enterprise stationery plays an important role in communicating the MetLife brand image. Our stationery communicates a clear, unified and consistent image.

This page features the standard corporate letterhead shown at 50% of the actual size.

When letterhead is used in customer correspondence, it is recommended that the legal name of the company from which the correspondence is issued be used in the address line. This will facilitate customer recognition when the standard double window envelope is used.

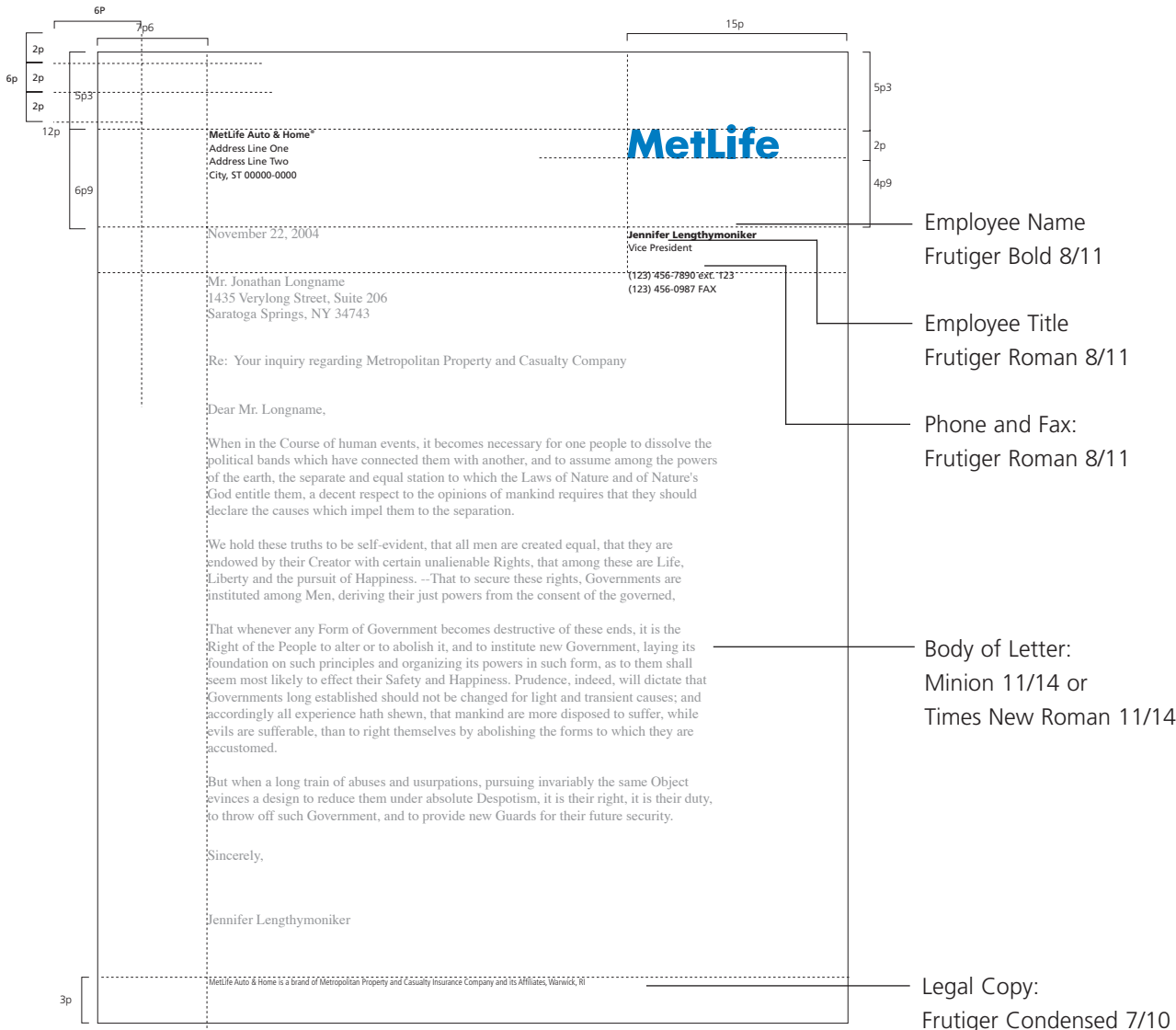
For regulatory purposes, the specific MetLife Auto & Home® company must be referred to in the “Re:” line in all customer correspondence.

All content shown in this example is for demonstration purposes only. The requirements for usage of affiliate names, addresses and phone numbers, professional designations, footnotes and required/prohibited terms are complex. For example, there are detailed guidelines for the MetLife sales force on correspondence guidelines, available on the online brand center and the iMetLife portal.

Please consult with the Legal Department or Corporate Ethics and Compliance for the requirements applicable to you.

8.5" x 11" letterhead
Example shown at 50%

Personalized Letterhead

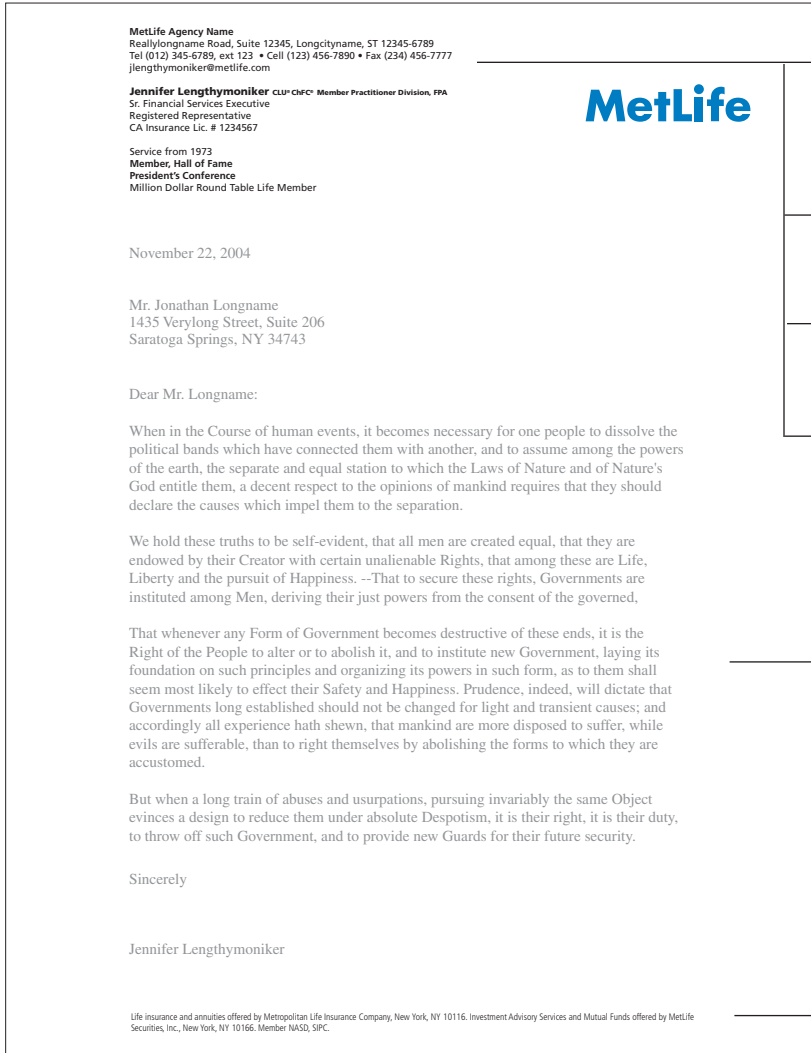


Personalized letterhead is an approved variation. Telephone and fax numbers are approved options for business stationery

All letter content shown in this example is for demonstration purposes only. Please consult with the Legal Department or Corporate Ethics and Compliance for regulations governing business-specific correspondence.

8.5" x 11" letterhead
Example shown at 50%

Sales Representative Letterhead



Agency Information
Frutiger Bold/Roman
7.5/9

Employee Name
Frutiger Black 8/9

Designations
Frutiger Black 5.5/9

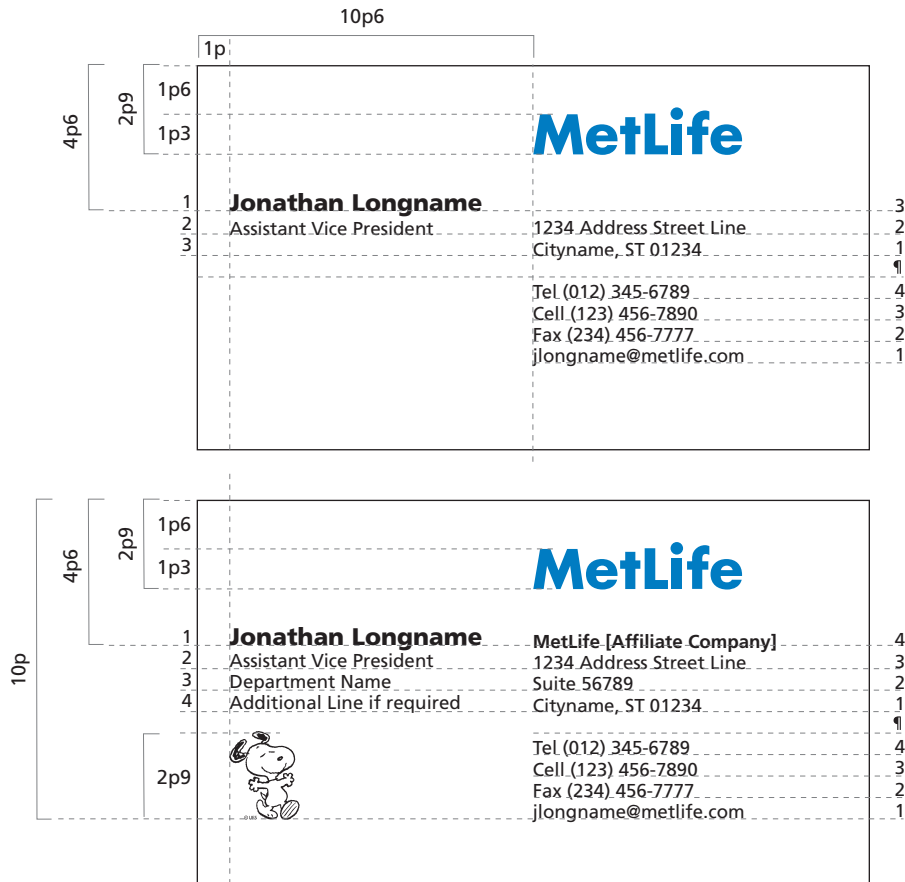
All Other Information
Frutiger Roman
7.5/9

Body of Letter:
Minion 11/14 or
Times New Roman 11/14

Legal Copy:
Frutiger Condensed 7/10

The approved Sales Representative letterhead variation allows room to include a great deal more content than standard MetLife letterhead, including agency name, professional designations and service and recognition information. This letterhead option is available for ordering on the Regal Press stationery site available on the iMetLife portal and the MetLife intranet.

8.5" x 11" letterhead
Example shown at 50%



Typography

- Employee Name:** 9/9 Frutiger Black
- Job Title/Department Name:** 7/8 Frutiger Roman
- MetLife Affiliate:** 7/8 Frutiger Bold
- Address, Phone and Web:** 7/8 Frutiger Roman

MetLife administrative (non-selling) associates may select from two basic business card designs. In the first option, the company is identified by the logo only. In the second version, a MetLife-company name (such as MetLife® Bank or MetLife Auto & Home) may appear in bold type above the address line.

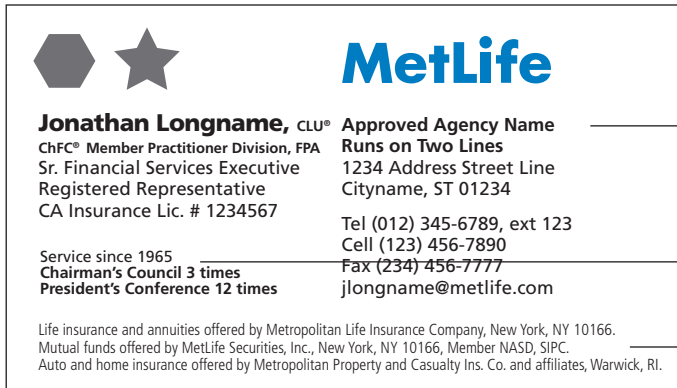
It is recommended that Snoopy appear as a brand ambassador on business cards. Only the brand ambassador pose for Snoopy is permitted.

The card-bearer's name and title appear on the left side of the card. Up to three lines are provided to accommodate titles and department names.

Up to eight lines for address and contact information can be accommodated underneath the MetLife logo on the right side of the card. Phone numbers and Web addresses are separated from the address block by a full line space.

When no MetLife-affiliate company name is used, the first line address block should align on a horizontal plane with the cardholder's title, rather than their name, as shown in the top card at left.

Because of the deregistration of the Metropolitan Life Insurance Company as a broker dealer in May 2007, all associates requiring a Registered Representative designation on their business cards must now use the MetLife sales force card templates and ordering system. The administrative cards may not contain Registered Representative language.



Business Name (if applicable):
Frutiger Bold 7/8
Address
Frutiger Roman 7/8

Service or Designation Information
Frutiger 6/7

Designation Footnote (front) 3 lines:
Frutiger Condensed 6/6.5

Because a business card can constitute an offer to sell, sales representatives are required to have certain legal information on their business cards, pertaining to the particular professional designations they carry.

There are two business card layouts available to sales representatives. One allows for the inclusion of service and recognition information, as well as up to three lines of designation footnotes on the front of the card. An alternative allows for the placing of service and designation information on the back of business cards.



Qualified Chairman's Council: 3 Times
Qualified President's Conference: 22 Times
Member: MDRT

Life insurance and annuities offered by Metropolitan Life Insurance Company, New York, NY 10166.
Investment Advisory Services and Mutual Funds offered by MetLife Securities, Inc., New York, NY 10166.
Member NASD, SIPC.

Designation Footnote (back) >3 lines:
Frutiger Condensed 6/6.5
Build from bottom up

Qualified sales representatives are entitled to have certain professional or service insignias added to their business cards. A maximum of two service insignias are allowed.

Snoopy in the brand pose is an approved option for sales business cards. When Snoopy is used on a business card, professional or service insignias may not be used.

A complete list of approved professional designations is available in the online brand center. All designations are subject to compliance review prior to appearing on a business card.

MetLife Financial Services may no longer be used to identify sales representatives on business cards, either as a logo or as words associated with an address.



For personalized administrative and sales agency correspondence, the preferred envelope types are a standard No. 10 security envelope or a standard No. 10 envelope with a single window.

Up to three address lines are permitted on envelopes. Build address lines from the top down. Personal names are permitted for MetLife Sales Agents. Use of an approved business name of a sales agency is optional.

All content shown in this example is for demonstration purposes only. The requirements for usage of affiliate names, addresses and phone numbers, professional designations, footnotes and required/prohibited terms are complex. For example, there are detailed guidelines for the MetLife sales force on correspondence guidelines, available on the online brand center and the iMetLife portal. Please consult with the Legal Department or Corporate Ethics and Compliance for the requirements applicable to you.

