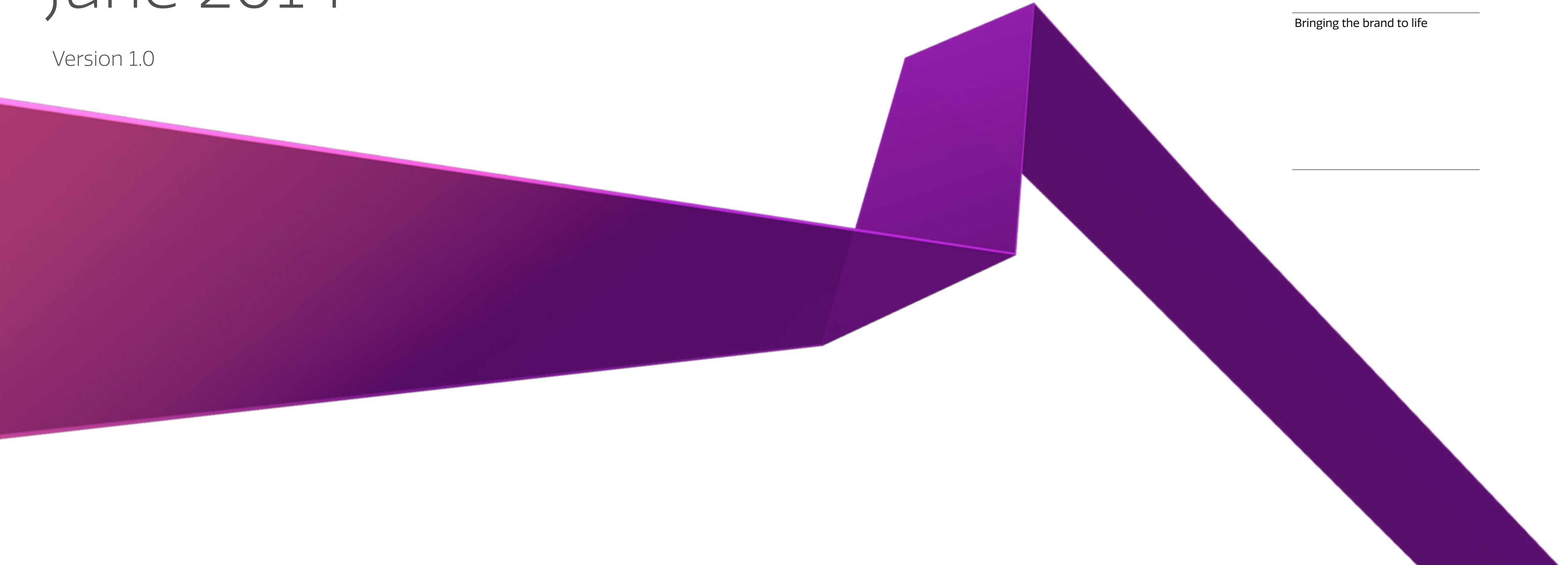




Brand Guidelines Refresh

June 2014

Version 1.0



**This is the new look of RSA.
We've refreshed our brand
assets and created a
new identity that lets our
customer obsession shine.**

So, are you ready
to get obsessed?

Visualising our obsession/...



RSA expression refresh

We've got an obsession:
our customers.
Let's show them just
how much.

Our customers are at the heart of
everything we do at RSA.

That's why we have created an
identity that places them centre
stage, and lets them know they're
our obsession.

Our new identity will help us to show
them how we make things better for
people through the protective and
restorative power of insurance.

Every story we tell, every image
we use –in fact, all the
communication tools we create–
must reflect how we make a
difference for our customers
by engaging with their lives.

Our creative will reflect and honour
our expectations. Our values mean
that we'll:



BE CURIOUS



SHOUT OUT AND
MAKE THINGS BETTER



KEEP OUR
COMMITMENTS



BE TEAM SPIRITED



BE US AND
BIG HEARTED

We're always listening/ Always engaging with our customers to really understand what they want and need/ Designing and improving the experience we deliver.

Making things better, together.

Our creative platform
The Purple Thread

How best to show that we're customer obsessed and always engaging with their lives? With the Purple Thread.

This distinctive new brand asset weaves its way through all our communications. It's a symbol of our role in people's lives: a comforting presence, a strong support, a restorative power. But more on the Purple Thread later.

We also express constant engagement in imagery that puts people first, showing them in real-world scenarios surrounded by the things that matter to them.

And we talk the talk of engagement, with a human, approachable voice that expresses our restless spirit and approach to problem solving.

All the tools you need to be 'always engaging' visually and verbally in all our communications. All the tools you need to help us stand out in the market.

A large, stylized graphic of a purple thread weaving through the text 'ALWAYS ENGAGING'. The thread is a vibrant magenta color and forms a continuous, zig-zagging path across the page. It starts at the top left, goes down and right, then up and right, then down and right, and finally up and right towards the bottom right corner. The thread passes behind the text, which is rendered in a light gray, sans-serif font. The text is arranged in two lines: 'ALWAYS' on the top line and 'ENGAGING' on the bottom line. The overall composition is clean and modern, with a strong emphasis on the purple thread as a visual metaphor for engagement.

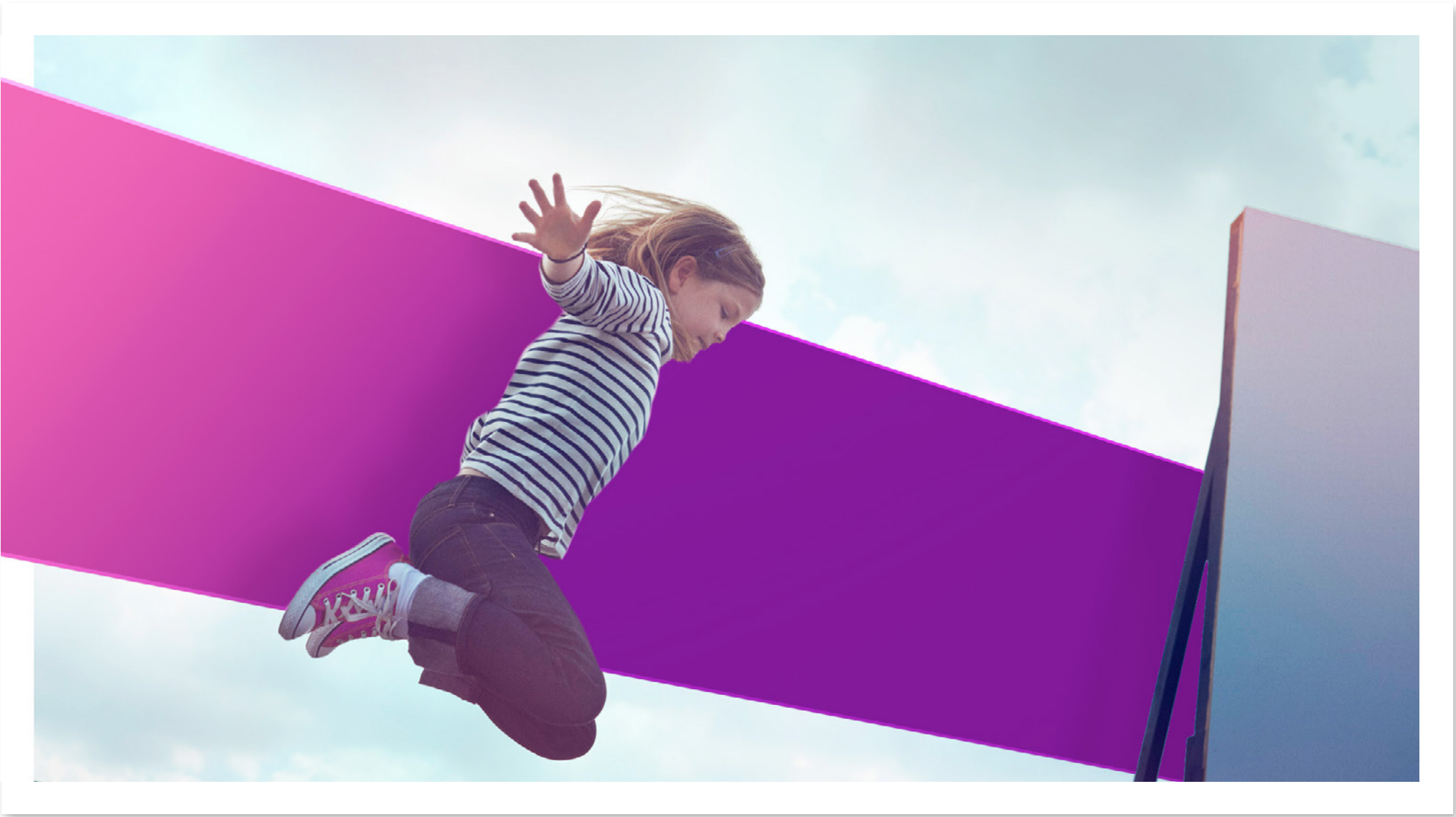
Our creative platform
The Purple Thread

The Purple Thread is RSA,
and RSA is the Purple Thread.

It's powerful, full of attitude.
It exudes dynamism and strength.
A vibrant symbol of opportunity
and security.

Woven into the landscape of our
customers' lives, it shows we're
always there, anticipating and
helping.

That we're intertwined with
everything they do, following the
rhythm of their lives, connecting
with them at surprising points in
their story.



Brand elements/...



RSA expression refresh

The elements of change

We're not just customer obsessed, we're ambitious. We want to be the best international general insurer, and we're relentless in our efforts to make changes for the better.

Our restless spirit is at the heart of our new dynamic identity – never static, just like us.

These are the tools of our trade/A set of elements to help you create and uphold our distinctive look and feel/ Use them, don't abuse them, so we're always consistent and easy to recognise.

Let's start refreshing.

The RSA Brandmark

A symbol of global dynamism

Not everything’s changing. Our RSA brandmark, a symbol of perpetual motion, still sits at the core of our identity.

We’ve created the RSA Insurance mark for our commercial lines. We’ve added ‘Insurance’ so people know exactly what we do. To reflect our global reach, we’ve created it in a variety of languages.

Our logo is a trademarked element so it must be treated as a legal property. The wordmark and symbol always appear together (except on the app icon shown here), and we always position the logo in a strong, confident way.



App Icon
Used for on-screen applications.



RSA

Brandmark long
Used for all commercial lines.



Endorsement



Endorsement statement
TOGETHER, WE'RE RSA

One clear and simple strapline unites our sub-brands with the RSA masterbrand.

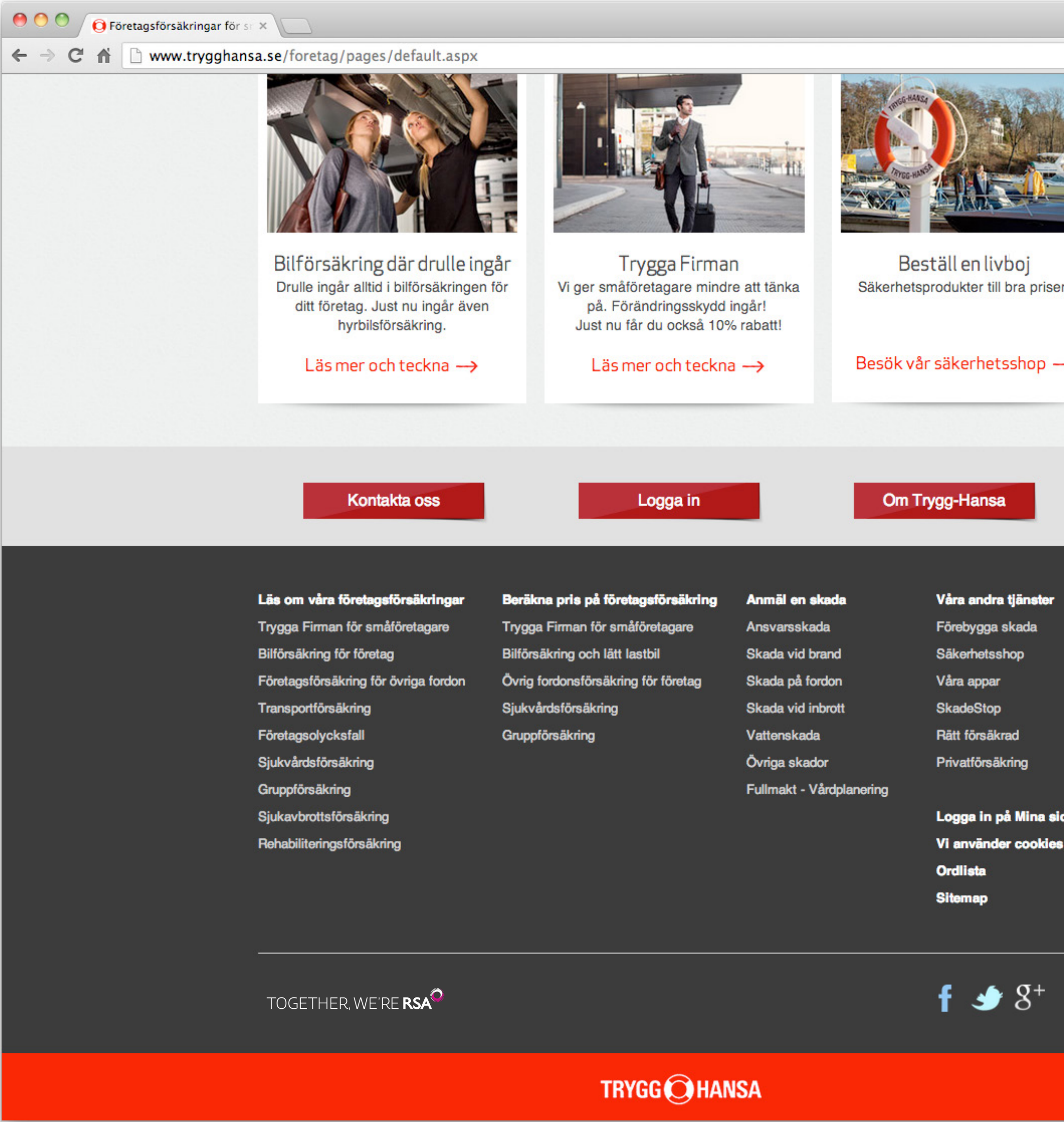
It's also a rallying cry that unites all our employees – that we're working together to make things better.

It underlines that our sub-brands deliver the RSA experience to their customers. Masterbrand and sub-brands benefit from each other's equities, which helps to strengthen and build both.

MORE THAN[®]

0800 300 800 morethan.com

TOGETHER, WE'RE  RSA



Colour
Purple reigns, with vibrant neighbours

We've reinvigorated our colour palette to make it fit for the digital world. Purple is still our core colour, but we've added a gradient to give it more depth and richness. A colour long associated with royalty, purple bows to our noble origins – Royal Sun Alliance.

It stands supreme in a sea of corporate blue. Sitting alongside purple, our electric secondary colours inject extra vibrancy and confidence.



Availabe soon via
Brand centre

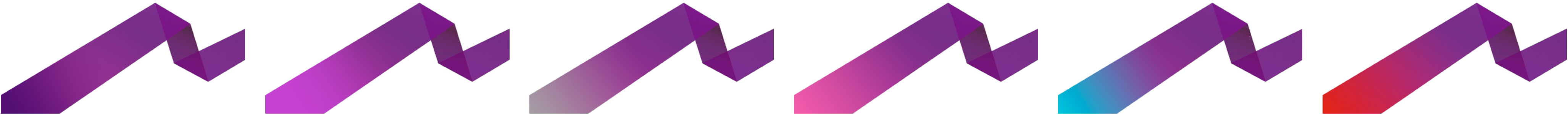
Colour

Using our gradients

We craft our gradients into vibrant colour threads.

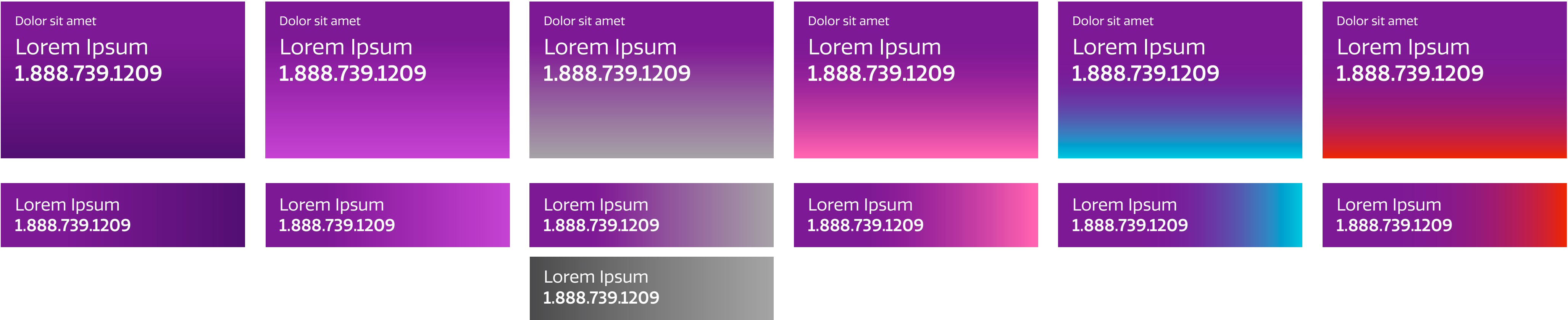
Colour threads

Simply weave our core purple together with about 15% of the secondary colour that best reflects the imagery we're showing.



Colour blocks

Vertical/horizontal gradients can be used as colour blocks or backgrounds. We use a gradient grey as background colour only.



Colour text

Only a few colours can be used on colour text: core purple, grey and magenta.

**LOREM IPSUM
DOLOR SIT AME**

Aenean varius massa tempus,
sollicitudin neque at,
Eleifend Commodo

**LOREM IPSUM
DOLOR SIT AME**

Aenean varius massa tempus,
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sollicitudin neque at,
Eleifend Commodo

Typeface
RSA Sans

When it comes to type, it's out with the old, in with the new. We're replacing Gill Sans with RSA Sans – another human, sans-serif font, but more digital-friendly. So it's an evolution, not a revolution.

Designed in 2012 with the digital space in mind, RSA Sans is a characterful modern typeface that's extremely legible when it's small. Its undeniable charm will infuse our communications with personality, and ensure we'll stand out and be seen.

From the family of eight fonts, we've selected four weights that we can use across platforms.

RSA Sans features a full Latin Extended character set. So we've got around 50 Latin alphabet languages covered: English,

French, German, Spanish, Portuguese, Danish, Dutch, , Italian, Norwegian, Swedish, Latvian, Lithuanian, Polish... well, you get the picture.

Better for: Headlines/Display

RSA Sans Bold

RSA Sans Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?/@£\$%^ &*()_+

Better for: Text/Body copy

RSA Sans Regular

RSA Sans Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?/@£\$%^ &*()_+

Better for: Headlines/Display

RSA Sans Medium

RSA Sans Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?/@£\$%^ &*()_+

Better for: Text/Body copy

RSA Sans Light

RSA Sans Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?/@£\$%^ &*()_+

Photography
A simple formula

People +
Things +
Places +
Moments =



Photography
A truer picture

In the house



Action figures



Modern families



Best friends



The rhythm of everyday life



Hobbies and passions

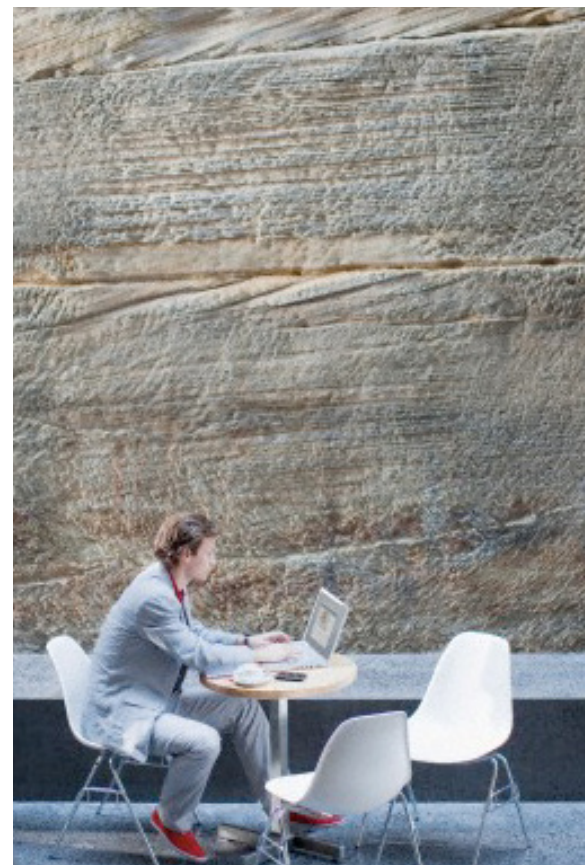


Photography
A truer picture

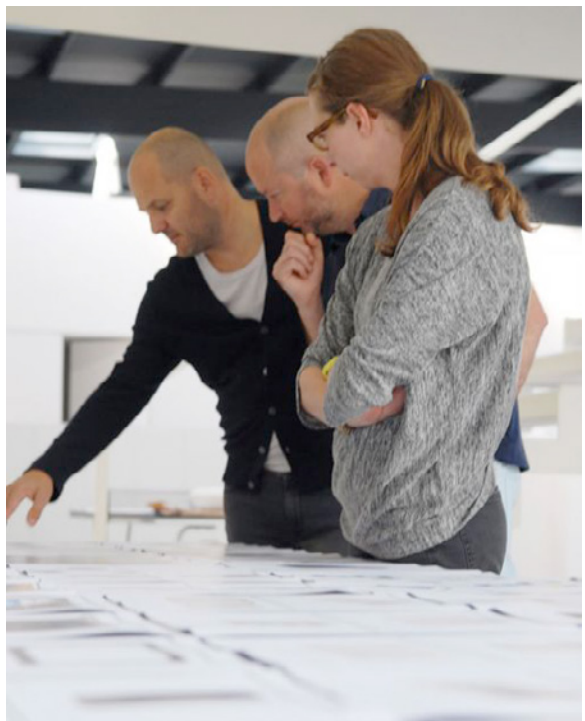
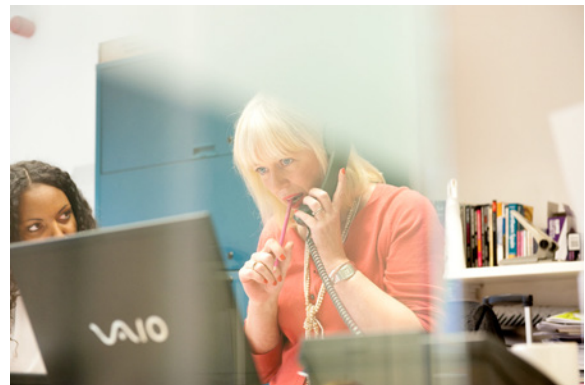
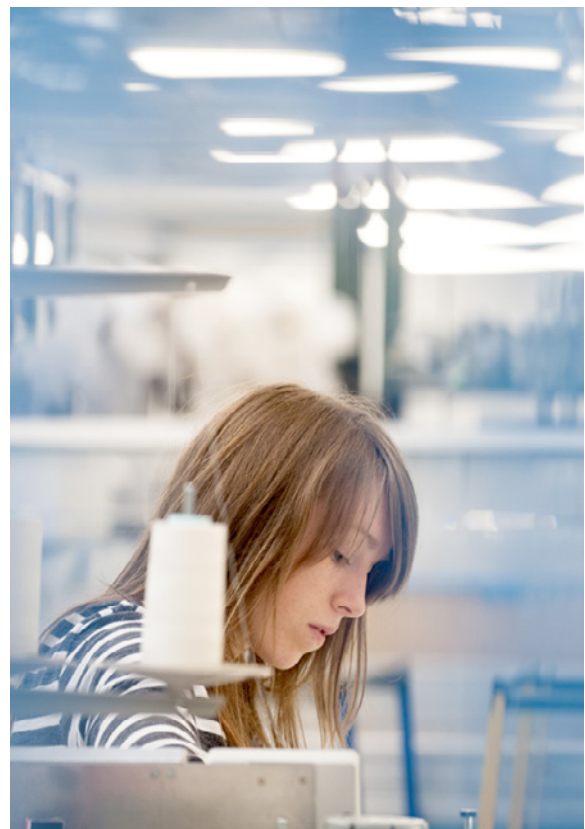
Work and play



New ways of working



Behind the scenes



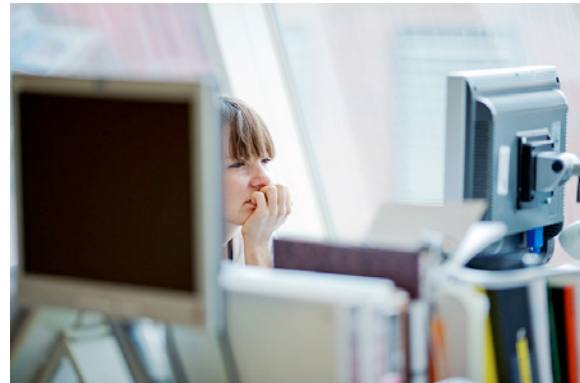
A sense of human scale



Projects and details



Collaborative work practices



Human portraits



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The images remain the property of their copyright holders.

The formula
Quick photography checklist

People+
Things+
Places+
Moments

Content principles
What to choose

- 1. **Real people.**
Living real lives. In three dimensions. Active, involved, engaged. Feeling something. Thinking something. Doing something.
- 2. **Personal things.**
Things that are an expression of our inner selves. With personality, meaning, history and a value way beyond their price.
- 3. **Inspiring places.**
Inhabited places. The setting for the mood and the moment. Relaxed places, homey places. Or thrilling, exciting, and challenging places. Real and immersive. Evoking senses beyond the visual.
- 4. **Stolen moments.**
Real, relatable, human moments. Believable and insightful. Shots that make you feel that you're part of the moment. Moments with mood and emotion. Capture a point in a story, a junction in a narrative that's swiftly moving on.
- 5. **Engaging stories.**
Shots should have an element of storytelling the audience can engage with. A recognisable extra layer of meaning.
- 6. **RSA playing a believable role.**
Be bold about RSA's role in the picture. RSA needs to be present or implied. The Purple Thread will reinforce our presence.
- 7. **Keeping it fresh and unique.**
Show an interesting and unique angle on a situation or moment, not the expected viewpoint. Work in the margins. Use a variety of crops, close-ups and long distance shots.
- 8. **Regional and local.**
Capture regional variety and local flavour. Reflect local ways of life, environments and traditions.
- 9. **Do you really need a picture?**
Typography and illustration are powerful communication tools. Assess the need for a photo and think about alternative creative treatments.
- 10. **Assignments.**
Sometimes the only way to get the right content in a picture is to commission a photographer. A detailed brief will help.

Style principles
How to shoot it

- Practical tips to help when adding to the photography library.**
- 1. With large-scale things – infrastructures, projects, themes – add a sense of human scale by including a person in the image..
 - 2. No looking straight at the camera. Subjects should be real, relaxed and unposed. No fake smiles.
 - 3. Leave plenty of space within images to add our Purple Thread, text and RSA brandmark.
 - 4. Show a balance of groups and individuals, and a variety of ages.
 - 5. Be fresh and contemporary. Watch out for things that date images like old technology and cars.
 - 6. Shoot a variety of portrait and landscape images to work across communications.
 - 7. Use a variety of crops, close-ups and wide shots.
 - 8. Use a long depth of field to create focus within the image. The Purple Thread works better with sharp images.
 - 9. Go for a clean and simple composition, not too-busy backgrounds.
 - 10. Our colour is real and authentic, not oversaturated.

The Purple Thread
Crafting our new
brand asset

It's always sharply angled. A symbol of our confidence, decisiveness and swift-to-act approach. A purposeful thread, not a soft ribbon.

- 1

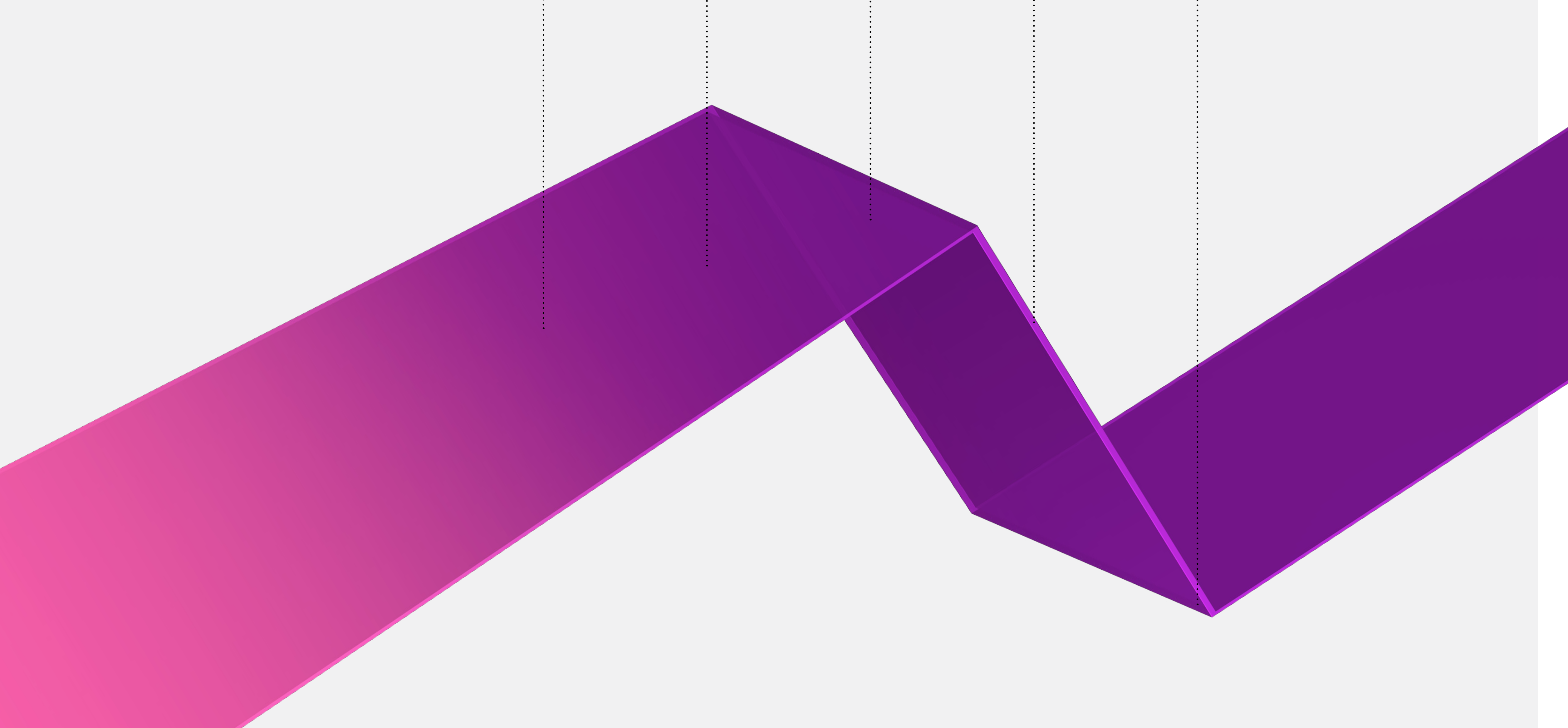
Colour.
It always starts with our core purple.
- 2

Glossy.
The surface sheen is inspired by translucent Perspex.
- 3

Transparency.
Sheer enough to see layers when it overlaps.
- 4

Edge.
A subtle line of colour defines overlapping edges.
- 5

Sharp fold.
Folds are crisp and confident – no soft curves or bends.



The Purple Thread
Find it where you
find our customers

The Purple Thread represents RSA. And as a business, we're there when and how our customers need us. In the background, even when we don't have to do anything. Supporting people when they're taking risks. Restoring something when it goes wrong. And protecting things together, for the better.

The Purple Thread is almost human: curious, brave, industrious. Getting the most out of life and doing all the things our customers do.

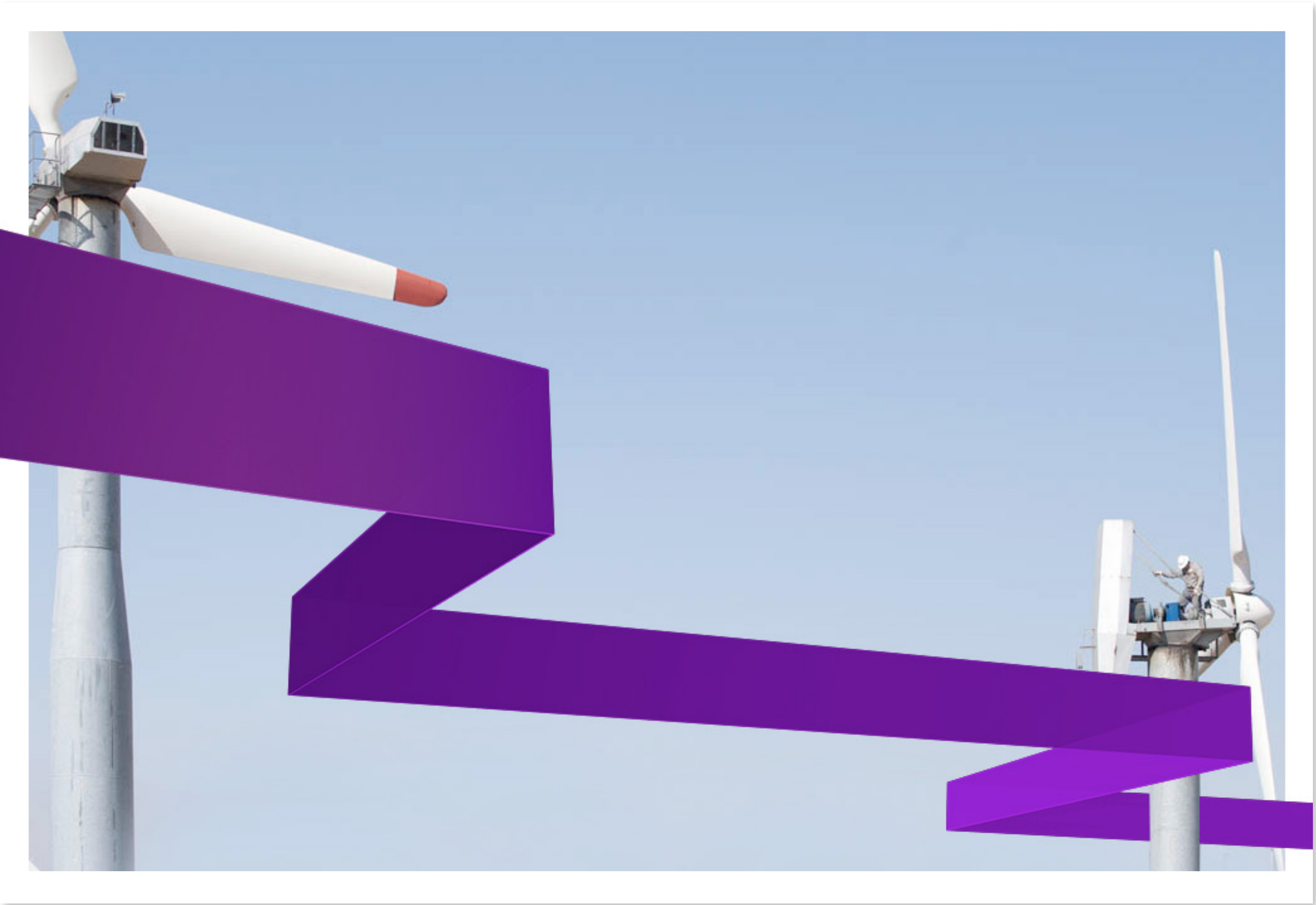


The Purple Thread A User's Manual

The Purple Thread lives in the real world. So give it a realistic perspective when you integrate it into its surroundings.

It's always bold and consistent in width, never fading or disappearing off into the distance.

- 1 Pick your image
- 2 Create your thread
- 3 Make it feel real



The 1 thread policy.
Don't overdo it. Hero just one Purple Thread in each scenario.



Multiple applications.
The Purple Thread is at home in all kinds of spaces, from digital to physical.

Digital

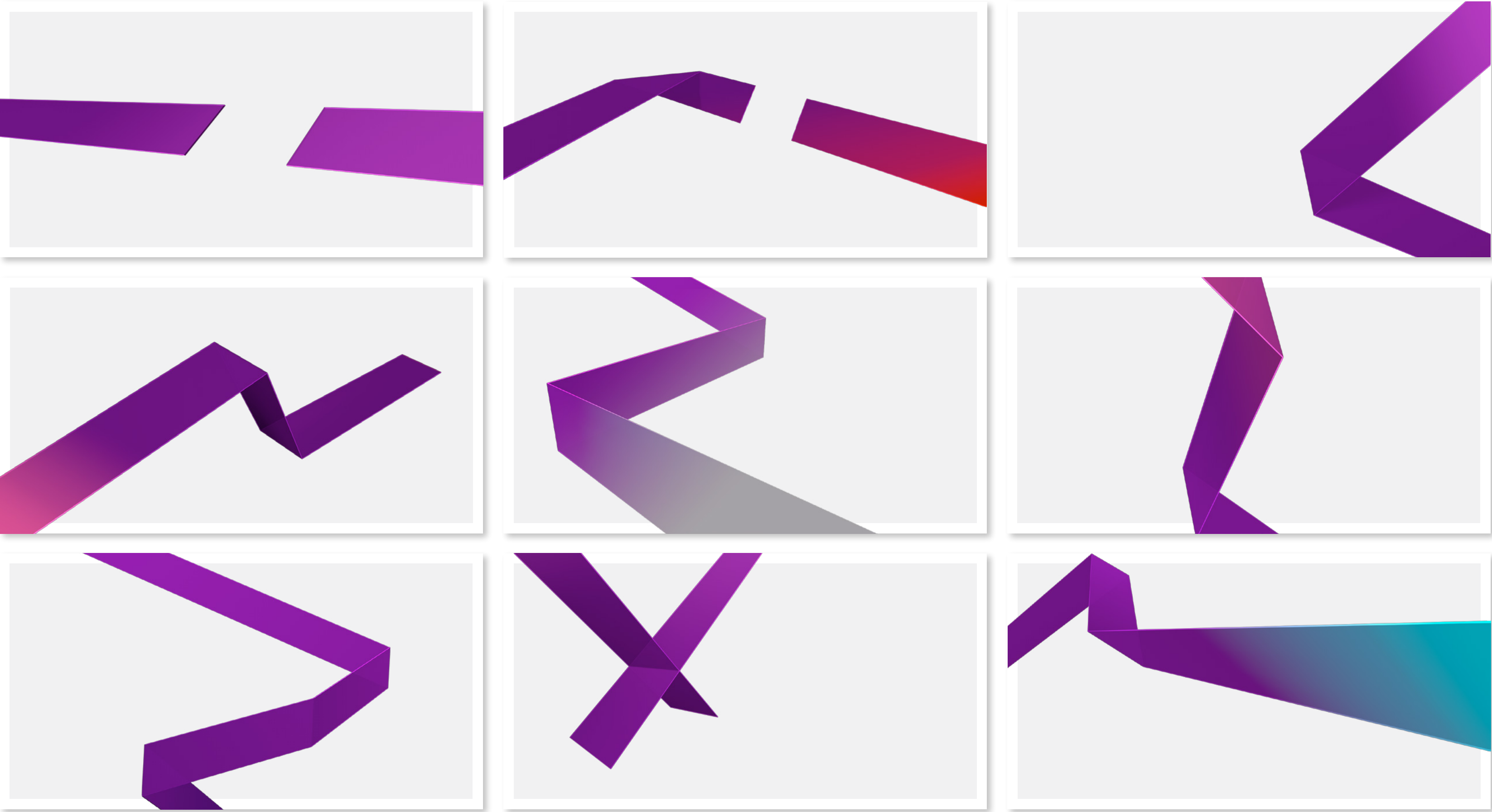


Physical



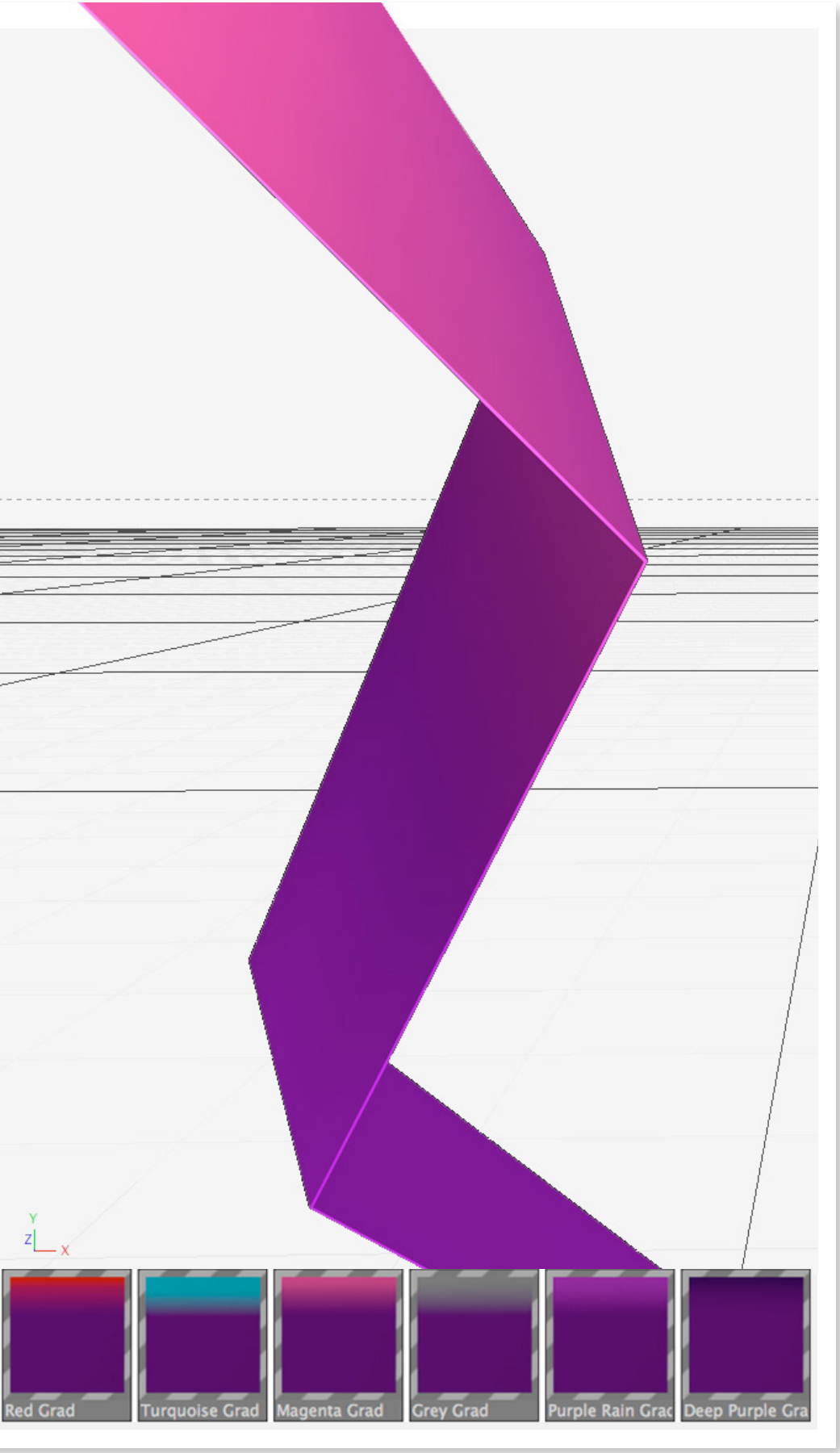
The Purple Thread Prêt-à-porter

We've created a suite of Purple Threads ready to dress your communications. Crop them, zoom in on them, reflect them and play with them to get the most out of them.



The Purple Thread Tailored 3D asset

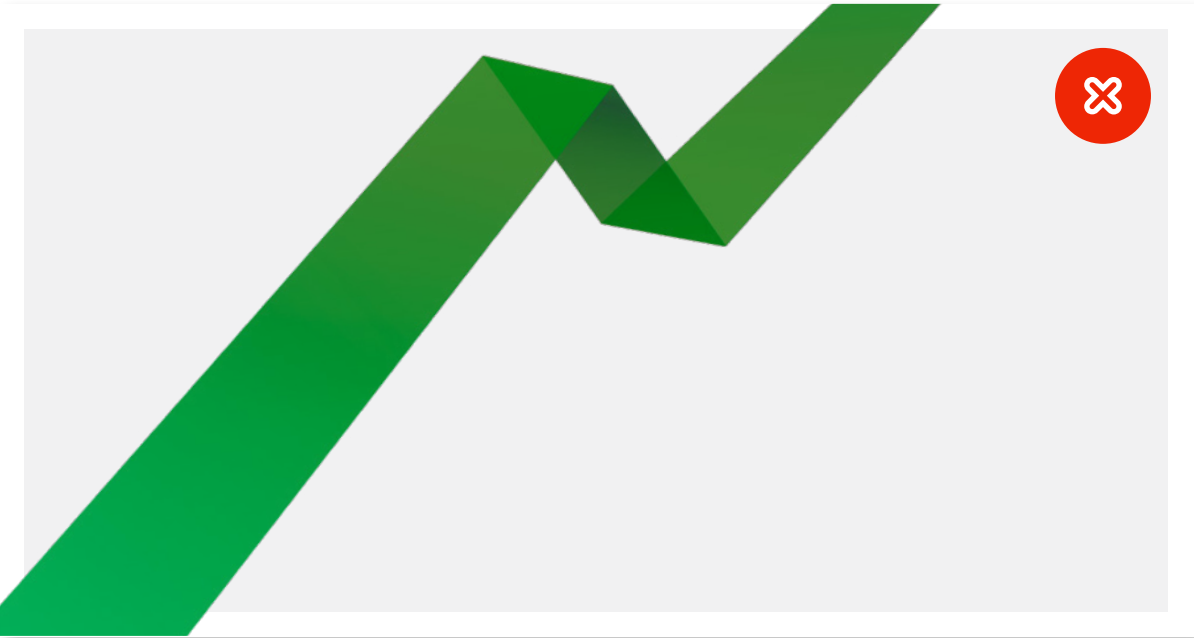
Power your own Purple Thread by downloading the 3D asset.



Availabe soon via Brand centre

The Purple Thread
DON'Ts

You're free to flex the Purple Thread within our clearly defined framework. But always remember: be elegant, be dynamic, and apply it with care.



Don't introduce off-brand colours.
It's called the Purple Thread. Not the Green Thread, not the Red Thread, not the...



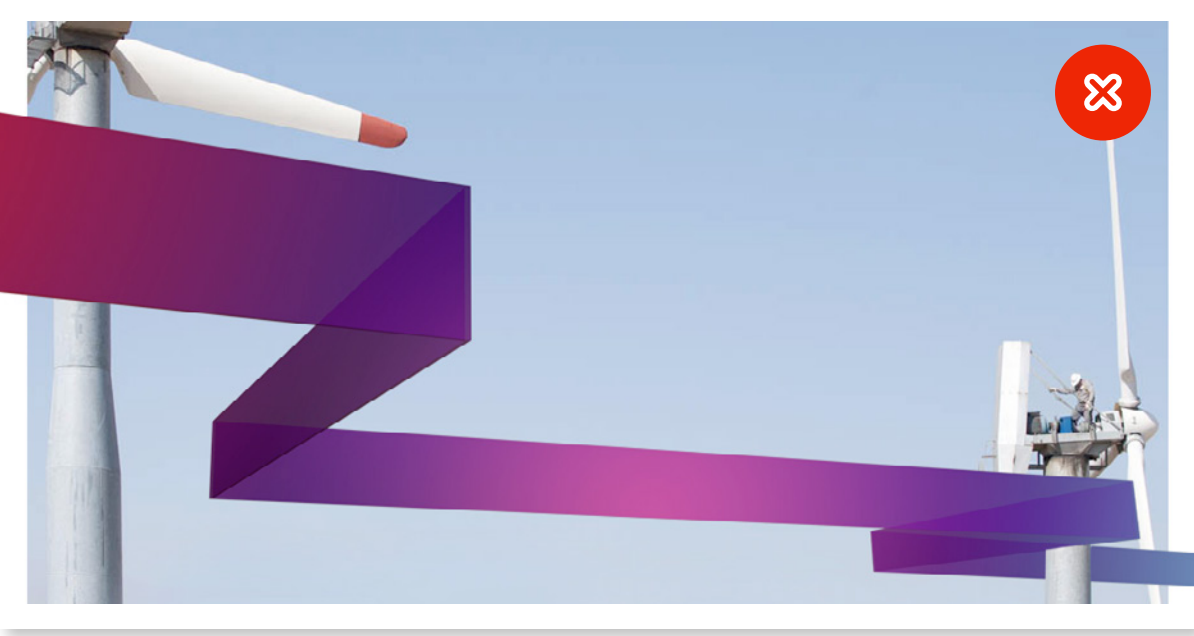
Don't overuse it.
We follow customers' lives rather than impose ourselves on them. Don't overwhelm or suffocate their image with the Purple Thread.



Don't use more than one Purple Thread.
One is elegant. One is confident. One is quite enough.



Don't treat the thread as a ribbon.
It's not a softly flowing ribbon; it's a sleek, sharply-folded thread.



Don't use more than one secondary colour.
Only combine one secondary colour with our core purple.



Don't use more than 15% of a secondary colour.
The Purple Thread is proudly purple: a good 85% purple, in fact.



Don't fake perspectives.
Keep it real – imagine how it would look out in the real world.

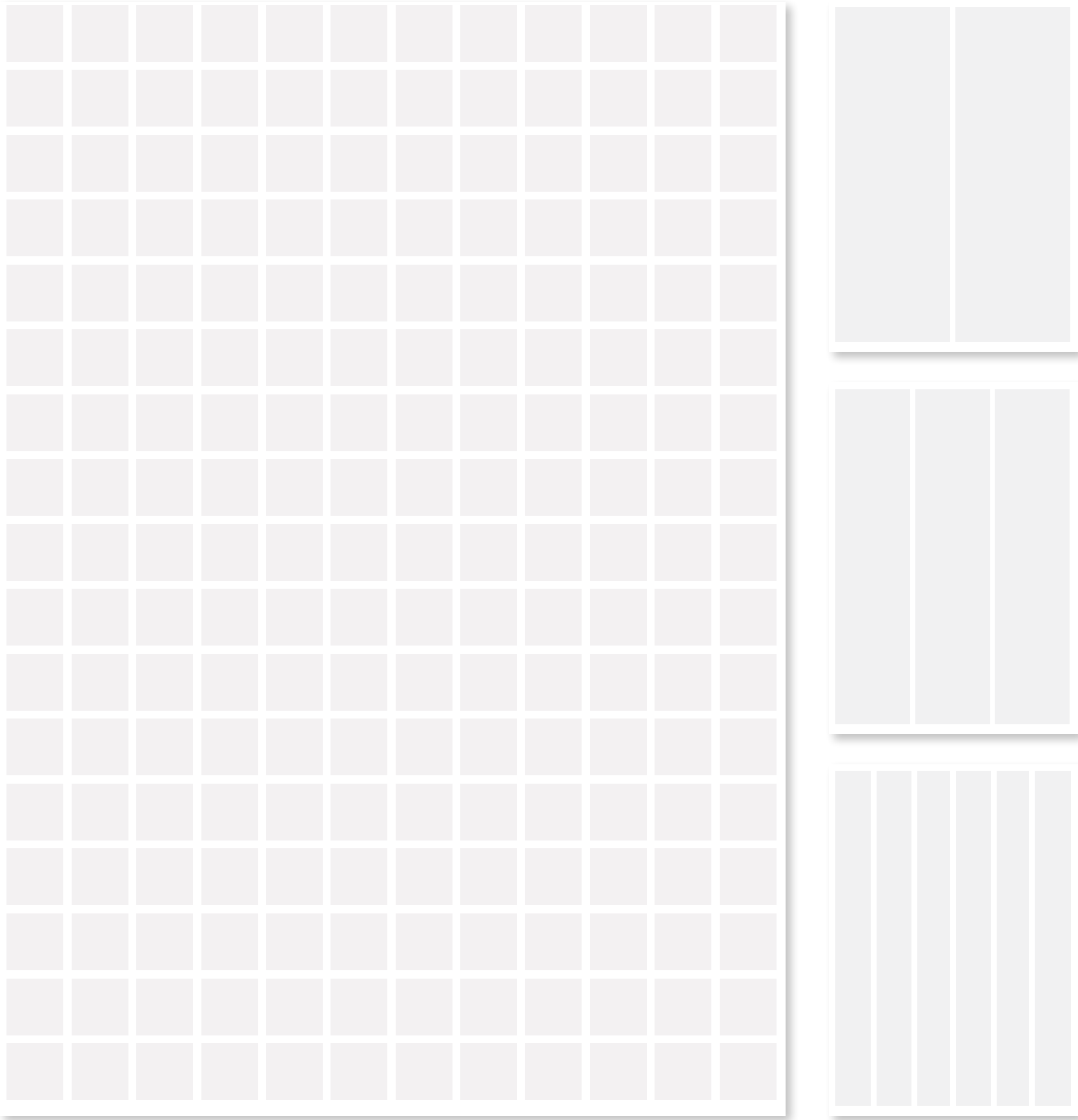


Don't diminish its impact.
The Purple Thread is never thin, weedy or apologetic. Prominent but always proportional.

Layouts and grids
Responsive grids

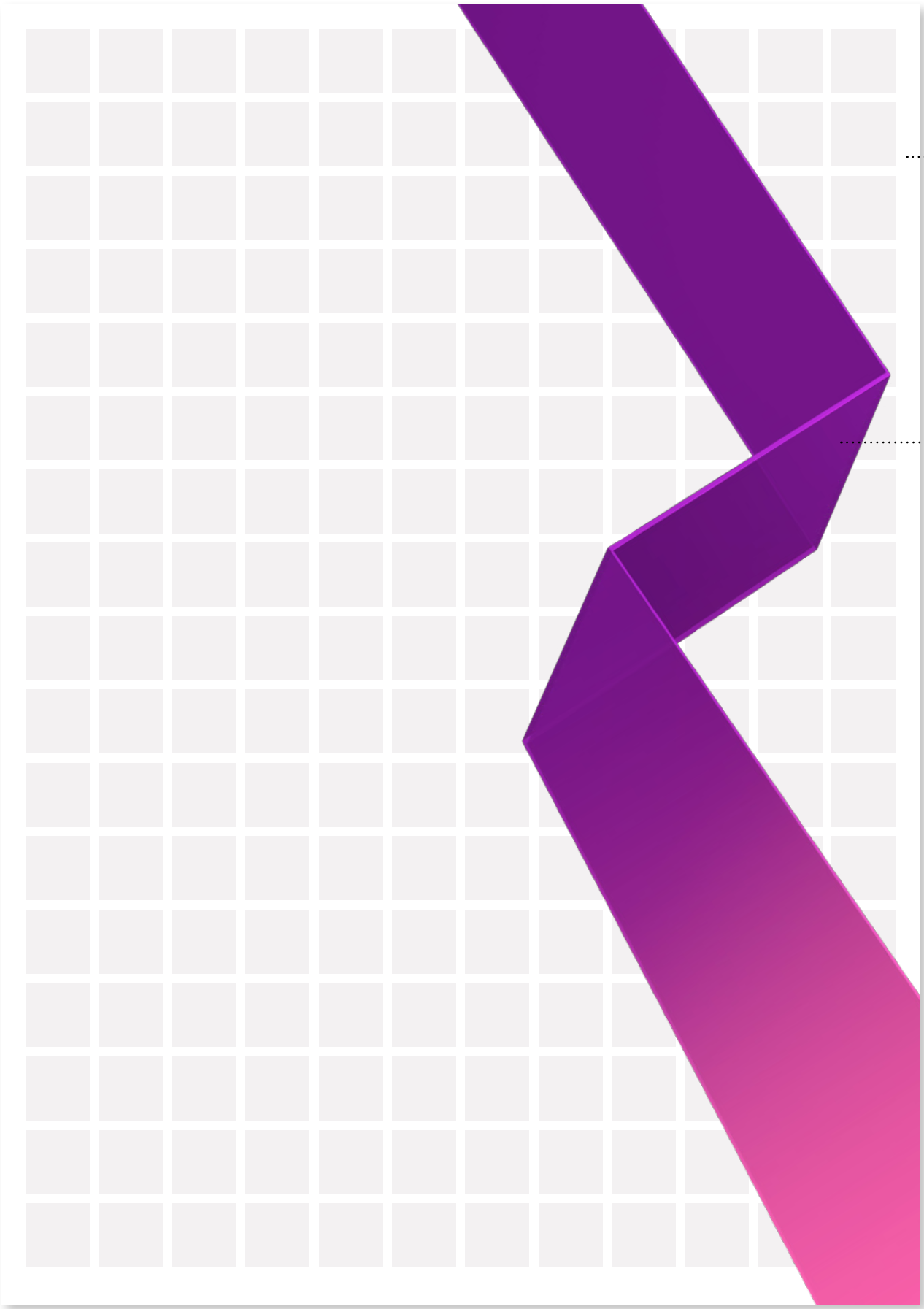
Our new layouts are responsive, cross-platform and pixel-perfect. We started with the screen first, then moved outward to mobile.

12 column grid
Responsive grid. Adaptable in different screens: mobile, tablet and desktop.



Layouts and grids
25% thread
and The Frame

White frame
The Purple Thread intertwines across the whole page. It's essential to leave a white frame around the page to create this effect.



1 **White frame**
10mm in A4

2 **The Purple Thread**
Approx 25% of the surface

Typography
Basic house rules



1 **Headlines**
RSA Sans Medium
All caps. 72 pt

2 **Sub-headings**
RSA Sans Medium
Title case. 24 pt

3 **Body copy**
RSA Sans Regular
+ Light
Title case. 18 pt

4 **Call to action**
48 pt

Typography hierarchy
Following our defined proportions
keeps our communications clear.

All upper-case headlines
Something we've kept from
our old identity.



1 **Headlines**
RSA Sans Medium
All caps. 84 pt

2 **Sub-headings**
RSA Sans Medium
Title case. 24 pt

3 **Sub-headings**
RSA Sans Regular
Title case. 18 pt

Purple Thread as a holding device
Use it to frame an important message.



The Purple Thread shows our logo respect
Their paths should never cross – always let
our logo shine.

Availabe soon via
Brand centre

Typography
Calls to action

Our calls to action are bold and crystal clear. Use colour and type hierarchy to guide people through communications.



Thread as a container
Thread highlights the calls to action.



Thread respects logo
Headline separates the thread with the hero content.



Thread interacts with headline
Creating a clear space between the headline and the hero messages.

Illustration

Another new tool in our kit

Illustration can help us to describe complex situations in an elegant way that’s unique to us. Sometimes we mix in infographics to get our message across clearly.

An illustration can be used when appropriate photography is not available or doesn't portray the breadth required.

We’ve based our illustration style on the angular nature of the Purple Thread and incorporated the brand colours.

A master illustration has been created depicting four scapes that encapsulate the RSA world: countryside, sea, city and residential. This can be used as one or separated into the different scenes.

This world is generic and region-agnostic, not depicting a specific country. Regional versions could be created by adding relevant landmarks such as the "Walkie-Talkie" depicted.

This layered illustration enables the elements to be switch off or moved to create new illustrations. Altering or creating new illustrations should be done in Adobe Illustrator by a designer.

Master illustration
Countryside, sea, city and residential.



Illustration

Creating a new illustration

Illustrations can be created to help explain any complex situations that photography isn't able to encapsulate.

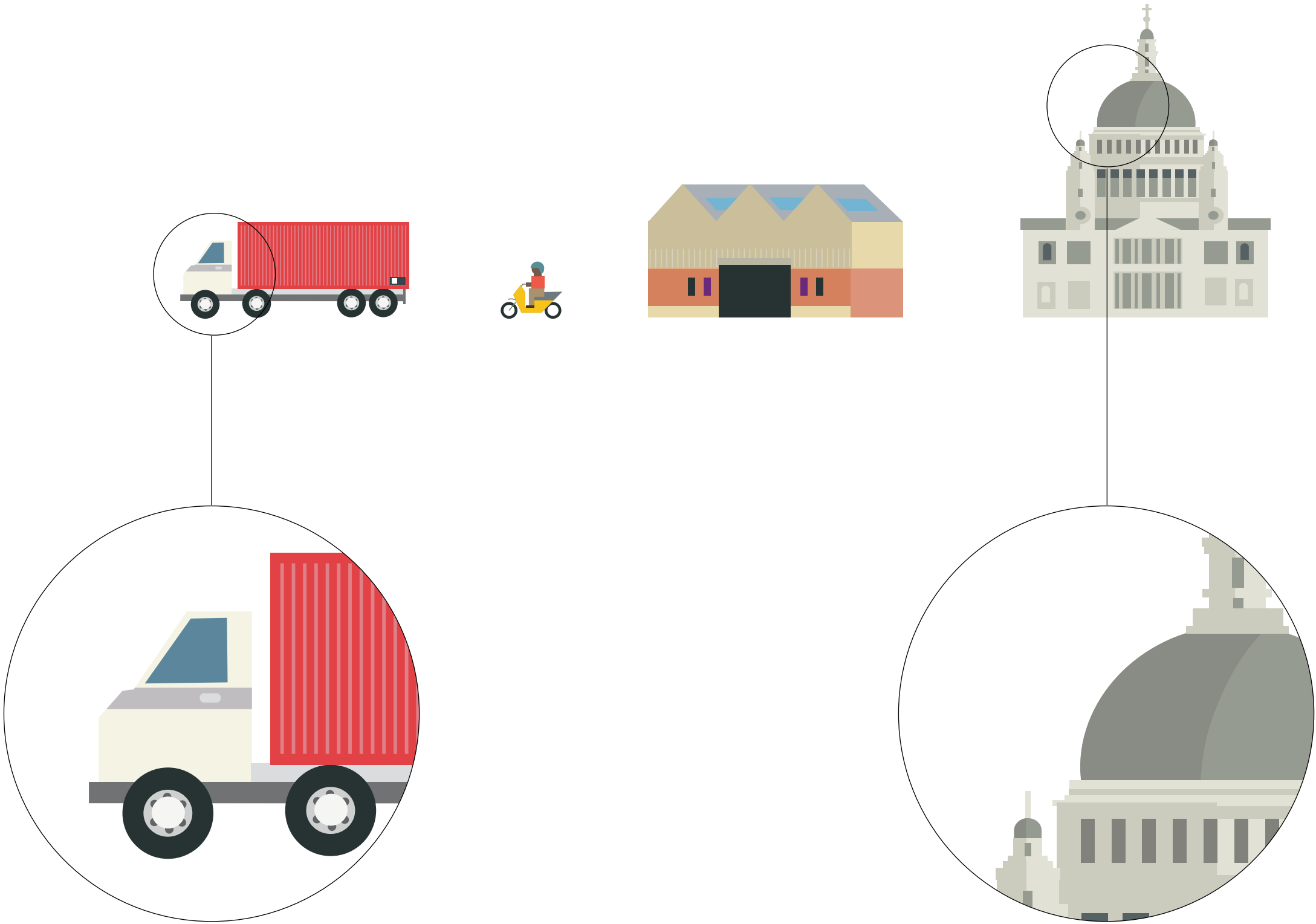
All new illustrations should be created in the same way to ensure our style is consistent.

- 1. Start with a base layer.**
Whether this is a landscape and sky or the interior of a house, a simple backdrop will anchor all the other elements.
- 2. Add the pieces to the puzzle.**
Whatever these elements may be, they should be created from straight lines and diagonals wherever possible. Only objects with a natural curve, i.e. hills, should break this rule. Consider scale of all the elements. Designing all the elements on different layers within the artwork will make switching them on and off easier.
- 3. Layer up.**
The illustration should feel full, as RSA operates in a busy world – don't leave it too sparse.
- 4. Consider colours.**
Our colour palette should be used as much as possible, using tints to create a softer environment. Our purples should be used as an accent only to ensure the thread has stand out in the design. Other colours can be used when an element is only recognisable by that colour, i.e. grass.

Base layer



Adding the elements



Straight lines and diagonal make up the RSA world – echoing our Purple Thread.

Only include curves when something has a natural curve.

Iconography set
Instant impact

Our icons have been created to endorse the different aspects of our business.

They can be used to support key facts and information or used for call outs but shouldn't be used instead of photography.

The icons are available in the six colour gradients as well as black and white versions for one colour printing. Colour versions should be used whenever possible.

When using multiple icons together, they should all be the same colour and remain the same scale to each other.

The icons should remain a separate device to any illustrations.

Colour icons

Icons can be used with full colour or reversed out gradients.



The right word

Tone of voice
principles

restless,
engaged,
empathetic.

Tone of voice principles

More human, more engaging

OK, we'll own up to it. Sometimes we get bogged down in overly complex language and jargon. Part and parcel of being in the insurance world. But we know that people respond to simplicity, empathy and warmth. Even more so as we all move deeper into digital, a sometimes distant, impersonal space. We all crave the human touch – and voice.

That's why we've turned our attention to humanising our brand voice – to engage people on a deeper level.

We also want to make sure that we write in a way that's clearly and distinctively recognisable as us. So that every time we communicate with people they know who we are, what we do, and how we do it for them.

We can achieve this through the things we say (the content of our communications) and the way we say them (our tone or style).

What we're like

Approachable and honest / Strong, stable and with a clear sense of purpose / We help people get ahead and progress / We make things simple and give people clarity and confidence / We're proactive / We demonstrate flexibility and innovation / We're obsessive.

Our obsession sets the tone:

We're restless

We won't sleep until our customers are happy

We're engaged

We're always engaging with our customers

We're empathetic

We put our customers first

Tone of voice principles 1/3

We're restless

We won't sleep until our customers are happy

“We’re obsessed with making life better for people through the protective and restorative power of insurance.”

That obsession needs to come through in everything we write and also in the style of our writing.

Of course, we’re obsessed enough to know that we shouldn’t use the word ‘obsession’ outside RSA. ‘Restlessness’ and ‘dedication’ are better.

So...we won’t rest till we’ve found the very best way to express ourselves.

Till we’ve found the best words and put them in the best order.

With syntax and punctuation used as accurately and skilfully as musical scoring.

Good words

Here are some useful words and phrases to use in your copy or to get you thinking:

- Better
- Change for the best
- Restless
- Tireless
- Meticulous
- Detail
- Puzzle solving
- Continuously improving
- Always searching
- Never stopping
- Anticipating
- Two steps ahead
- Dedicated
- Driven
- Small
- Step by step

Writing tips

Use the active voice
RSA is a restless, active brand, so always use the active voice, putting the subject before the object.

- **We do say**
‘We’re launching a new range of products’.
- **We don’t say**
‘A range of new products was launched by RSA’.

Take responsibility
Use the first person and act right away, rather than deferring to another department or a later date.

- **We do say**
‘I’m looking into it right now and will call you back today.’
- **We don’t say**
‘Your case is being processed. A member of our contact centre will revert to you within 30 days.’

- Editing checklist**
- Are you using the very best word you could?
 - Are you using more words than you need to?
 - Are you sure your grammar and punctuation are correct?
 - If in doubt, call in a copywriter.

Tone of voice principles 2/3

We're engaged

We're always engaging with our customers

Our stories fit around our customers' stories. We start from their need, even if we've already anticipated it.

We keep our promises. So we only put in print what we can back up in person.

And we don't just engage with our customers, we keep our stories engaging, too.

By peppering them with surprises. By making the ordinary extraordinary. And the extraordinary ordinary.

We distil each story to its essence, commanding our readers' attention throughout.

And we've been engaging with them for over 300 years

We didn't become a 300-year-old company in one giant leap. Each story we tell is a new chapter in a 300-year epic.

We're proud of that heritage. And, where appropriate, we link our new storylines to old ones.

As far back as our origins, if need be.

Good words

Here are some useful words and phrases to use in your copy or to get you thinking:

- Chemistry
- Confidence
- Together
- Companion
- Involvement
- Behind you
- Sharing
- Talking
- Listening
- In this together
- Anticipating
- Alongside you
- There for you
- Partners
- Communicating
- Understanding
- In touch with
- Close

Writing tips

Put the customer at the beginning, the middle, and the end
We're always engaging with our customers. So we should make sure we demonstrate this in every piece of copy we write, too.

- **We do** start by talking about the customer.
- **We don't** start by talking about us.
- **We do** end by talking about the customer.
- **We don't** end by talking about us.

And we make sure that every time we talk about ourselves or our products, we make mention of our customers, too.

Personal pronouns – for intimacy and inclusiveness
We create a strong sense of engagement or personal relationship with our customers by referring to our audiences and ourselves frequently, using words like 'you', 'us', 'our' and 'we'.

- **We do say** 'we'. **We don't** say 'RSA'
- **We do say** 'you'. **We don't say** 'ABC Insurance Brokers'.
- **We do say** 'our'. **We don't** say 'the'.

Ask questions
Asking questions in copy directly engages the reader in a dialogue. Doesn't it?

We're empathetic

We put our customers first

“We treat customers in the way they'd like to be treated. So we give them the information they need most. In the way they'd most like to receive it.”

We always speak to them in their own everyday language. Not our own. And not jargon, if we can avoid it.

And while one person's idea of everyday language might be different from another's, remember we're always talking to people.

We might adapt our tone when talking to professional audiences, such as brokers. But we still keep in mind that they are fathers, mothers, sons, daughters, football fans, and gardeners – just like our domestic customers.

We always show empathy in our writing.

Because it's only by understanding our customers' changing worlds, lives, and challenges that we've been able to develop products that are suited to their needs.

Good words

Here are some useful words and phrases to use in your copy or to get you thinking:

- You
- First
- Ahead
- Care
- Consideration
- Courtesy
- Respect
- Protecting
- Thinking of you
- Relevant
- Bespoke
- Tailored
- Fit around you
- Pledge
- Promise
- Your needs first
- Enabling
- Empowering
- Sharing

Writing tips

Use conversational language
Writing in the everyday language our audiences use shows we're thinking from their point of view. And remember each of our audiences has a slightly different idea of 'everyday' language. So the tone you use for consumers might vary from the tone you use for professional audiences. One simple rule always applies: if you wouldn't say it, don't write it.

Jargon buster

- **We do** say 'do'. **We don't** say 'action'
- **We do** say 'now'. **We don't** say 'at this juncture'
- **We do** say 'strategy'. **We don't** say 'game plan'
- **We do** say 'assess'. **We don't** say 'scope out'

Problem, solution

We show empathy by demonstrating our understanding of the customer's world and the customer's needs, before introducing our own solutions.

- **We do** introduce the customer's need first. **We don't** talk about ourselves first.
- **We do** enter the customer's world. **We don't** invite them into ours.

The 17 RSA plots
Telling a good story

A story is a problem dealt with in a sequence.

We've set out a series of plots to guide and inspire you when you're crafting one of our stories.

Broadly, these fall into three categories:

- Problem solving
- Transformation
- Interpretation

—*Ambition.*
Stories about the desire to achieve something. Stories about determination and hard work. Stories of drive, enthusiasm, and sense of purpose.

—*Ascension.*
Stories about reaching new heights, moving onto a new level and improvement. RSA on the up. It's getting better all the time.

—*Combination.*
Stories about bringing the best together, combining the ingredients of success, arranging, and coordinating. Stories of cooperation, collaboration and partnership.

—*Coverage.*
Stories that detail the comprehensive level of RSA coverage, from micro to macro and from global to local. Stories of protection, security, assurance, indemnification, indemnity and compensation.

—*Daring enterprise.*
Stories of audacity, of playing in the edges, of fearlessness and bravery. Stories of taking risks and winning, accepting the challenges.

—*Delivery.*
Stories of provision, of distribution and fulfilled promises. Delivering the goods and services, satisfying needs and demands. Shipping, dispatching and handing over.

—*Discovery.*
Stories of analysis, exploration and advantage, showing forward thinking and determination. RSA pioneering new areas of interest, products and services.

—*Evolution.*
Stories of change through time, growth and transformation. 300 years of evolution. Development and process. The past substantiating the future.

—*Overcoming.*
Stories of overcoming difficulty, struggle or conflict. Stories of conquering, triumph and prevail.

—*Prediction.*
Anticipating the future.

—*Protection.*
Stories about safety and security. Anticipating and preparing for whatever life throws at you.

—*Prevention.*
Stories of our proactive approach to risk management, preventing something from happening or arising.

—*Pursuit.*
Stories that detail the search for excellence through time. Acts and efforts to secure and attain. Regular and custom quests.

—*Rescue.*
Stories of intervention, problem solving on the ground and inventive avoidance of danger.

—*Restoration.*
Stories of repair, mending and fixing, returning to a previous state.

—*Transformation.*
Stories of internal and external visible change, alteration and improvement.

—*Sacrifice.*
Stories of extreme commitment and extreme lengths, personal engagement and promises.

Our brand at a glance

Logo and endorsement



Colour



Typography

RSA Sans Bold

RSA Sans Bold Italic

RSA Sans Medium

RSA Sans Medium Italic

RSA Sans Regular

RSA Sans Regular Italic

RSA Sans Light

RSA Sans Light Italic

Photography



Iconography



Illustration



Tone of voice

We're restless

We won't sleep until our customers are happy

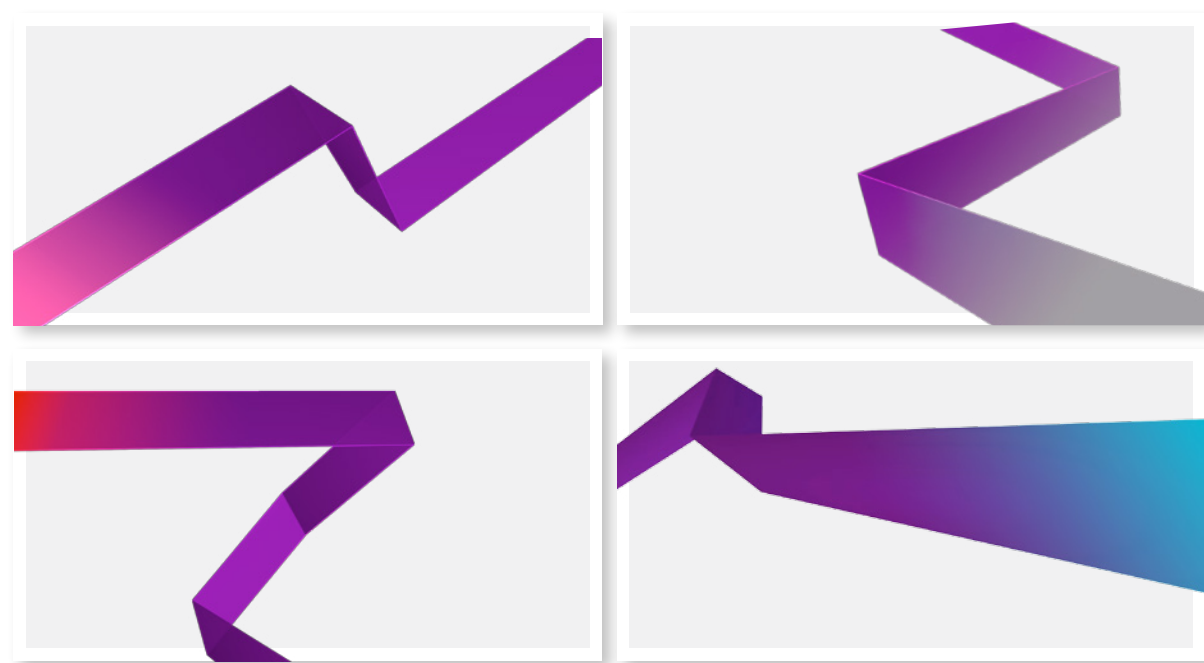
We're empathetic

We put our customers first

We're engaged

We're always engaging with our customers

The purple thread



Bringing the brand to life./...



RSA expression refresh

Bringing it all together

Our refreshed identity introduces a new era for RSA.

Take a tour of our gallery of creative applications to inspire you when you're creating your own communications.

DISCLAIMER The following applications are examples for illustrative purposes only. Not for external or internal use. The images remain the property of their copyright holders.

We've brought all our identity elements together —our Purple Thread, colour palette, type, imagery, our human voice— to show you how it's done. Know what it all says?

TOGETHER, WE'RE RSA.

B2C Website
Direct Responsive – Tablet

Notional Only

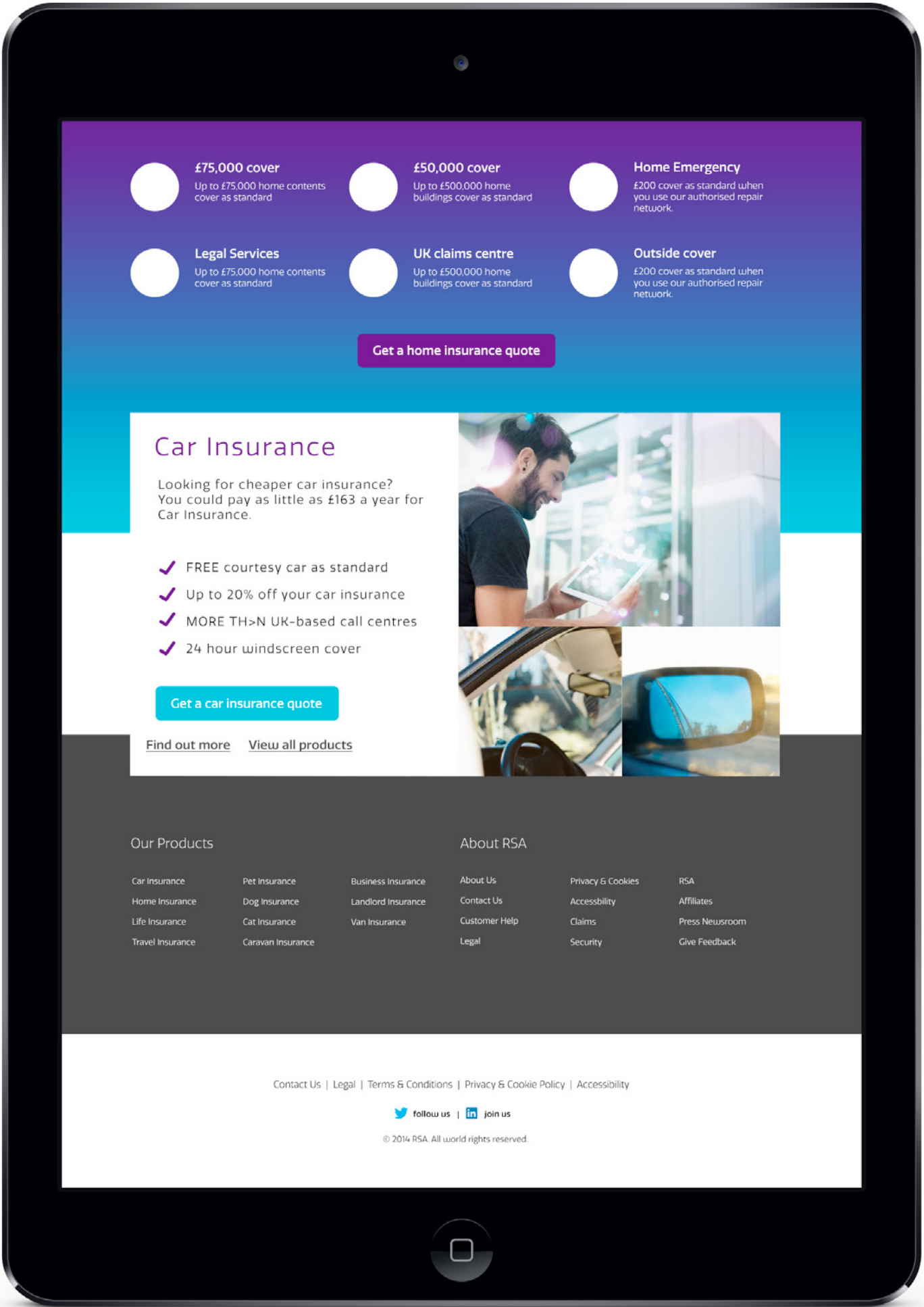
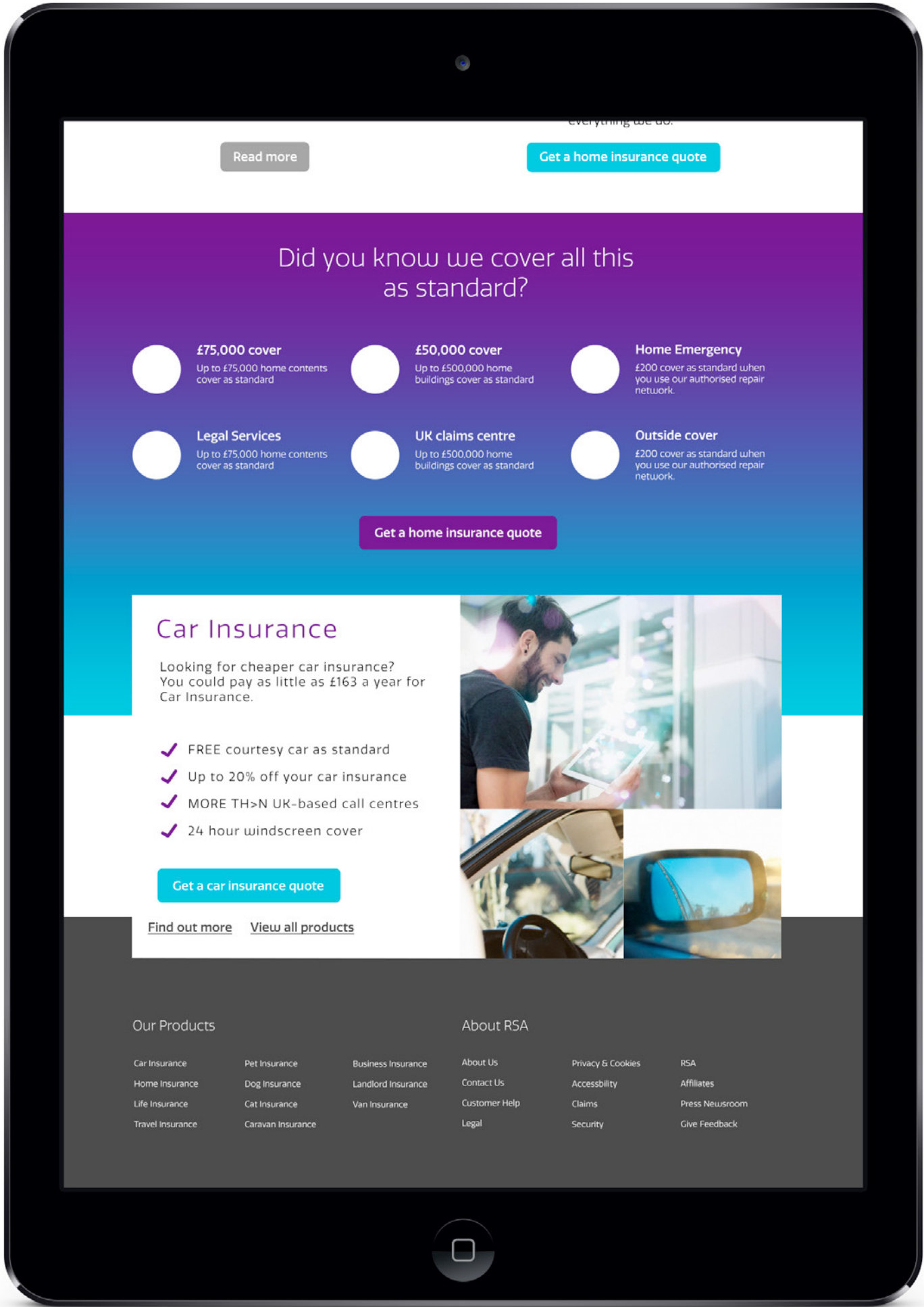
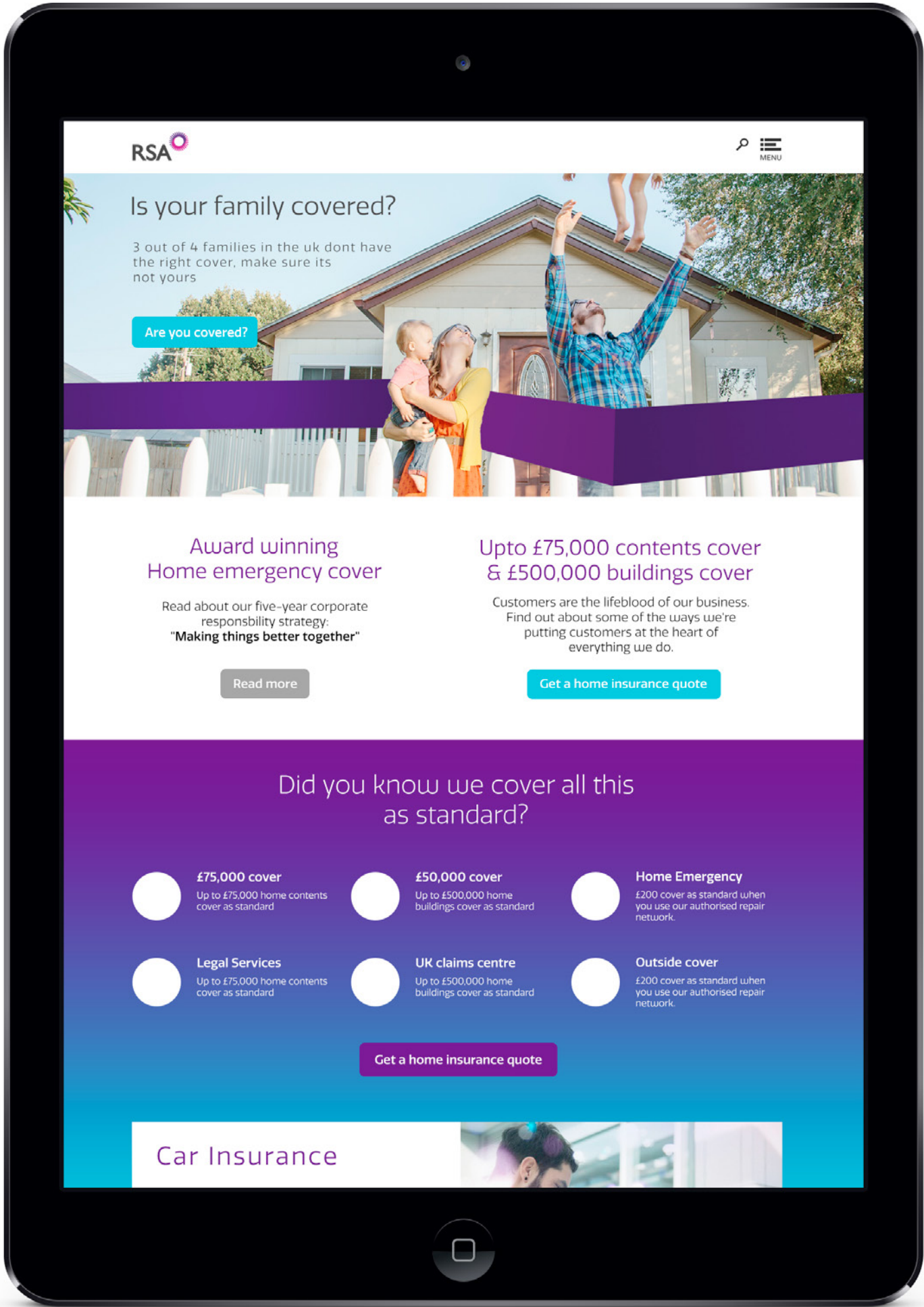
Clear and warm.
Designing around the user's needs brings clarity to what we're offering. It's easy to follow and find what they're looking for.

Inject personality.
The Purple Thread infuses everything with our brand personality: always engaged.

Problem/solution.
Our stories make it clear how we're intertwined with our customer's lives. Pictures are full of warmth and human experience.

To the point.
Lists are clear and concise. Getting a quote and making a claim are the most prominent features.

Witty iconography.
Adding visual interest enhances the user's experience and helps them absorb information. It can also add a touch of humour.



B2C Website
Direct Responsive –Mobile

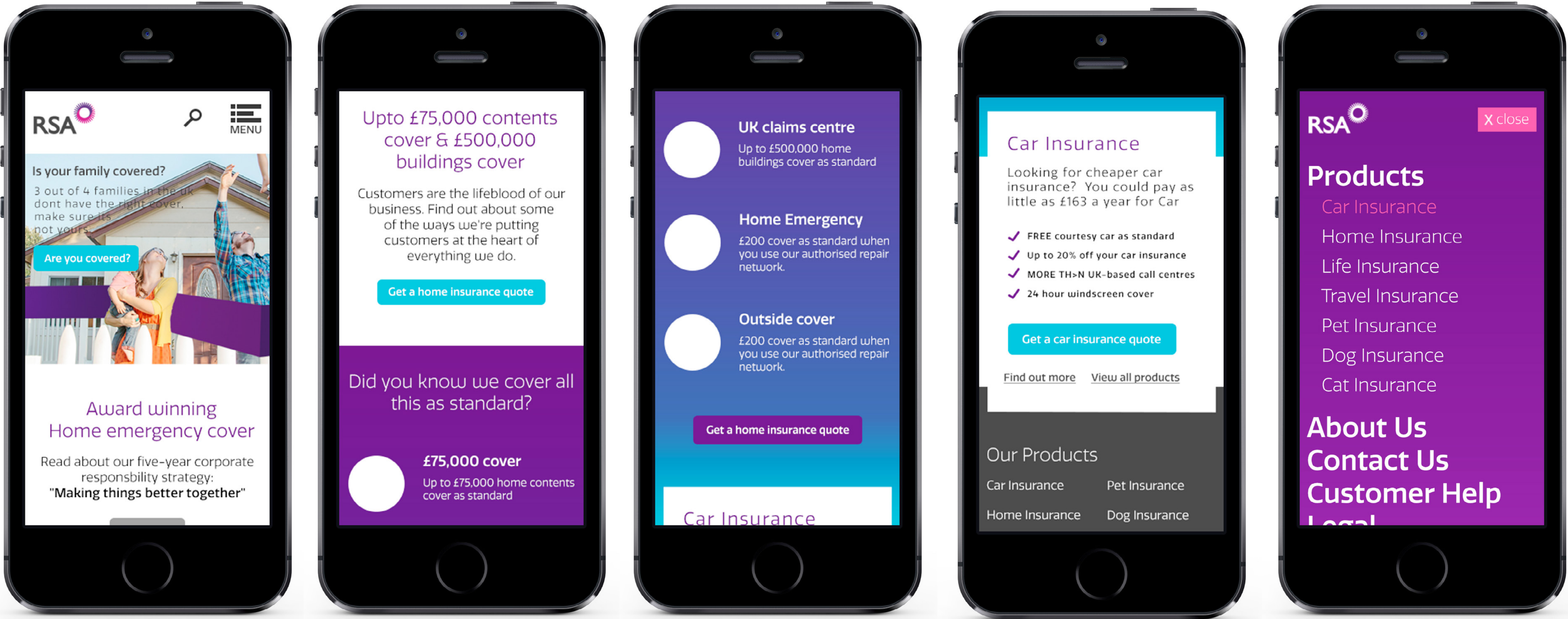
Notional Only

Brand-inspired digital experiences are an ideal opportunity to show the brand in action in people's lives.

Problem solving in action. This notional app is designed to help people when they need it most, showing RSA woven into someone's real-world scenario.

Colour-blocking, iconography and superb functionality create a seamless and helpful experience when they place the things that matter to the fore.

The Purple Thread is a powerful symbol that represents RSA.
Tone of voice is restless, engaged and empathetic.



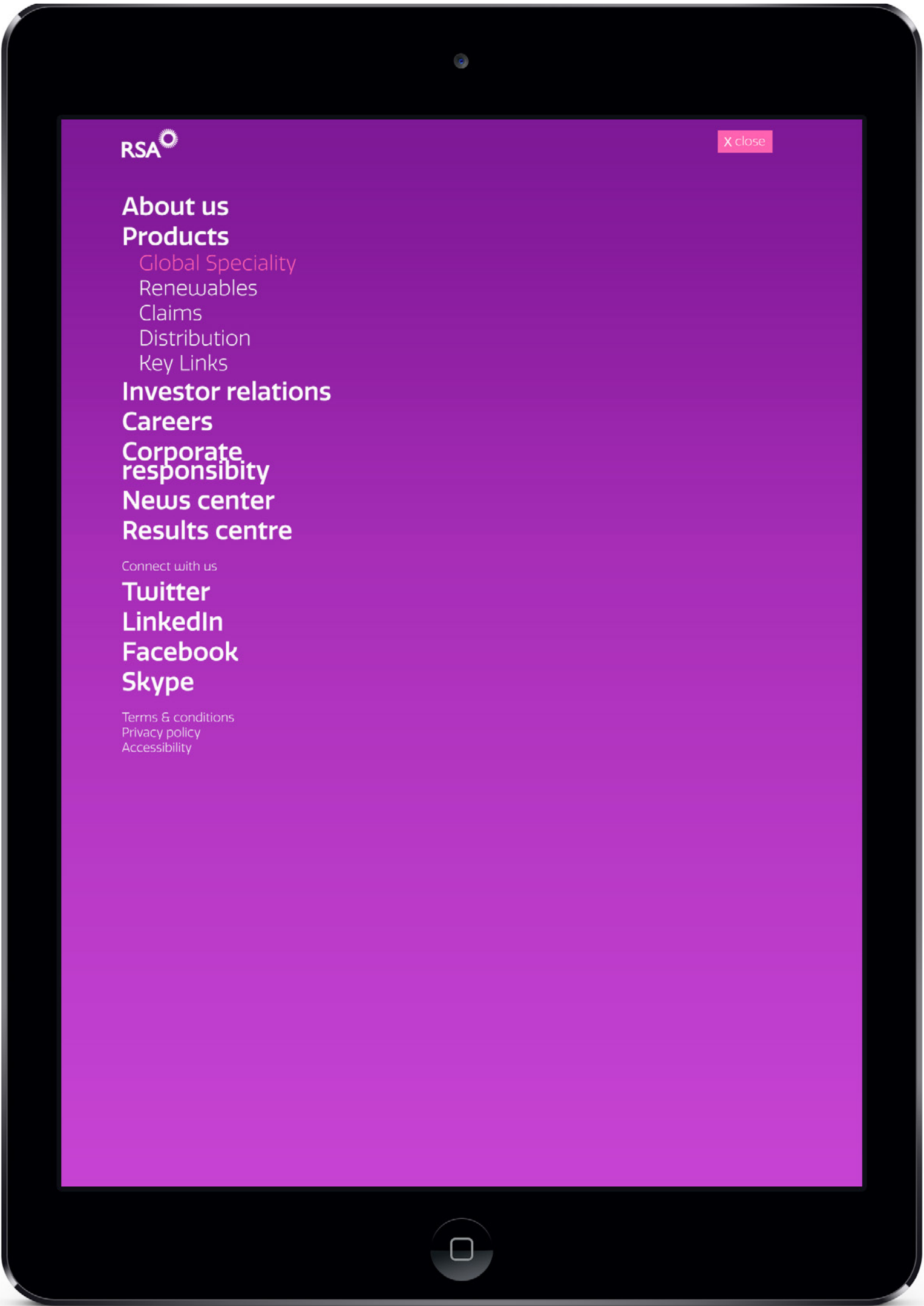
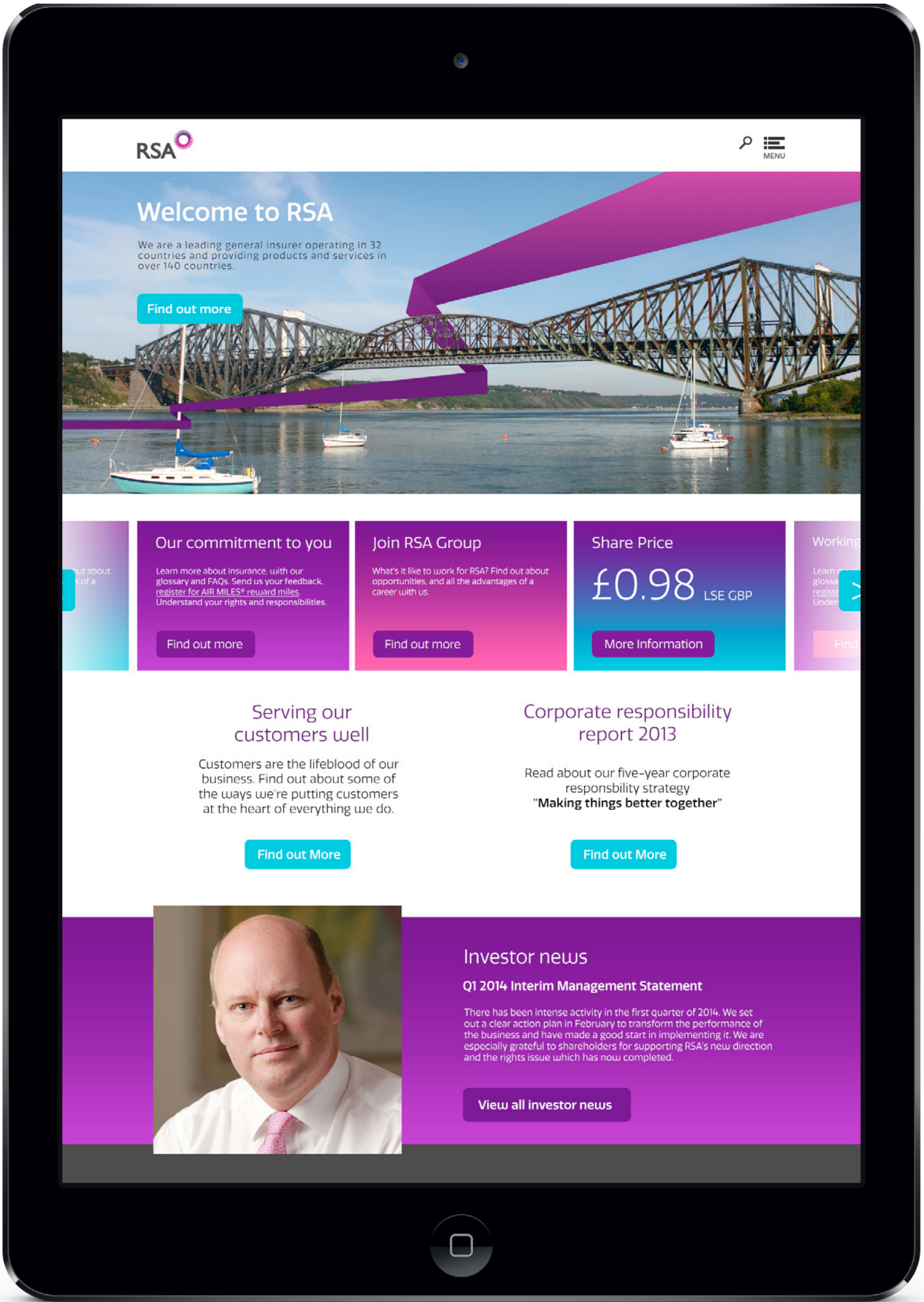
RSA Group Website
Investors – Tablet

Notional Only

Same but different.
Our gradients adds a note of calm sophistication that differentiates our website from others.

Design with numbers.
Our new font RSA Sans has lovely numerals. It makes years, share prices and profits look elegant and refined. And when they're big, they're quick to read.

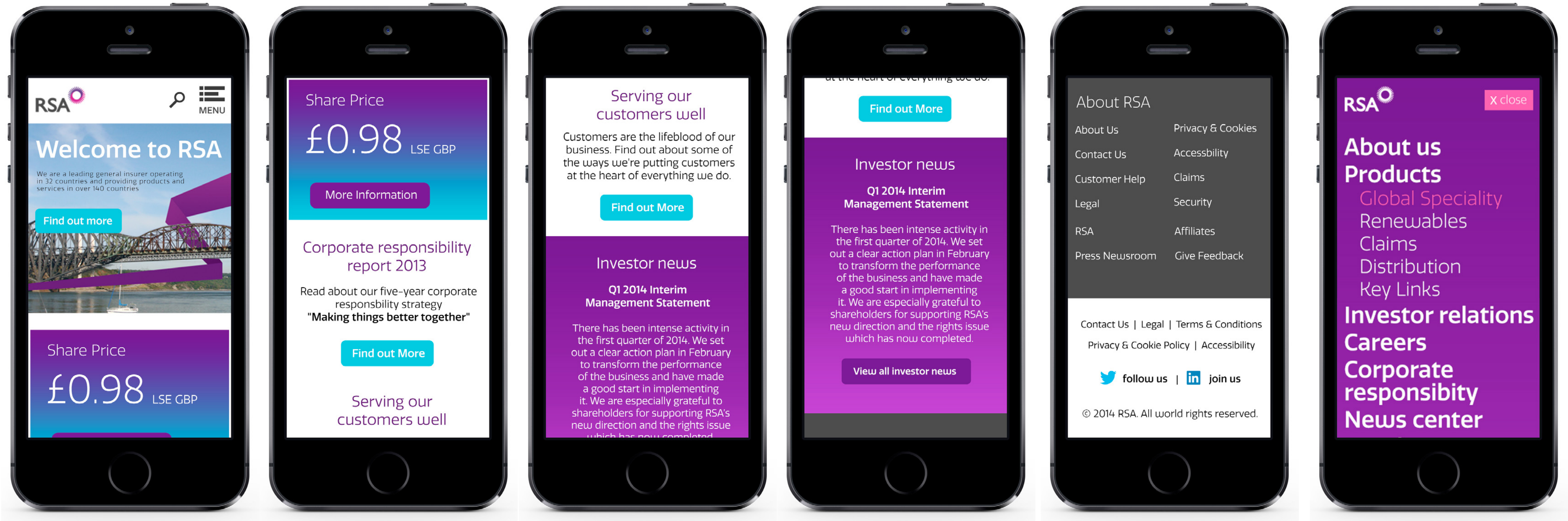
Menu overlay
Makes navigating the site easy. Providing a clear overview of our products and services without cumbersome roll out menus.



RSA Group Website
Investors – Mobile

Notional Only

Responsive web design.
Craft sites to create an optimal viewing experience across a wide range of devices (from mobile phones to desktop computers). Think easy to read and navigate, with a minimum of resizing, panning and scrolling.



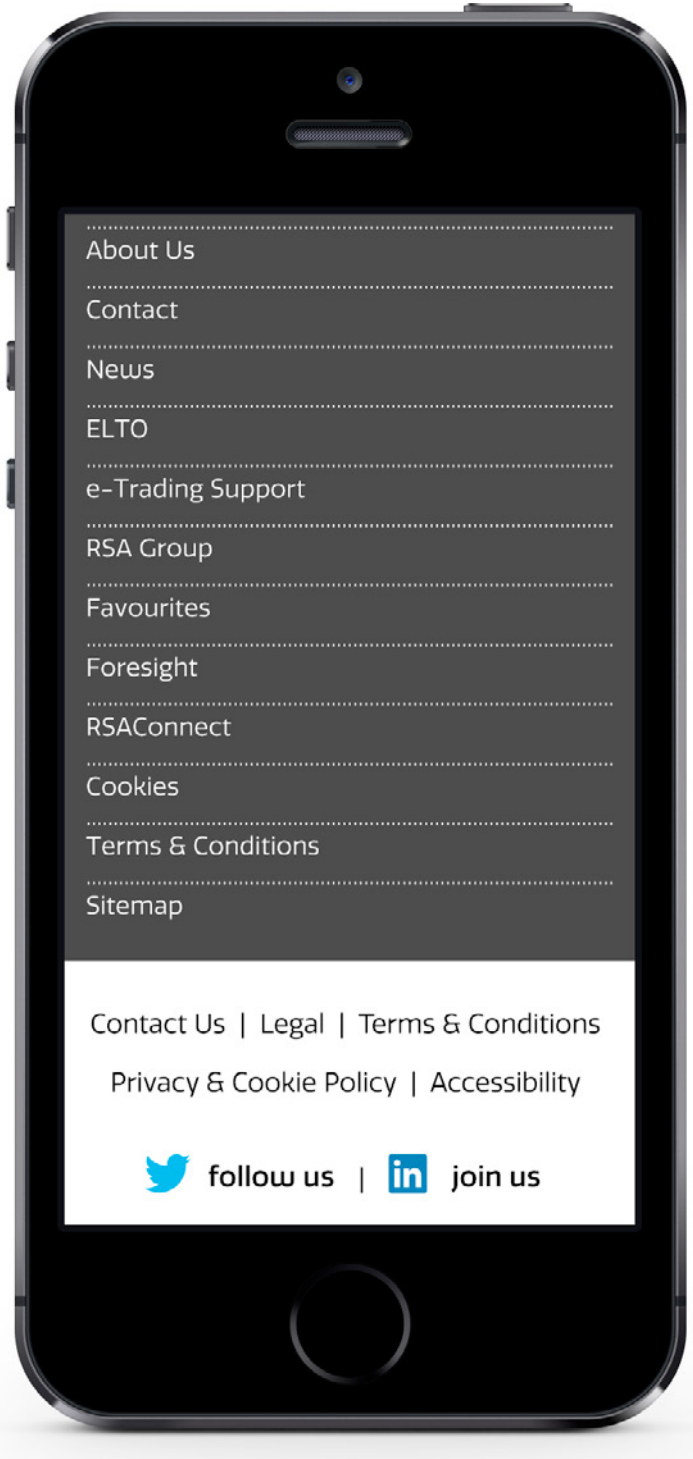
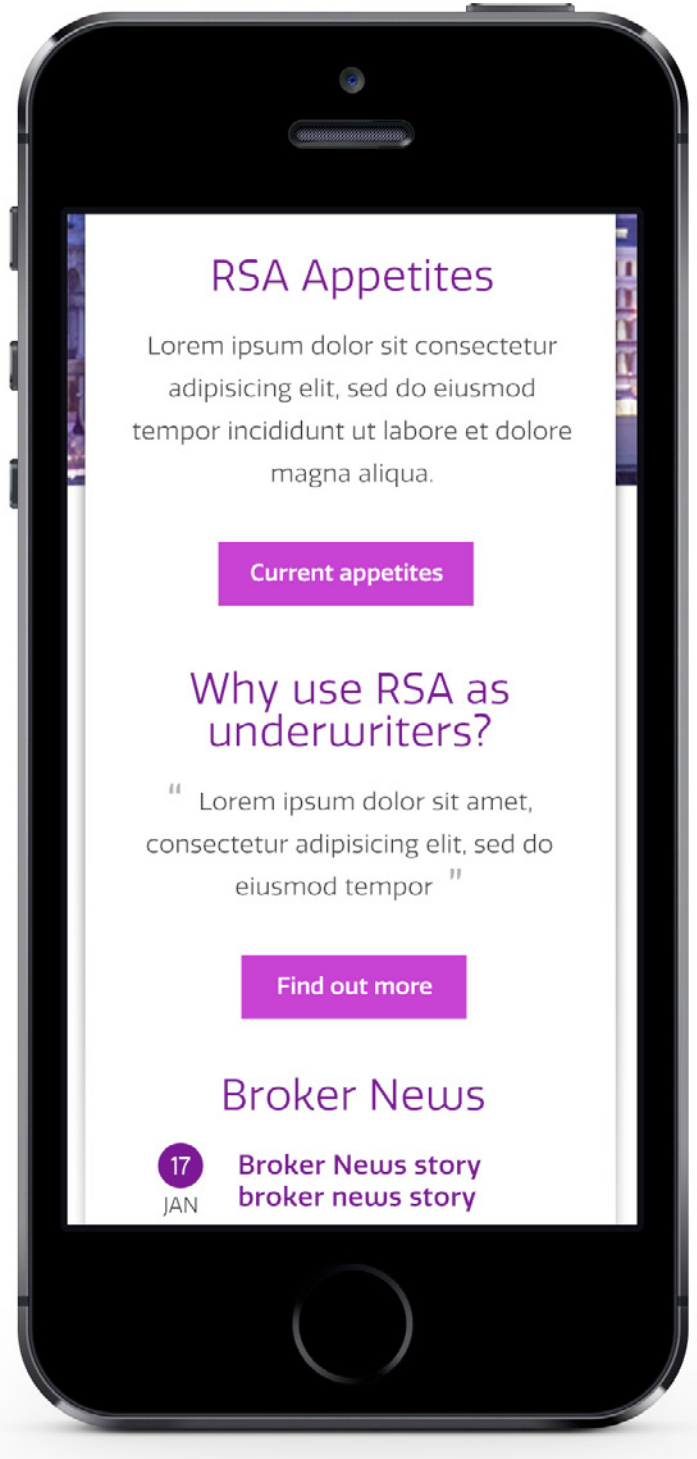
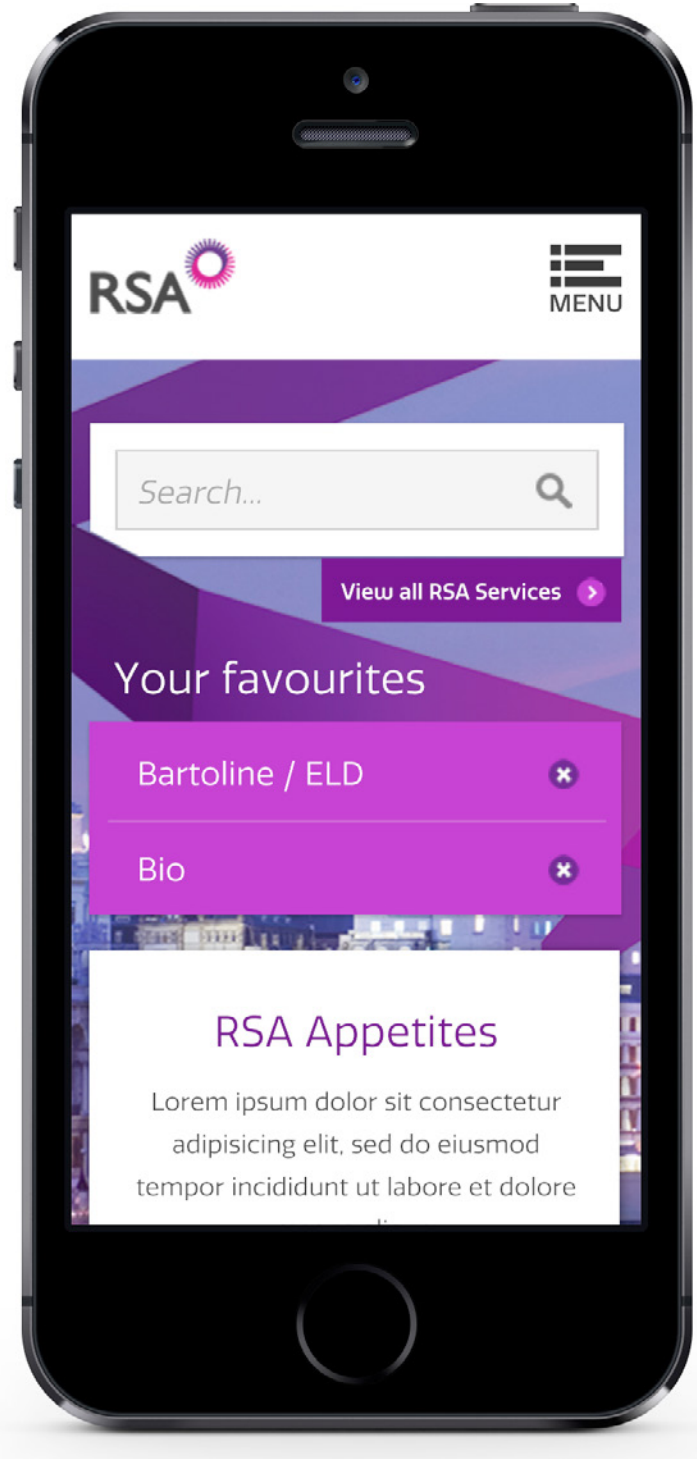
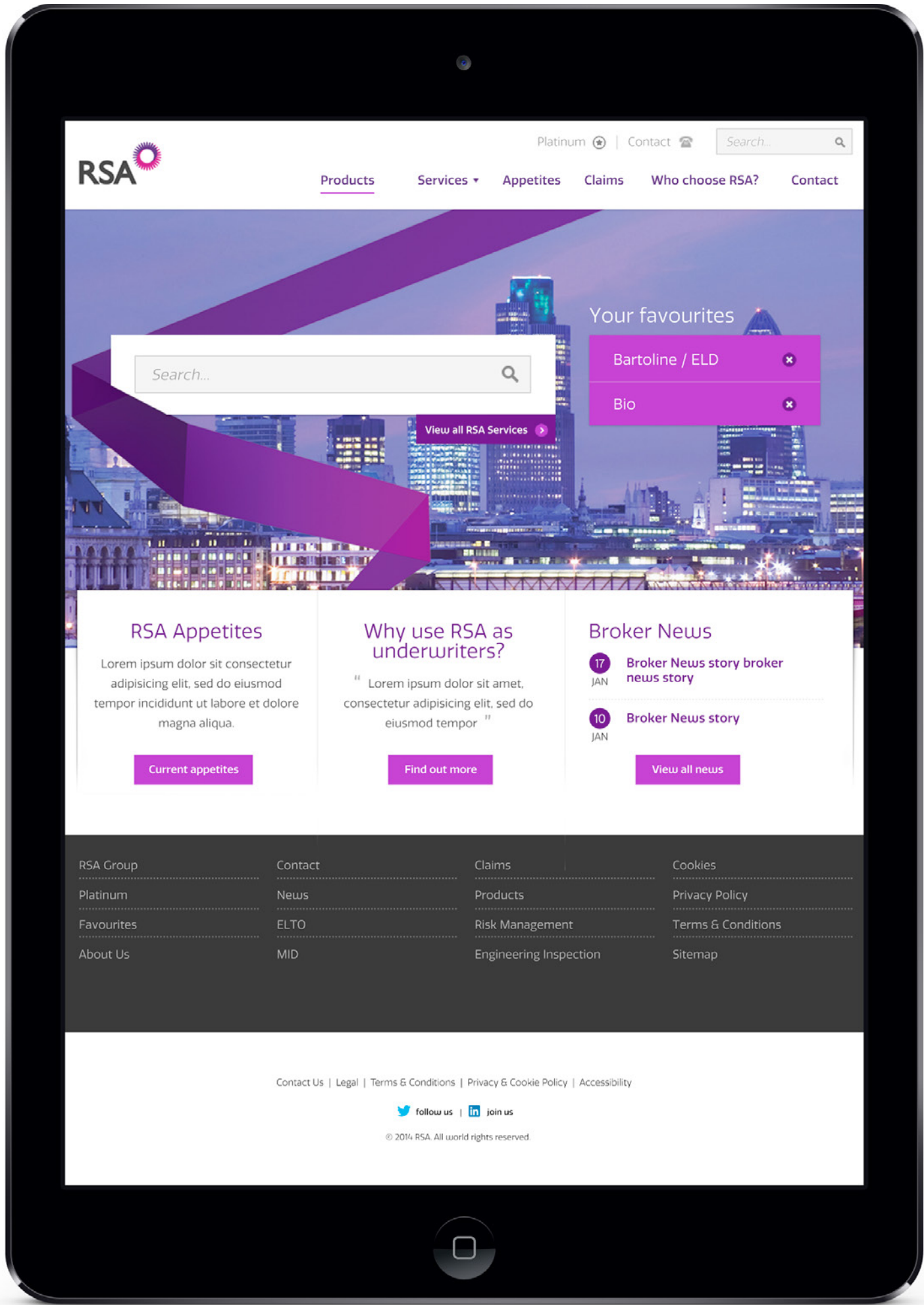
RSA Broker.com BAU
Broker audiences

Notional Only

Inspired by the brand.
This notional deisgn shows how you can implement the brand refresh on an exsisting site through BAU.

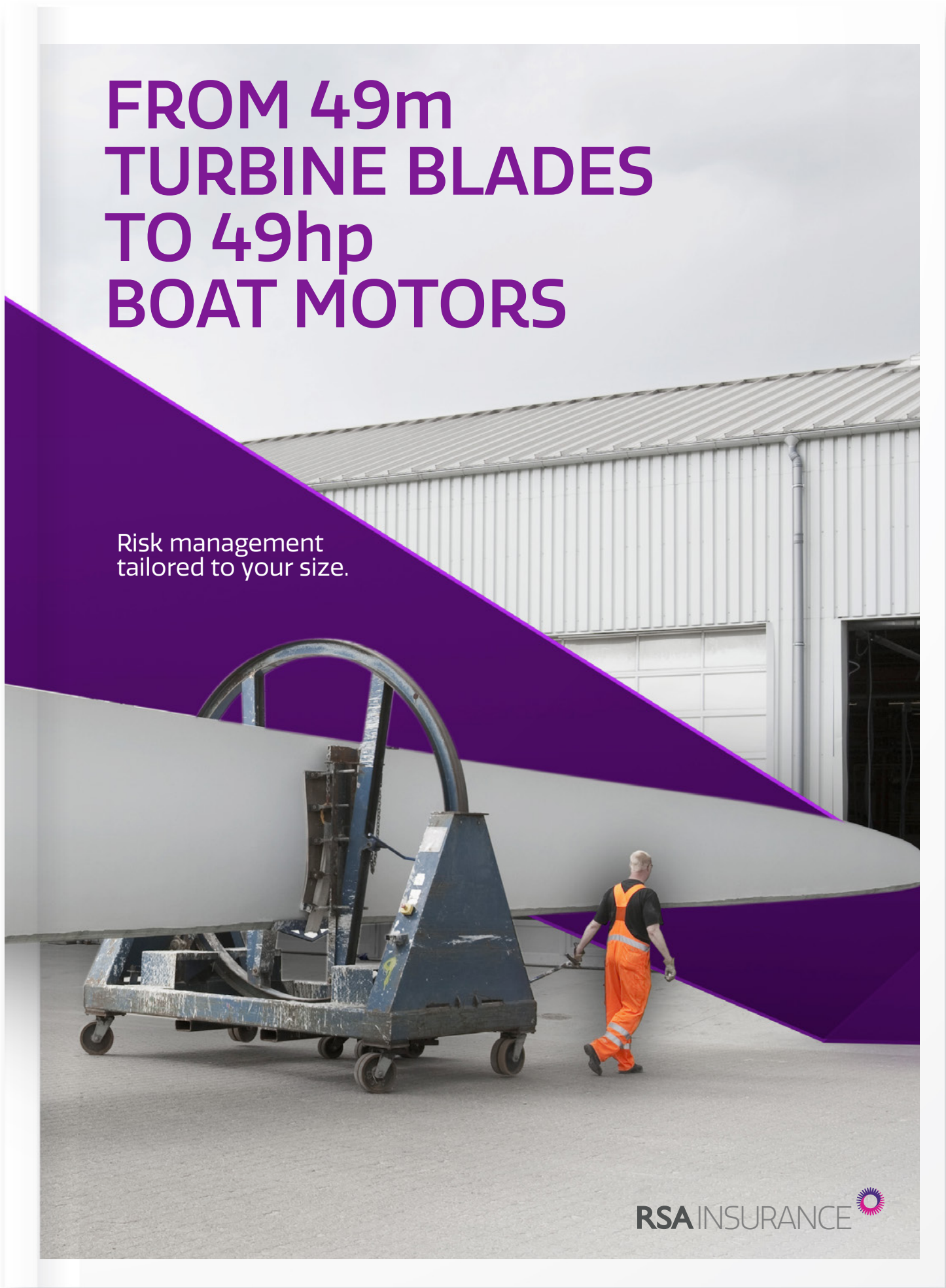
Freshen up
The introduction of our new color palette, RSA Sans font, thread and photography provide a fresh look with the need to change the site structure.

Functional and personal.
The responsive design brings the ultimate funionality to the broker why the brand fresh offers a more friendly personal touch.



Broker Literature
Broker Audiences

- Premium touch.** Broker literature looks more premium with neutral grey tones and strong use of our core purple/deep purple gradient. It's bold and sophisticated.
- Tactile finish.** Varnishes and embossing add a luxe tactile quality to the Purple Thread.
- Tone of voice.** Every line of copy is an opportunity to be restless, engaged and empathetic.



FROM 49m
TURBINE BLADES
TO 49hp
BOAT MOTORS

Risk management
tailored to your size.

RSA INSURANCE

02 Regional Construction, Power & Engineering

**Committed to being
easy to do business with**

Building our service around your needs to establish the right service levels, speed and flexibility to achieve our shared goals together.

Priority treatment

You and your customers come first. One example of this is our preferential claims service, dedicated to providing your customers with a level of service they can only get from us, through you.

Engaged and responsive

If a decision is made at RSA regarding you or your customers, – whether it is a claim, a referral or a deal, we believe as a Platinum Broker you should know about it. You will be kept informed throughout and, whenever required, you have direct access to the ultimate decision-maker.



WE GO
DEEPER SO
YOU MOVE
FASTER

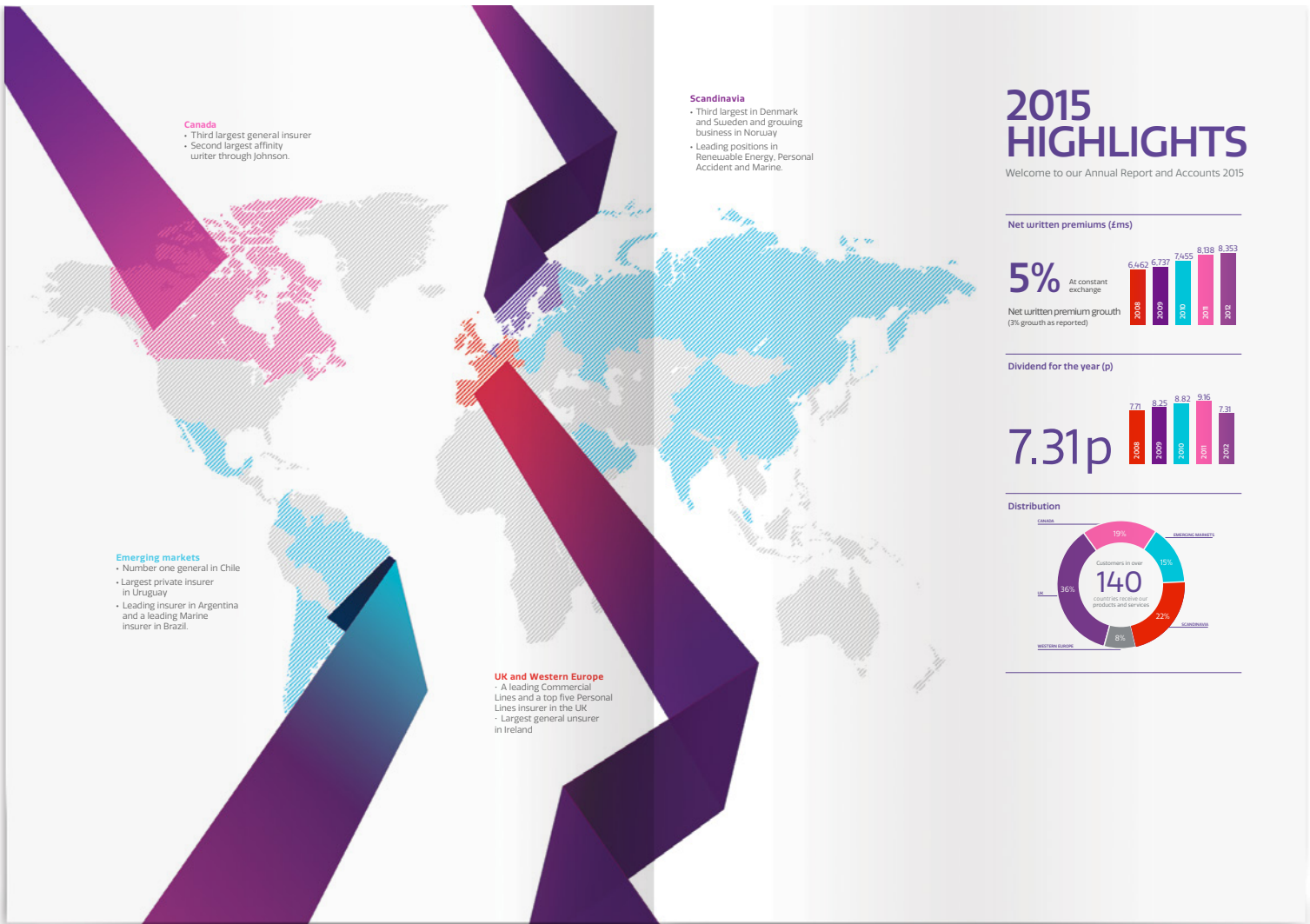
Dapibus
sit amet volutpat
risus mollis sed

Annual Report
Internal/Employees

Get physical. Use the Purple Thread on screen (static or in motion), in print, or as a physical object. Here, it's a belly band for a report.

Infographics. Weave the Purple Thread around other information graphics, like the map of our global reach.

Illustration combined with the Purple Thread creates distinctive, ownable communications. Here, it's showing our maritime product offering.



Direct Response Mail
Direct to consumer

Clarity and impact are crucial in Direct Response Mail. Unite colour blocking and tone of voice in a clear hierarchy to highlight product features.

Holding device in action. Use the Purple Thread to hold and highlight important information like a call to action.

FAST-TRACKING YOUR WAY TO CHEAPER COVER

Promo usado

20%

20% de descuento en tu póliza en las 3 primeras cuotas

Contratando la cobertura 3ros completos Premium o Todo Riesgo

Promo

0km

Te bonificamos durante los primeros 6 meses la cobertura de todo riesgo

Contratando la cobertura 3ros completos Premium

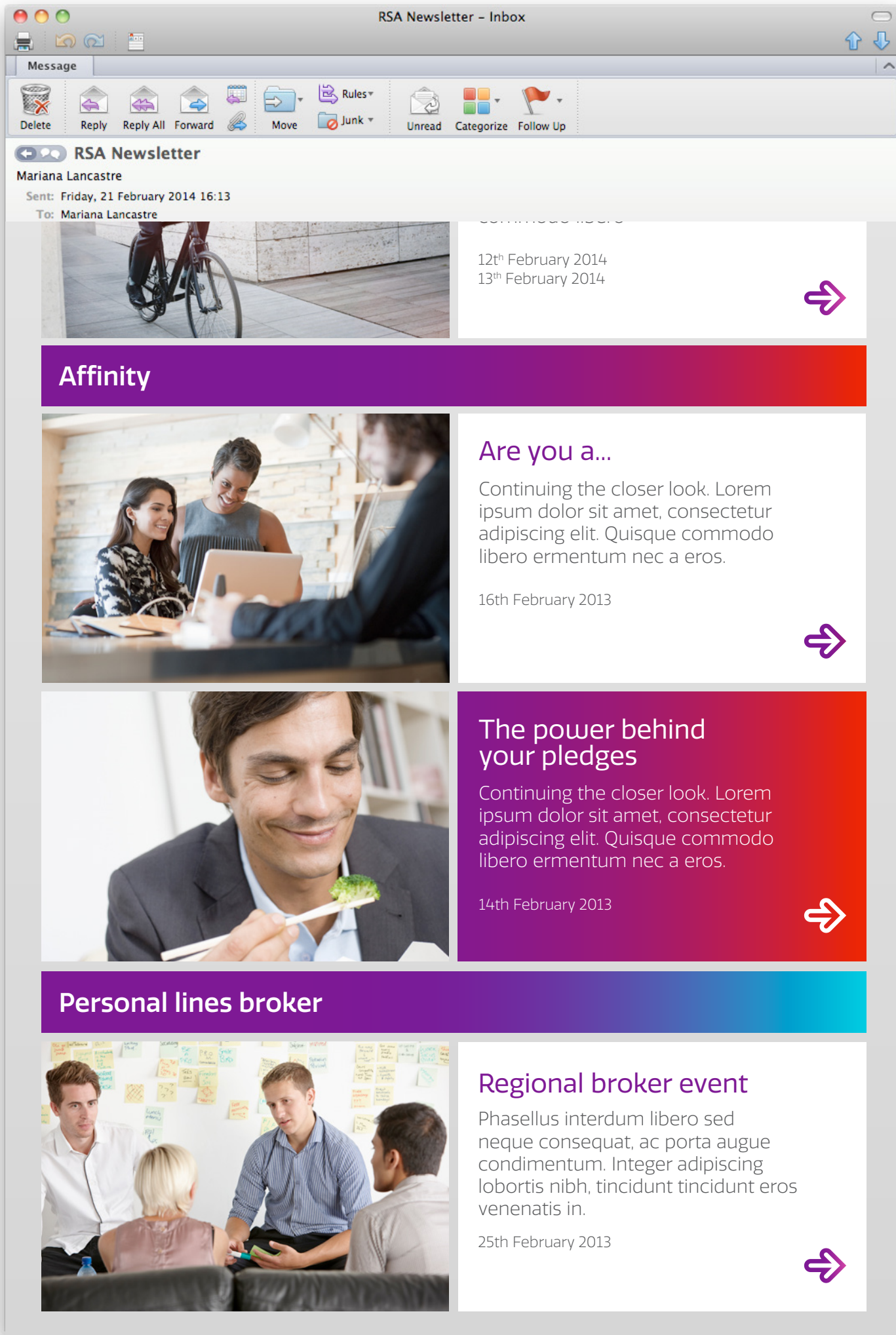
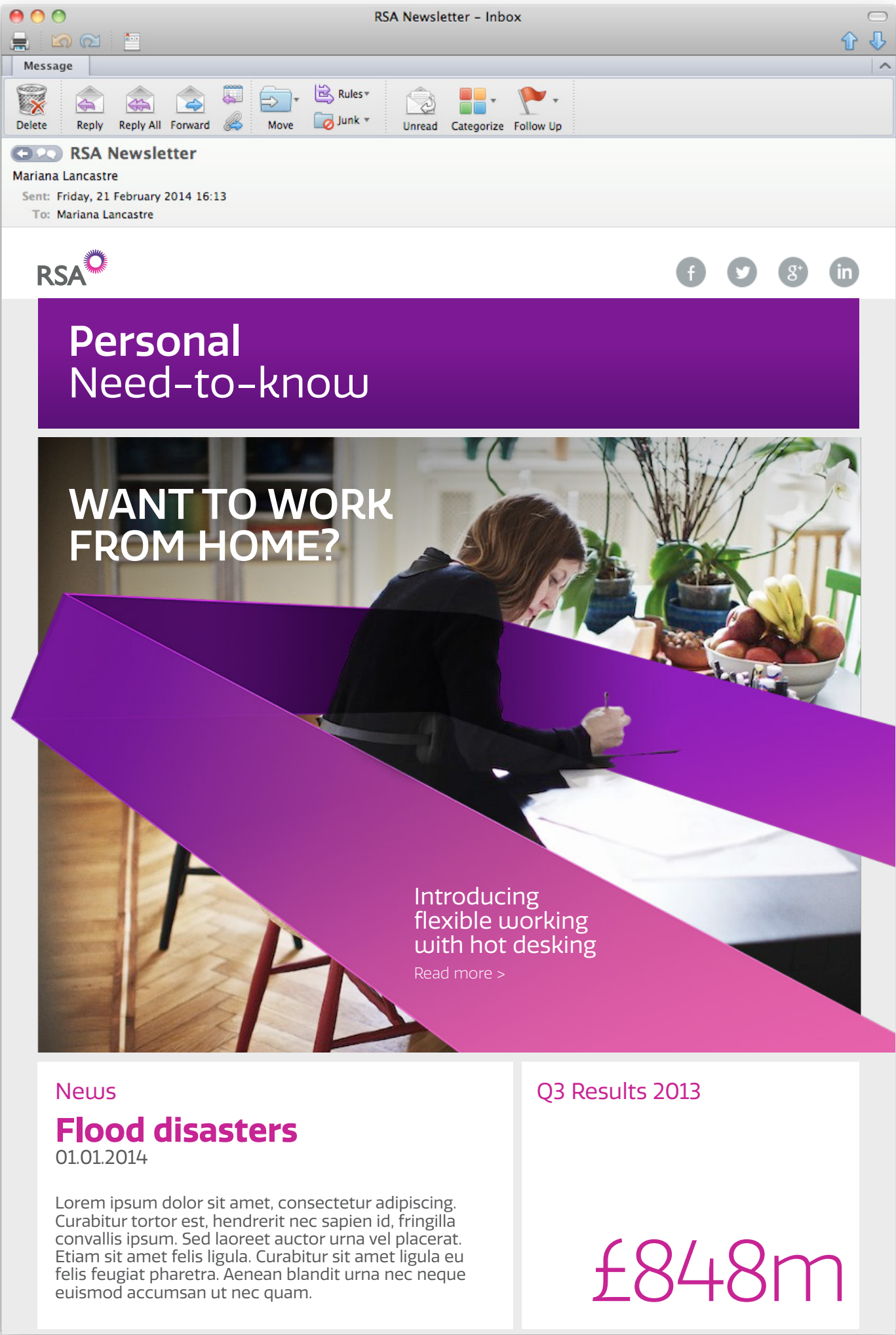
Cotizá ahora
020 4319 8848

RSA

Need-To-Know
Newsletter
Internal/Employees

Internal tools are an effective way to get everyone familiar with our new identity. Create internal imagery using our ready-made Purple Threads.

A simple template. We've united all our brand assets in a simple template you can update weekly with user-generated or stock imagery.



History Timeline
Internal/Employees
Brokers/Shareholders

The Thread of time. Use the Purple Thread as a timeline, connecting our past and future – some 303 years of customer obsession.

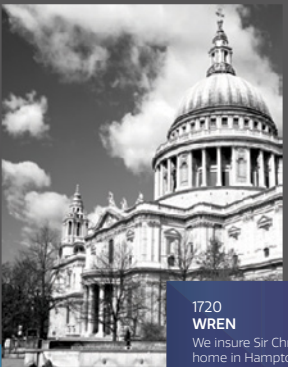
One London/Digital

CUSTOMERS HAVE BEEN OUR
OBSESSION FOR OVER 300 YEARS.
WE'RE RSA. MAKING THINGS BETTER, TOGETHER.

1666 | The Great Fire of London unleashes havoc in almost 400 acres of the city.



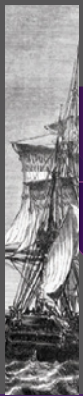
1710
CAUSEYS
Charles Poley helps create the concept of modern insurance as he establishes the Sun Fire Office at Causeys Coffee Shop, St Paul's.



1720
WREN
We insure Sir Christopher Wren's home in Hampton Court for £60.



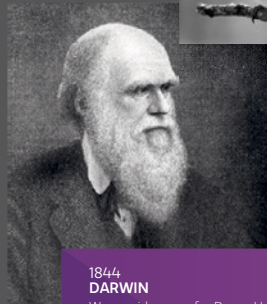
1764
COOK
Captain Cook's home is insured prior to his first legendary voyage.



EARLY 19TH CENTURY
BYRON
Widely read and influential Romantic poet Lord Byron holds a Pelican life insurance policy with us.



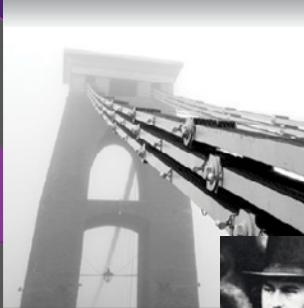
1840
DICKENS
We insure Charles Dickens' home near Regent's Park in London.



1844
DARWIN
We provide cover for Down House, where Charles Darwin writes *On the Origin of Species*.



1845
BRUNEL
We insure legendary engineer Isambard Kingdom Brunel's optical and mathematical instruments as well as his other belongings.



1859
VICTORIA
We insure Queen Victoria's residence in Oxfordshire for £1,000.



1909
CHURCHILL
At the age of 81, Winston Churchill takes out one of our life policies.



1912
TITANIC
We are one of the insurers of RMS Titanic, whose sinking on her maiden voyage is valued at £million.



1969 | Man first walks on the moon.



1991
VINDEBY
We insure the world's first offshore wind farm, in Ravnø, Denmark.

1996 | Sun Alliance Group merges with Royal Insurance Holdings to become Royal & Sun Alliance Group plc.



2012
OLYMPIAD
Going for gold in London as the lead insurer for the summer Olympic Games.



2014
20 FENCHURCH STREET
We move the London office of our UK business and our Group Corporate Centre to a brand-new headquarters, bringing our customers into the heart of our business.

1994 | The Channel Tunnel between England and France opens for business.

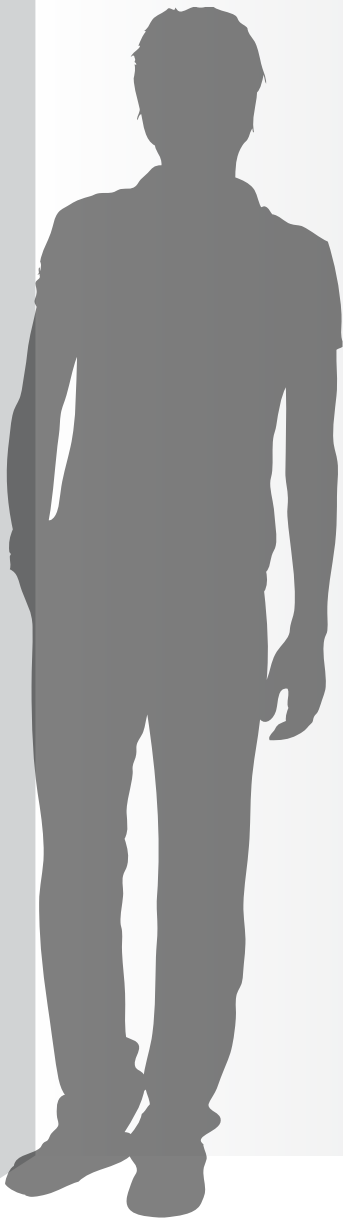
1782 | We pioneer the writing of overseas risks by covering a sugar refinery in St Petersburg, Russia.

1789 | George Washington becomes the first president of the USA.

1833 | We set up our first business in Canada, where we are now the largest insurer for both marine and equipment breakdown.

1876 | The telephone is patented in the USA by Alexander Graham Bell.

1903 | We are the first British-based insurer to offer a fully comprehensive accident and sickness policy.



Checklist

Does your creative...

☒ 1 Look and feel like a living, dynamic, open and free expression of the brand, not one-dimensional?

☒ 2 Show our internal and external stakeholders that RSA is more customer-centric and human?

☒ 3 Cut through and stand out in a crowded market?

☒ 4 Create a seamless experience between digital and offline?

☒ 5 Confidently support RSA's ambition to become the best international general insurer?

☒ 6 Bring to life our Obsession: making things better together?

☒ 7 Reflect and honour Our expectations?

- Be Curious
- Shout Out and Make Things Better
- Keep Your Commitments
- Be Team Spirited
- Be You & Big Hearted

☒ 8 Enable RSA to demonstrate its integrity in the insurance sector?

☒ 9 Have relevance for all internal and external stakeholders?

- Investors
- Brokers
- Commercial lines
- Personal lines
- Employees

☒ 10 Work across our global and local markets?

Contacts



If you have any questions, please contact the Global Brand Team
Global.Brand@gcc.rsagroup.com



For more information, templates and downloads visit
<http://www.brand.rsagroup.com/>



Any nominated agencies using the brand guidelines should have a full induction into the brand.

Feedback



Let us know what you think
Global.Brand@gcc.rsagroup.com