

# PRUDENTIAL

## BRAND GUIDELINES

December 2023



# WELCOME

Over the last 150 years, Prudential has made lives better by helping solve the financial challenges of our changing world. Through it all we've been a rock for our clients, customers and employees. As we move forward, we'll continue to be that rock: innovating how we serve, connect and show up for people around the world.

With these new brand guidelines, we build on our history and evolve how the world will see us.

We bring forward the symbol of our strength – the Rock of Gibraltar – one of the longest-living and most iconic trademarks. We then pair it with modern design and typography to signal the innovative changes already happening within the walls of Prudential.

We are embarking on a journey to cement our place as a global leader in expanding access to investing, insurance and retirement security.

We're showing that we are not just a trusted legacy brand, but a trusted modern and purpose-driven leader. The work that emanates from these brand guidelines will amplify that vision. Consistent branding builds recognition and trust, but most importantly, it impacts business results.

The success of the Prudential Financial, Inc. brand is in the hands of those who embrace these documents. Together we can make sure that all of our brands and communication project the strength, humanity and consistency that we're known for, and will always stand for.

# TABLE OF CONTENTS

**08 STRATEGIC FOUNDATIONS****12 OUR VOICE****14 OUR BRAND TOOLKIT****16 OUR LOGO**

Clear Space and Minimum Size  
Placements  
Dos & Don'ts

**24 OUR VISUAL SYSTEM: CIRCLE****28 OUR COLORS**

Color Palette  
Tints  
Color Hierarchy  
Color Pairing  
Color Accessibility  
Dos & Don'ts

**39 OUR TYPOGRAPHY**

Our Typeface  
Typography Principles  
How We Use Typography  
Dos & Don'ts

**49 OUR PHOTOGRAPHY**

Lifestyle Photography Principles  
Portraiture Photography Principles  
How We Use Photography  
Photography Search Tips  
Dos & Don'ts

**60 OUR PATTERN**

Our Pattern Principles  
How We Use Our Pattern  
Dos & Don'ts

**66 OUR ICONOGRAPHY**

Icon Characteristics  
Icon Principles  
Dos & Don'ts

**79 OUR INFOGRAPHIC**

Infographic Characteristics  
Infographic Principles  
Dos & Don'ts

**84 OUR ILLUSTRATIONS**

Illustrations Principles  
Illustrations Categories  
How We Use Our Illustrations  
Dos & Don'ts

**93 MOTION**

Motion Principles  
How Motion Comes to Life  
Dos & Don'ts

**98 DESIGN SYSTEM AT WORK**

Print  
Digital & Social  
Events & Swag

**127 BRAND GOVERNANCE**

Contacts and Resources

# THE POWER OF BRAND CONSISTENCY

Our brand has a rich history, a testament to the vision, dedication and values that have brought us this far. Over the years, we have evolved, adapted and grown – but like the Rock of Gibraltar, the Prudential brand has remained a strong constant that ensures trust, recognition and distinction in the marketplace.

Why consistency matters...

## TRUST

Consistency is the cornerstone of trust. When people see our brand, they immediately recognize our values, promises and the quality we stand for. Whether for internal or external audiences, changing even minor aspects of our brand without careful consideration can disrupt this trust.

## RECOGNITION

In a crowded marketplace, consistency helps our brand stand out. It reinforces our brand's presence and ensures that every interaction feels familiar to our customers, building a strong mental image over time.

## UNITY

For us internally, consistent branding fosters unity. It's a roadmap that guides our messaging, design and overall approach, ensuring that all touchpoints – from marketing to products – resonate with the same voice.

# THE VALUE OF BRAND GUIDELINES

The following guidelines are not mere suggestions – they are intended to exemplify the best of us, as a company. Adhering to them ensures cohesion, quality and success.

As guardians of this brand, we have an immense responsibility to honor our nearly 150-year-old legacy with pride, by ensuring every touchpoint, campaign and product is codified to embody the essence of our brand.

## COHESION

A unified brand expression across all channels.

## QUALITY

Maintaining the high standards our brand has set over the years.

## SUCCESS

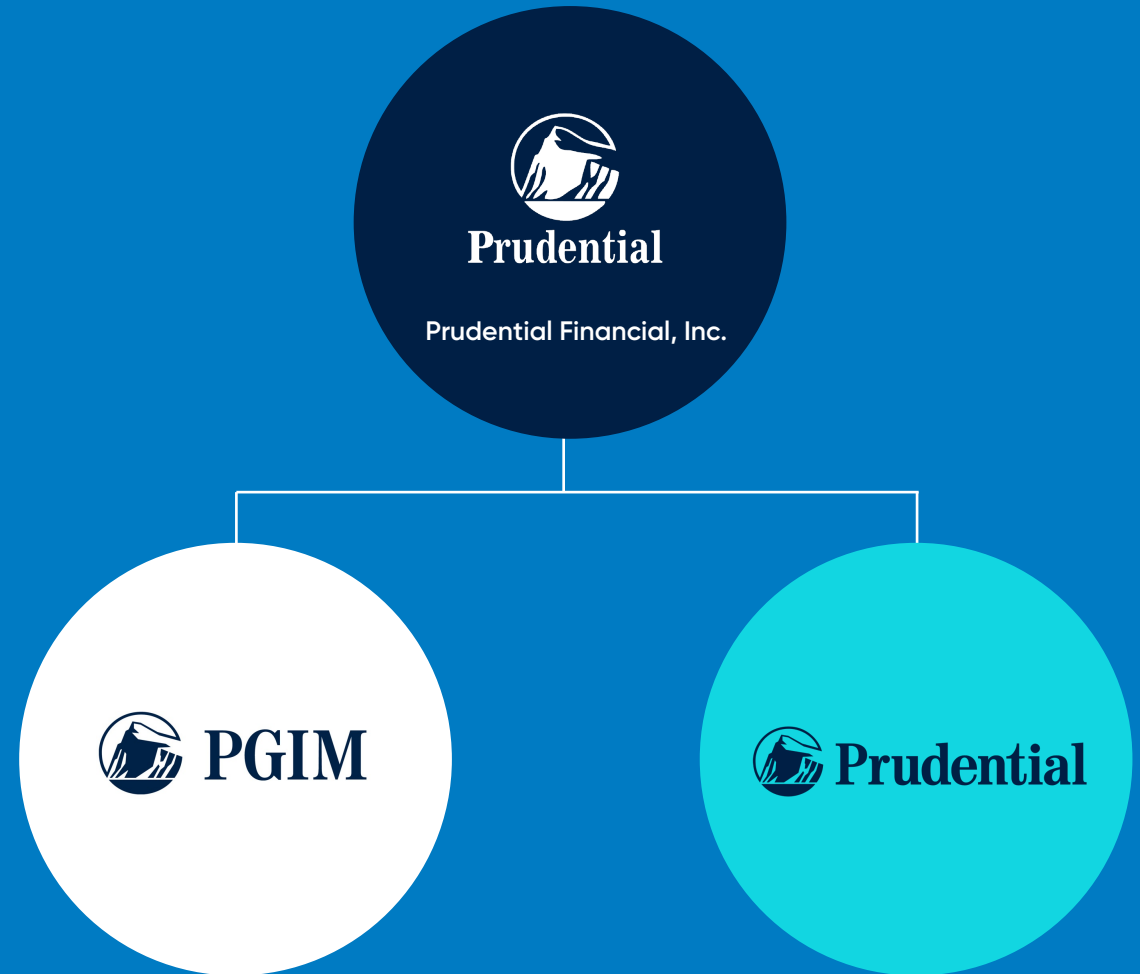
By preserving and enhancing our brand identity, we pave the way for continued growth and customer loyalty.

# OUR CORE BRAND STRUCTURE

This high-level brand architecture is designed to demonstrate the relationship of our core business under Prudential Financial, Inc.

While it's important to show how brands will interact in harmony to create surround-sound effect, it's also vital to differentiate each brand's distinctive voice so they can show up uniquely in the world.

Note: For international markets, please verify appropriate guidelines to use with your respective marketing teams and/or the PII Marketing organization.



# WE HAVE 3 CORE SETS OF GUIDELINES

They are distinct but live in harmony.

Each set of guidelines is accessible at [playbook.prudential.com](https://playbook.prudential.com), or from your Prudential point of contact.

For any questions, please reach out to [branding@prudential.com](mailto:branding@prudential.com).

## PRUDENTIAL FINANCIAL, INC. BRAND GUIDELINES

Use these guidelines when communicating about our corporate brand and entity. From investor relations, and corporate communications, to our DE&I efforts, these guidelines serve the needs of our full enterprise.

## PGIM BRAND GUIDELINES

These guidelines are specific to our PGIM brand globally and should be leveraged for all PGIM initiatives and communications.

## PRUDENTIAL BRAND GUIDELINES

These guidelines serve the needs of our customer-specific communications for Prudential, from efforts focused on our B2B audiences to consumer-facing messaging.

# STRATEGIC FOUNDATIONS



# WHO WE ARE

Why we exist

## OUR PURPOSE

To make lives better by solving the financial challenges of our changing world.

What we aim to achieve

## OUR VISION

To be a global leader in expanding access to investing, insurance and retirement security.

# OUR MASTERBRAND EXPRESSION

We are a global institution with nearly 40,000 employees helping over 50 million customers.

We were founded with the belief that financial security and prosperity should be available to everyone.

This means letting our scale and inclusive vision lead everything we do — showcasing diversity, leaning into modern design principles, and leveraging a refined sophistication that still feels approachable.

This document outlines the key elements of our identity system and how to use them.

# BRAND PRINCIPLES AND ASPIRATIONS

As we execute on our purpose, vision and strategy, we look to our guiding principles and aspirations to help lead the way as an organization.

## GUIDED BY A SET OF PRINCIPLES:

- We do the right thing.
- We take a long-term perspective.
- We win with talent, culture and execution.
- We make and keep promises.

## WHICH REQUIRE US TO MEET OUR ASPIRATIONS:

- Customer-Obsessed
- Tech-Forward
- Risk Smart
- Fully Inclusive
- Outcome-Driven

# STONE OF VOICE

## POSITIVITY WITH PURPOSE

While our approach may shift depending on the context, our brand tone remains constant. We speak with confidence, drawing on our established legacy to be a trusted source of information.

We embody optimism and positivity with a dash of wit. Above all, our tone should lead with empathy, while inspiring trust.

We avoid corporate cliché, focusing on clarity and transparency above all.

We are consummate professionals — using clear, concise and accurate language that reflects our expertise and authority.

# OUR VOICE PRINCIPLES

## LEAD WITH OPTIMISM

We speak to what's possible, helping people imagine what the future could bring and how we can help them get there. We're inclusive, approachable and understanding. We also focus on the outcome and the customer benefit rather than getting detailed with product features.

## SPEAK CONFIDENTLY

We are the Rock. We have a legacy of being a strong and experienced leader for people, organizations and communities, but we only sparingly draw on that heritage directly. We use shorter sentences. We use empowering language but are never boastful.

## CONNECT WITH CLARITY

We build trust by communicating our expertise clearly and effectively. We're conversational and easy to understand, using simple language. We highlight the product benefits with relatable examples. We avoid using technical jargon or acronyms.

## INSPIRE TRUST

We provide relevant and useful information to help our investors, clients and employees make informed decisions. We're professional and reliable, providing timely intelligence that reflects our expertise. We never imply an opinion or make assumptions. We also never use slang, colloquialisms or informal expressions.

# OUR BRAND TOOLKIT

# VISUAL ELEMENTS



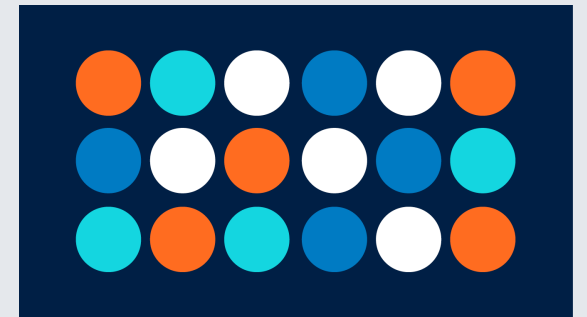
Logo



Colors



Typography



Pattern



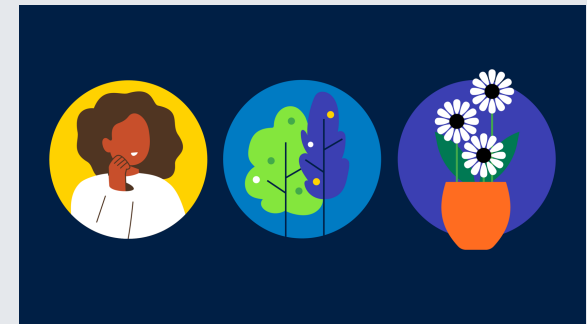
Photography



Icons



Infographic



Illustrations

# OUR LOGO





Prudential

**Prudential is a source of stability**  
in millions of people's lives. We  
are committed to providing rock-  
solid solutions that prepare  
individuals & organizations for  
**what comes next.**

# OUR LOGO

## Primary logo

Our primary logo colors are Prudential Blue and white, though we also use our logo in navy.

We use our white logo over navy when we need to bring blue into a layout (something that feels distinctly Prudential).

We always display our full logo, including the Prudential name and Rock symbol.

## Secondary logo

The vertical logo may be used when horizontal space is limited.

## Logo background

We reinforce our core colors by placing the logo over the blues, whites or neutrals from our palette, though our logo may appear against any palette color or image background if it remains highly legible.

### Primary logo



### Secondary logo



## OUR ROCK SYMBOL

The Rock symbol can be used in place of full logo with brand name where our brand recognition is high, like internal communications.

One exception to this rule is in small format digital applications, where the Rock symbol may be used if the full logo is seen in proximity (i.e., social media post, favicon).



# LOGO SPACING AND SIZING

## Clear space

Our logo must be easily seen and recognized. Don't crowd it with other images or type. Don't print it over a busy or heavily patterned image that limits the logo's visibility.

Minimum clear space around the logo is equal to the height of the "P" in Prudential wordmark.

For the Rock symbol and the vertical logo, clear space is equal to one-quarter the height of the symbol.

## Minimum size

The minimum size for the Prudential logo is 1 inch.

### Horizontal logo clear space



### Minimum size



### Symbol only and secondary logo clear space

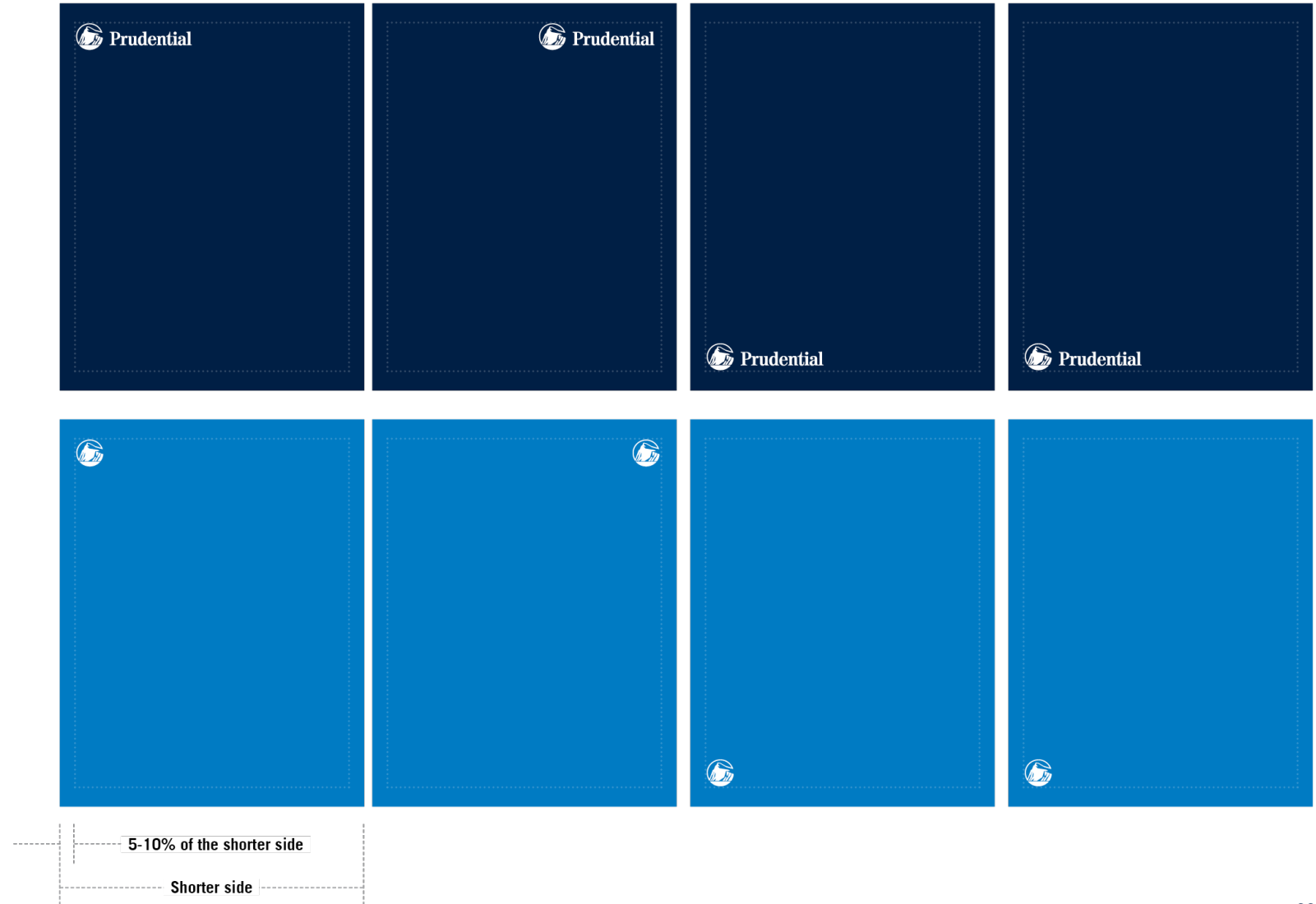


# LOGO PLACEMENTS

When feasible, reinforce our leading position by placing our logo in either corner of the layout.

**Note:**

- **ONLY** the Rock can be placed in the center of the layout when used by itself.
- Consider clear space when placing the logo. Recommend a margin that is 5-10% of the shorter side of the application.



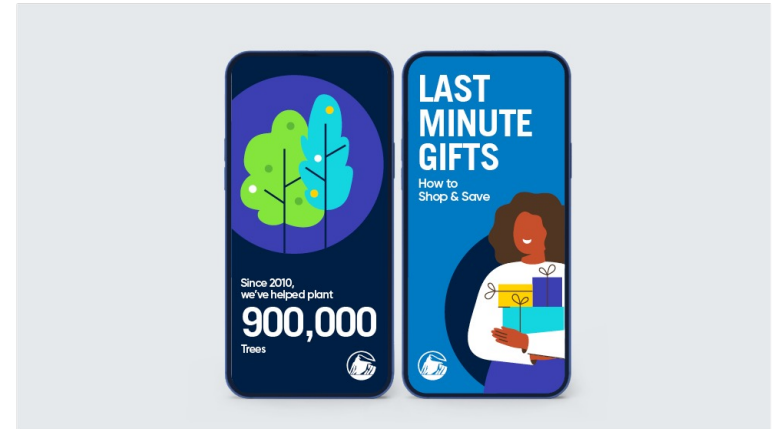
# DOS & DON'TS



**Do** use the approved logos only.



**Do** use the white logo on dark backgrounds.



**Do** use the rock symbol on internal communications and all social channels.



**Don't** modify or add effects, such as drop shadows, to our logo.



**Don't** use the logo as a supergraphic or crop it in any way.



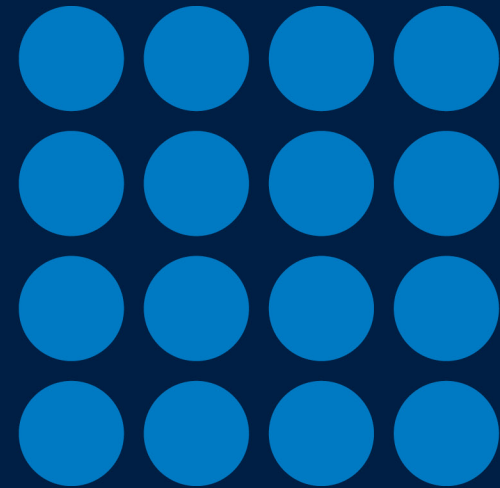
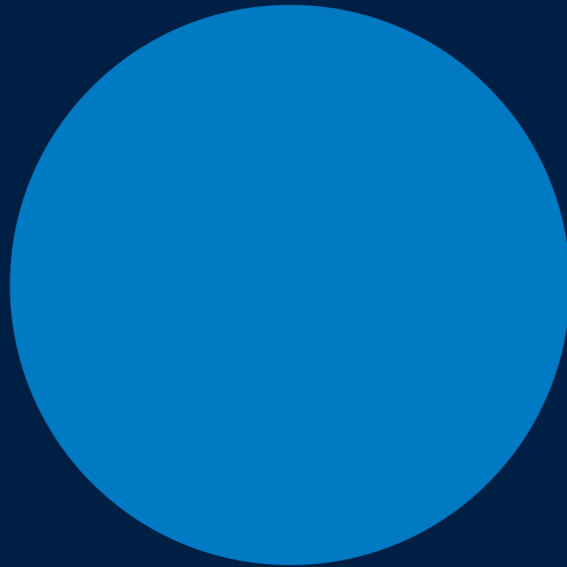
**Don't** place the logo on complex images or backgrounds.

# OUR VISUAL SYSTEM: CIRCLE





The circle holding the Rock represents our strength and the customer-focused protection we provide.



# OUR COLORS

## Primary

# COLOR PALETTE

We balance the sophistication and stability of our blues with a generous use of white and fresh, vibrant accents for an overall tone that feels approachable, optimistic and modern.

We encourage the consistent use of approved colors on all our visual communications to contribute to the cohesive and harmonious look of the campaign across all relevant channels.

## Primary

Our core colors, navy, blue and white establish the foundation of our palette.

## Secondary

Secondary colors provide contrast and depth to our primary blues.

## Tertiary

These colors add warmth and visual interest to balance the use of our primary blues. They're used sparingly for charts and graphs and for illustration and backgrounds. To make the communications more approachable, consider tertiary colors for DE&I and internal communications.

**Navy**  
Pantone 2965  
CMYK 100 62 12 70  
RGB 0 31 69  
HEX #001F45

**White**  
CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF

**Blue**  
Pantone 300C  
CMYK 100 42 0 0  
RGB 0 123 195  
HEX #007BC3

## Secondary

**Teal**  
CMYK 62 0 18 0  
RGB 20 214 224  
HEX #14D6E0

**Yellow**  
CMYK 0 16 100 0  
RGB 255 210 0  
HEX #FFD200

## Tertiary

**Violet**  
CMYK 37 72 0 0  
RGB 215 82 253  
HEX #D752FD

**Purple**  
CMYK 65 76 0 0  
RGB 128 70 219  
HEX #8046DB

**Midnight**  
CMYK 84 85 0 0  
RGB 68 59 178  
HEX #443BB2

**Forest Green**  
CMYK 85 19 76 4  
RGB 0 145 102  
HEX #009166

**Red**  
CMYK 0 99 52 0  
RGB 250 0 87  
HEX #FA0057

**Orange**  
CMYK 0 75 100 0  
RGB 248 100 0  
HEX #F86400

**Lime**  
CMYK 49 0 100 0  
RGB 132 230 61  
HEX #84E63D

**Green**  
CMYK 75 7 98 0  
RGB 67 170 75  
HEX #43AA4B

# TINTS

We recommend using these tints of navy as a background or part of infographics.

**Navy**  
Pantone 2965  
CMYK 100 62 12 70  
RGB 0 31 69  
HEX #001F45

**75% Navy Tint**  
RGB 64 87 115  
HEX #405773

**50% Navy Tint**  
RGB 126 143 161  
HEX #7E8FAL

**25% Navy Tint**  
RGB 191 199 209  
HEX #BFC7D1

# TINTS AS PART OF DATA & ILLUSTRATION

Tints are intended to be used sparingly, primarily used in backgrounds paired with their core color.

**Blue**  
RGB 0 123 195  
HEX #007BC3

**Yellow**  
RGB 255 210 0  
HEX #FFD200

**Teal**  
RGB 20 214 224  
HEX #14D6E0

**75% Blue Tint**  
RGB 65 156 211  
HEX #419CD3

**75% Yellow Tint**  
RGB 255 221 65  
HEX #FFDD41

**75% Teal Tint**  
RGB 79 225 232  
HEX #4FE1E8

**50% Blue Tint**  
RGB 127 190 224  
HEX #7FBEE0

**50% Yellow Tint**  
RGB 255 232 128  
HEX #FFE880

**50% Teal Tint**  
RGB 136 235 240  
HEX #88EBF0

**25% Blue Tint**  
RGB 191 222 240  
HEX #BFDEF0

**25% Yellow Tint**  
RGB 255 243 191  
HEX #FFF3BF

**25% Teal Tint**  
RGB 196 246 247  
HEX #C4F6F7

# TINTS AS PART OF DATA & ILLUSTRATION (CONT.)

Tints are intended to be used sparingly, primarily used in backgrounds paired with their core color.

**Midnight**  
RGB 68 59 178  
HEX #443BB2

**Purple**  
RGB 128 70 219  
HEX #8046DB

**Violet**  
RGB 215 82 253  
HEX #D752FD

**Forest**  
RGB 0 145 102  
HEX #009166

**Green**  
RGB 67 170 75  
HEX #43AA4B

**Lime**  
RGB 132 230 61  
HEX #84E63D

**Orange**  
RGB 248 100 0  
HEX #F86400

**Red**  
RGB 250 0 87  
HEX #FA0057

**75% Midnight Tint**  
RGB 108 111 198  
HEX #6C6FC6

**75% Purple Tint**  
RGB 160 116 229  
HEX #A074E5

**75% Violet Tint**  
RGB 225 125 255  
HEX #E17DFF

**75% Forest Tint**  
RGB 64 174 140  
HEX #40AE8C

**75% Green Tint**  
RGB 114 191 120  
HEX #72BF78

**75% Lime Tint**  
RGB 164 236 110  
HEX #A4EC6E

**75% Orange Tint**  
RGB 251 139 65  
HEX #FB8B41

**75% Red Tint**  
RGB 251 64 129  
HEX #FB4081

**50% Midnight Tint**  
RGB 157 159 216  
HEX #9D9FD8

**50% Purple Tint**  
RGB 190 162 238  
HEX #BEA2EE

**50% Violet Tint**  
RGB 236 168 255  
HEX #ECA8FF

**50% Forest Tint**  
RGB 127 201 178  
HEX #7FC9B2

**50% Green Tint**  
RGB 160 212 164  
HEX #A0D4A4

**50% Lime Tint**  
RGB 193 243 158  
HEX #C1F39E

**50% Orange Tint**  
RGB 250 177 127  
HEX #FAB17F

**50% Red Tint**  
RGB 252 127 171  
HEX #FC7FAB

**25% Midnight Tint**  
RGB 206 207 236  
HEX #CECFEC

**25% Purple Tint**  
RGB 224 208 246  
HEX #E0D0FC

**25% Violet Tint**  
RGB 246 212 254  
HEX #F6D4FE

**25% Forest Tint**  
RGB 191 227 217  
HEX #BFE3D9

**25% Green Tint**  
RGB 208 233 209  
HEX #D0E9D1

**25% Lime Tint**  
RGB 224 249 207  
HEX #E0F9CF

**25% Orange Tint**  
RGB 254 216 190  
HEX #FED8BE

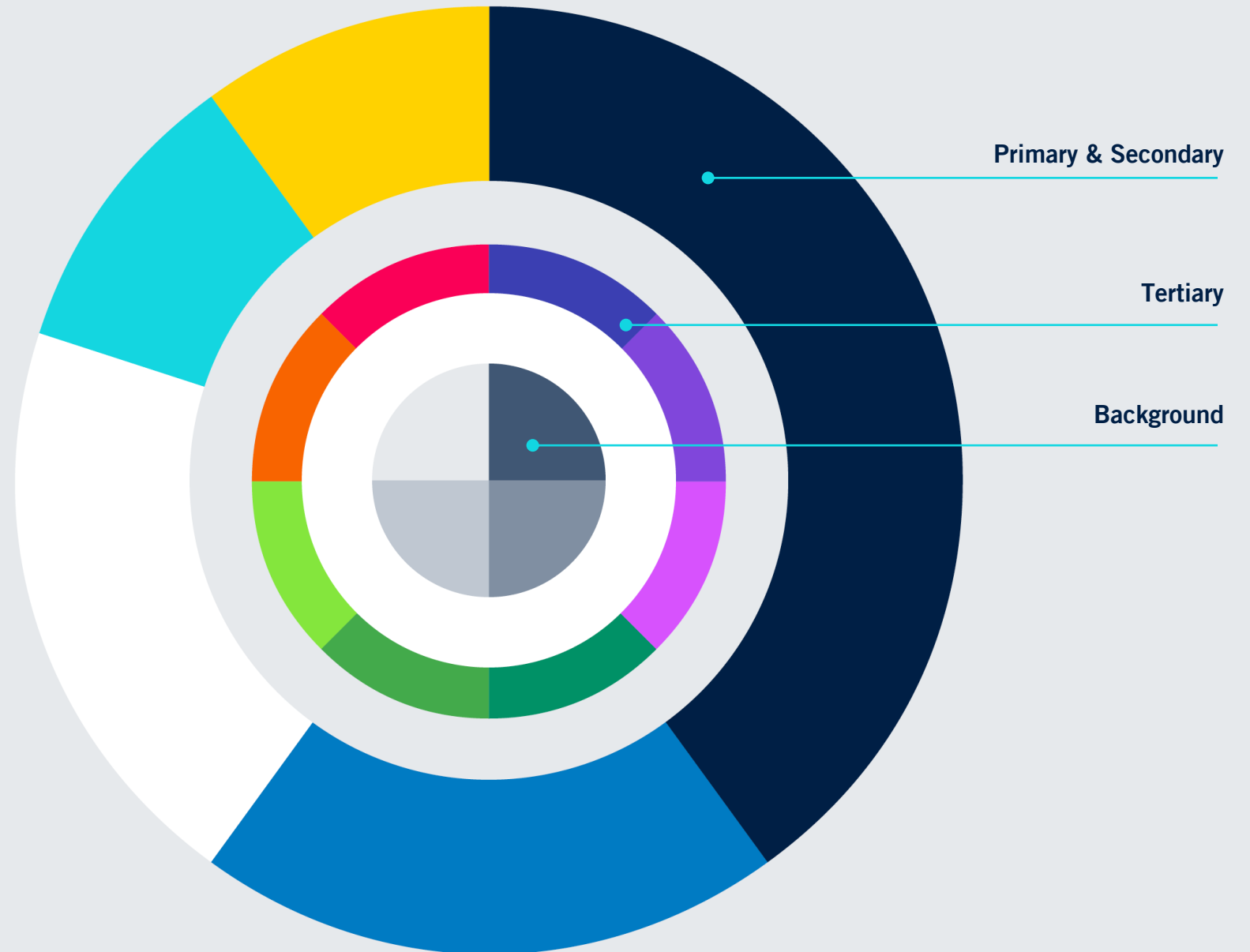
**25% Red Tint**  
RGB 254 191 212  
HEX #FEBFD4



# COLOR HIERARCHY

We apply color purposely to build recognition and to engage and support comprehension of our content.

Navy, blue & white are made more powerful, memorable and modern with supporting accents.



# COLOR PAIRING

These complementary color pairings have been predetermined to provide users with creative flexibility, while helping them create work that feels harmonious and cohesive.

This approach will be applied to our visual identity elements, communications and data visualization.

Our navy should be used when paired with other approved colors, as navy provides the strongest tie to our brand.



Primary colors pairing



Pairing primary with secondary colors

Pairing primary with tertiary colors

# COLOR ACCESSIBILITY

ADA accessibility requirements apply to all onscreen content like PDFs, PPT and web pages, as well as elements including icons and UI/UX components.

Use this page as guidance on whether specific core color combinations provide sufficient contrast within digital channels.

For all our communication, navy, blue, teal and white are preferred colors for headlines, subhead and body copy. Yellow type on navy backgrounds can be used on call-to-action buttons.

**All work created must go through ADA review and approval.**

**Note:**

- Regular Text = 17pt and below
- Large Text = 18pt and above / 14pt bold and above

**LARGE TEXT**

**LARGE TEXT**

Regular Text

**LARGE TEXT**

Regular Text

**LARGE TEXT**

**LARGE TEXT**

**LARGE TEXT**

Regular Text

**LARGE TEXT**

Regular Text

**LARGE TEXT**

Regular Text

**LARGE TEXT**

Regular Text

# COLOR ACCESSIBILITY (CONT.)

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**LARGE TEXT**  
Regular Text

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**LARGE TEXT**  
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# COLOR ACCESSIBILITY (CONT.)

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LARGE TEXT

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Regular Text

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Regular Text

LARGE TEXT

LARGE TEXT

LARGE TEXT

Regular Text

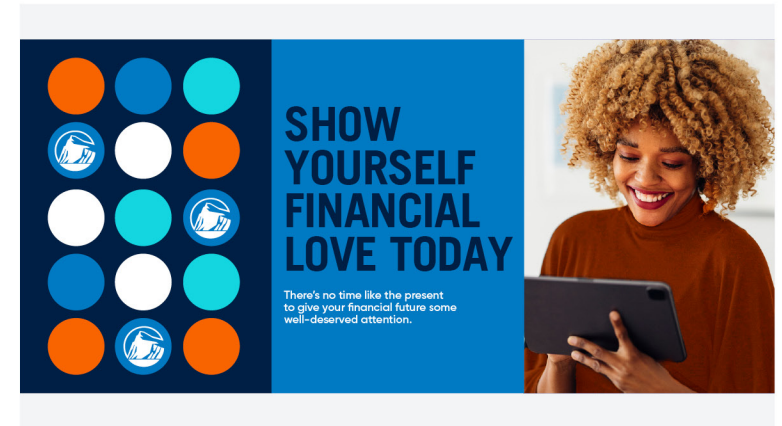
# DOS & DON'TS



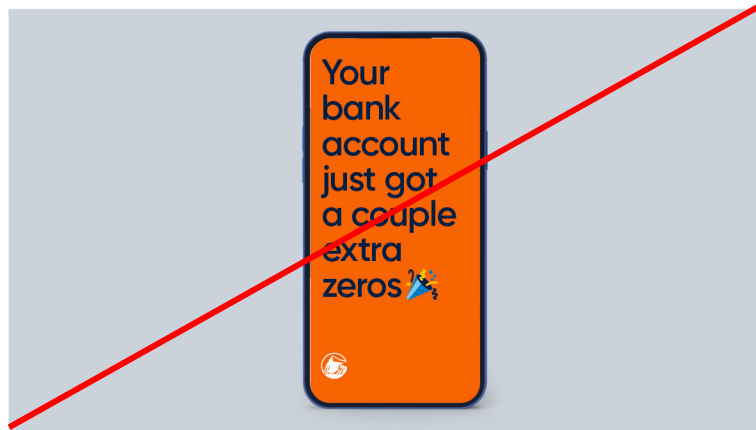
**Do** reinforce Prudential Navy as our core color.



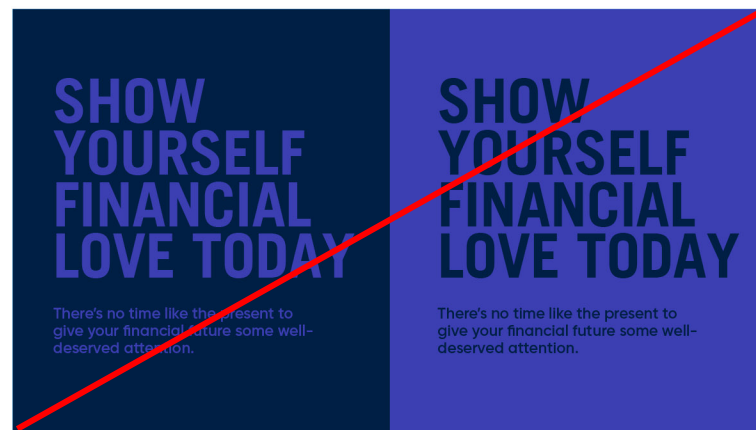
**Do** use recommended color pairings.



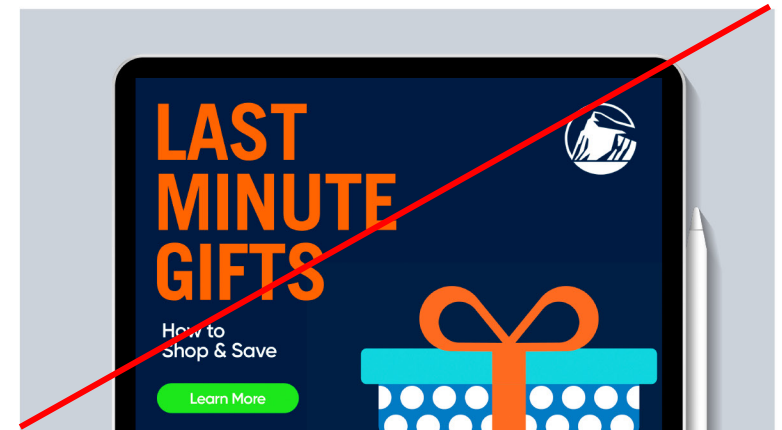
**Do** find moments to infuse fresh color through the tertiary palette.



**Don't** lead with other colors, which could dilute our color recognition.



**Don't** use color combinations that do not pass the ADA test.



**Don't** use tertiary colors for text or UI elements.

# OUR TYPOGRAPHY

Typography is an incredibly important part of our identity. It helps us **tell our story in a unique way.**



## OUR TYPEFACE

We use the same style of typography across both our digital and print communications.

All headlines are set in Prudential Modern Bold SemiCondensed. They should always be in all caps and end punctuation should only be used when required (i.e., questions or headlines comprised of two or more sentences).

Prudential Modern Light is used for body copy. When emphasis is needed, consider using Prudential Modern Bold as it provides a nice contrast to the lightweight font.

**PRUDENTIAL  
MODERN**

## OUR TYPEFACES

Gilroy SemiBold should only be used for subheads & calls-to-action. This geometric sans serif is made from circles, complementing the design system.

We use sentence case for all copy except for headlines, page headers and the intro to body copy. End punctuation should only be used on body copy.

**Gilroy  
SemiBold**

## TYPOGRAPHY PRINCIPLES



Lead with Prudential Modern Bold SemiCondensed. Sizing can change to achieve the appropriate tone.



All headlines are set in Prudential Modern Bold SemiCondensed. It should always be in all-caps.

Use Gilroy for body copy and other forms of messaging. Use sentence case to keep communications conversational and approachable.



Use two-tone treatments to add visual interest, make our content scannable and to add emphasis.

## HOW WE USE TYPOGRAPHY

We use the same styles of typography across both our digital and our print communications.

### Typeface & treatment

Prudential Modern Bold SemiCondensed is the primary font for headlines. It should always appear in all-caps.

Gilroy SemiBold can be used for subheads and calls to action.

Prudential Modern Light is used for body copy. When emphasis is needed, consider Prudential Modern Bold as it provides a nice contrast to the lighter weight font.

We use sentence case for subheads and body copy.

### Punctuation

Punctuation should only be used at the end of headlines when it's a question or contains two or more sentences.

**Note:** The rules for punctuation can be discretionary for secondary elements, like subheads, where it might be appropriate to use a period even if the copy is only one sentence.

### \*For live website text only:

Use Open Sans Bold in place of Prudential Modern SemiBold Condensed. Open Sans Regular should be used for body copy and calls-to-action.

## RETIREMENT

# MAKE YOUR RETIREMENT DREAM A RETIREMENT REALITY

Your goals are unique, your plan  
should be too.

When it comes to finances, you can't fake it till you make it. You've come to the right place: practical tips, interactive tools and sound strategies for living your financial life.

[Learn more](#)

**Eyebrow**  
Prudential Modern Bold  
SemiCondensed, All caps,  
left-aligned

**Headline**  
Prudential Modern Bold  
SemiCondensed, All caps,  
left-aligned

**Subhead\***  
Gilroy Semi Bold, Sentence  
case, left-aligned

**Body copy\***  
Prudential Modern Light,  
Prudential Modern Bold (for  
emphasis) Sentence case,  
left-aligned

**Call to action\***  
Gilroy SemiBold Sentence case ,  
Center-aligned (in a  
button) Left-aligned (as text)

## HOW WE USE TYPOGRAPHY

### Enhanced messaging hierarchy

We sometimes highlight the emotional benefit in headlines. We use this technique largely in promotional contexts, but this is not exclusive or mandatory for promotional materials.

We highlight the emotional benefit through color. We only use one of these approaches at a time, though either is acceptable for any given communication.

**YOUR GOALS  
ARE UNIQUE.  
YOUR PLAN  
SHOULD  
BE, TOO.**

**Color shift**  
Highlight the emotional benefit through a shift in color. The emotional benefit should always be in a highlight color (Navy, Blue or White).

## HOW WE USE TYPOGRAPHY

### Tracking

By default, the tracking (space between characters) in Prudential Modern is a little loose, so the tracking should be tightened manually. There's no hard-set rule for this, it's all about the feel of it, so aim for the “after” example shown on the right.

### Leading

It's recommended to set leading to 70-90% of the font size for headlines.

For subhead and body copy, it's recommended to set leading to 110-120% of the font size.

### Note:

Some users change their CSS settings to alter line height or fonts to accommodate visual impairments. Our designs should not limit their ability to do so.

Take web responsiveness into account when designing across multiple devices. Type size and column widths can and should be adjusted as needed to provide the optimal reading experience for the platform.

TRACKING & LEADING:  
TOO LOOSE

**MAKE YOUR  
RETIREMENT  
DREAM  
A RETIREMENT  
REALITY**

**Your goals are unique, your  
plan should be too.**

When it comes to finances, you can't fake it till you make it. You've come to the right place: practical tips, interactive tools and sound strategies for living your financial life.

TRACKING & LEADING:  
JUST RIGHT

**MAKE YOUR  
RETIREMENT  
DREAM  
A RETIREMENT  
REALITY**

**Your goals are unique, your  
plan should be too.**

When it comes to finances, you can't fake it till you make it. You've come to the right place: practical tips, interactive tools and sound strategies for living your financial life.



# HOW WE USE TYPOGRAPHY

## Sizing

Our approach to typography allows for a wide range of tones. We use it how we would speak: big and bold for optimistic messages, and more delicate for moments that require a softer touch.

**SHOW YOURSELF FINANCIAL LOVE TODAY**

There's no time like the present to give your financial future some well-deserved attention.

**IF YOU SECURE TOMORROW, YOU CAN ENJOY TODAY.**

Help make sure your loved ones are protected if something happens to you, with Prudential Life Insurance.






**WHAT IS ACCIDENTAL DEATH AND DISMEMBERMENT INSURANCE?**

Considering it has what is clearly one of the least pleasant names, accidental death and dismemberment (AD&D) insurance actually can do a lot of good.






**Prudential**

## DOS & DON'TS



**Do** use Prudential Modern Bold in all caps for headlines.



**Do** tighten the tracking in Prudential Modern Bold SemiCondensed.



**Do** vary scale and weight of typography to create information hierarchy.



**Don't** use all caps for subhead or body copy.



**Don't** use the default tracking for Prudential Modern Bold SemiCondensed as it is too loose.



**Don't** vary too many typographic elements (color, weight and treatment) at once in a single layout.



# OUR PHOTOGRAPHY

Photography is  
a storytelling device  
to depict our  
customers' lives in an  
authentic way.

## PHOTOGRAPHY CHARACTERISTICS

### **Celebrate individuals and diversity**

Photography should celebrate diversity and reflect each subject's unique personality and goals.

### **Modern sensibility**

From styling to the subjects and situations portrayed, every choice we make should reflect a modern aesthetic.

### **Simple compositions**

Compositions should be kept simple and uncomplicated, so the focus remains on the subject. Calming colors, warm tones, pops of bright accent color and natural materials can be utilized to create compelling imagery.

### **Modern and timeless**

Backgrounds should be contemporary, timeless and not leverage any specific trends. Wardrobe should reflect modern sensibilities and represent an individual's unique style.

## LIFESTYLE PHOTOGRAPHY PRINCIPLES

### **Authentic**

We always look for an opportunity to demonstrate authenticity by showing diversity in people and situations, including ethnicity, age and gender.

### **True to life**

We show the positive impact that we have on people's lives by showing them in their daily lives, on the path to achieving their goals.

### **Bringing in the brand**

When appropriate, incorporate colors from the Prudential color palette into wardrobe.

### **Natural**

We use images with plenty of natural feeling, bright light.





## PORTRAITURE PHOTOGRAPHY PRINCIPLES

### **Authentic**

It's critical to capture people in an authentic and personal way.

Consider incorporating connected objects and other lifestyle elements as props when shot in studio.

### **Natural**

We use images with plenty of natural feeling, bright light.





## HOW WE USE PHOTOGRAPHY WITH OUR CIRCLE

### Framing device

The circle is primarily used as a framing device to contain lifestyle photography that reinforce our photography principles.

We can also consider extending part of the subject out of the circle when you need to make more of an impact.



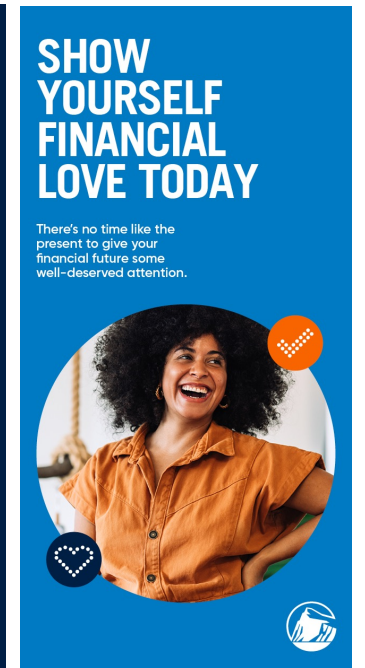
# HOW WE USE OUR CIRCLE AS A FRAME

When space allows, we recommend using the full circle. The overall layout looks best when the circle is larger than 50% of the smaller side.

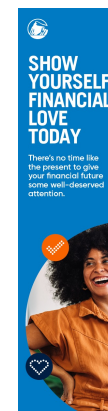
However, when using the circle as a frame on extreme sizes, consider bleeding the circle to 1-2 sides of the artboard.

Recommend sizing the circle frame larger than 75% of the smaller side for best visual impact.

## Primary usage



## Secondary usage





# HOW WE USE PHOTOGRAPHY WITH OUR CIRCLE

## Full-bleed

Full-bleed photography can be used when paired with a circular graphic as shown in the example here.



# PHOTOGRAPHY SEARCH TIPS

When searching for imagery on a stock site, keep our photography principles in mind.

**Tips:**

Use these keywords to help filter through stock search results:

Lifestyle  
Diversity  
Optimistic  
Natural light  
Space for copy  
Business  
Business casual  
Modern office  
Confidence  
Success  
Cheerful



# DOS & DON'TS



**Do** use images that reinforce our photography core principles: authentic, true to life and natural.



**Do** seek images that have clear focal point and uncluttered environment.



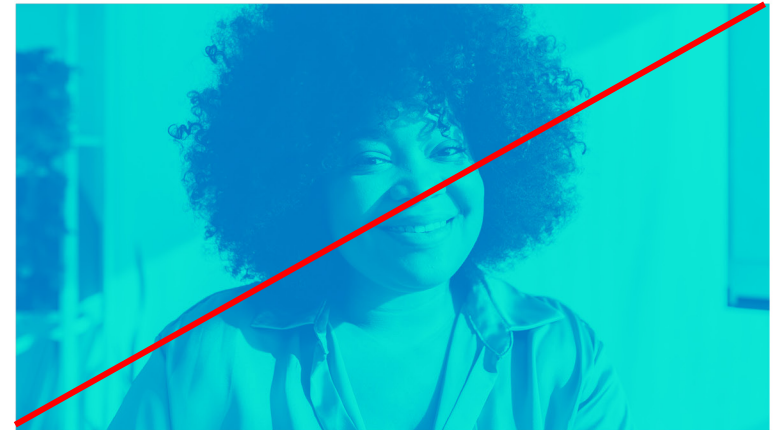
**Do** use images that reflect diversity in all its forms.



**Don't** create collages of images.



**Don't** use images where subjects feel overly posed.



**Don't** apply any effects or unnatural lighting to our images.

# OUR PATTERN

# OUR PATTERN PRINCIPLES

Our pattern is made of circles. It creates a recognizable graphic that is uniquely Prudential.

## Color

Keep our pattern fun and energetic. There are 2 approved color combinations shown on the right.

## Sizing

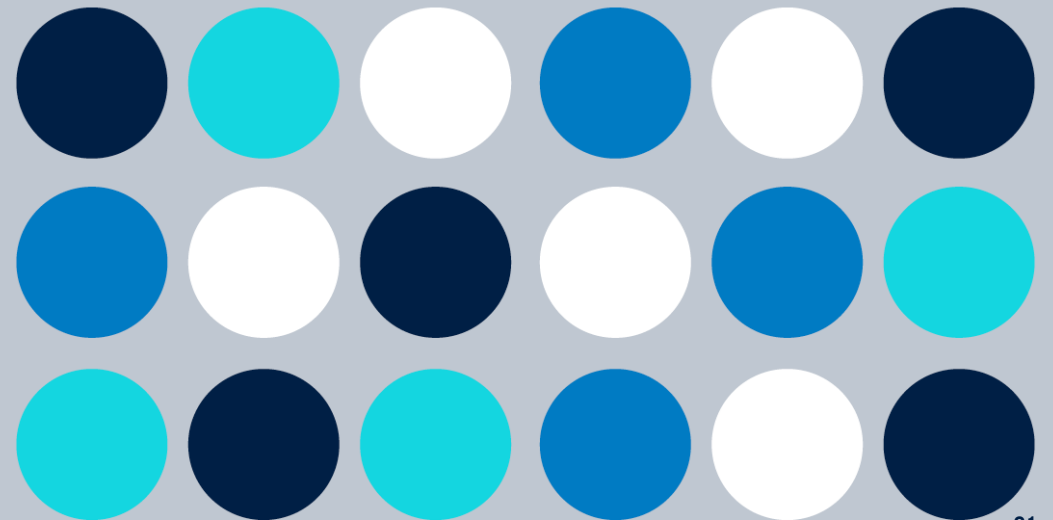
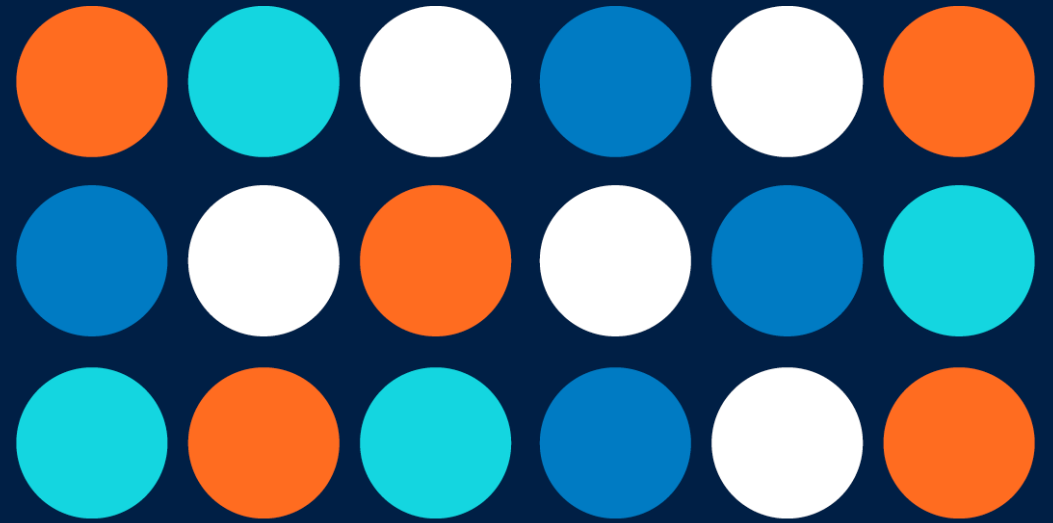
We recommend keeping the diameter of the circles on the pattern 15-25% of the shortest side.

## Tip

Avoid using our pattern on extreme or small sizes.

## Note

This Dots pattern can be used only for Prudential communications. Do not use on any PGIM or PFI related work.

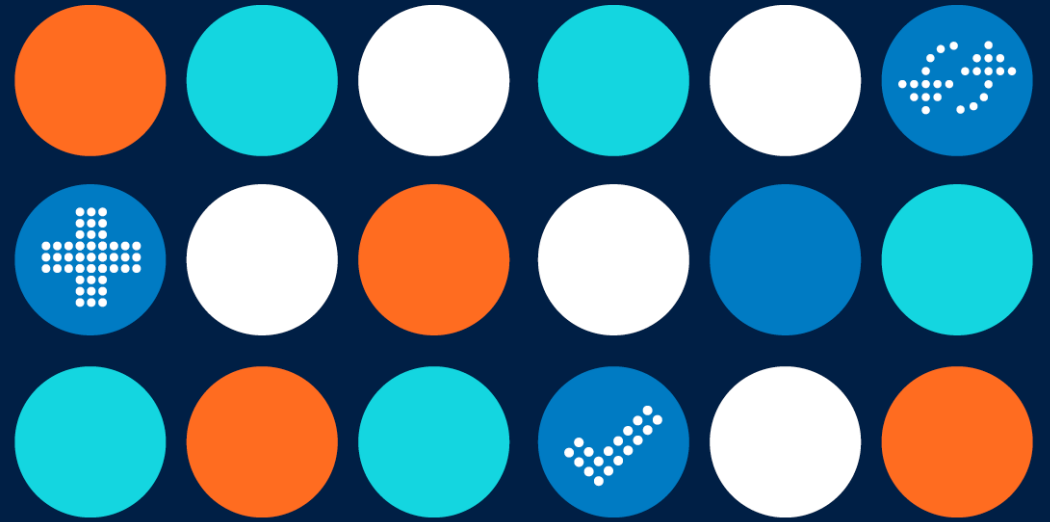


## OUR PATTERN & OTHER BRAND ELEMENTS

When part of a layout, our pattern can be used with and without the Rock or approved icons.

It can be used as a stand-alone element on swag, things like t-shirts, bags and notebooks.

See the Design System At Work section for more examples.



# HOW WE USE OUR PATTERN ON DARK BACKGROUNDS

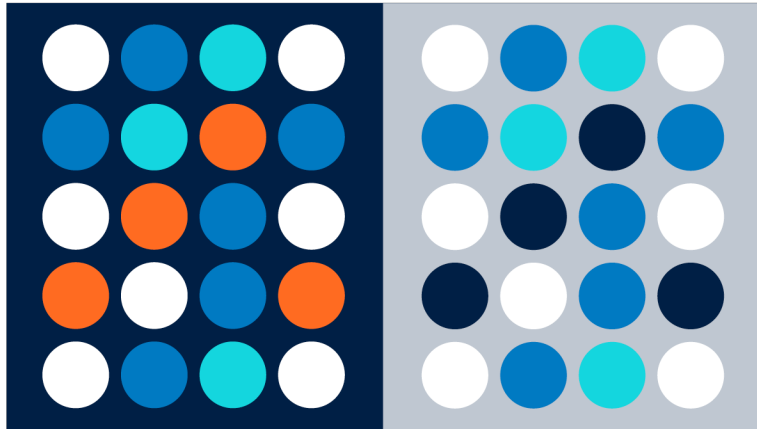


# HOW WE USE OUR PATTERN ON LIGHT BACKGROUNDS

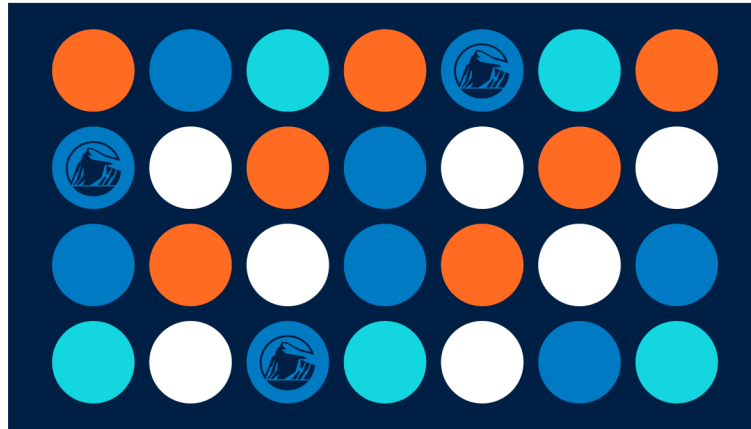




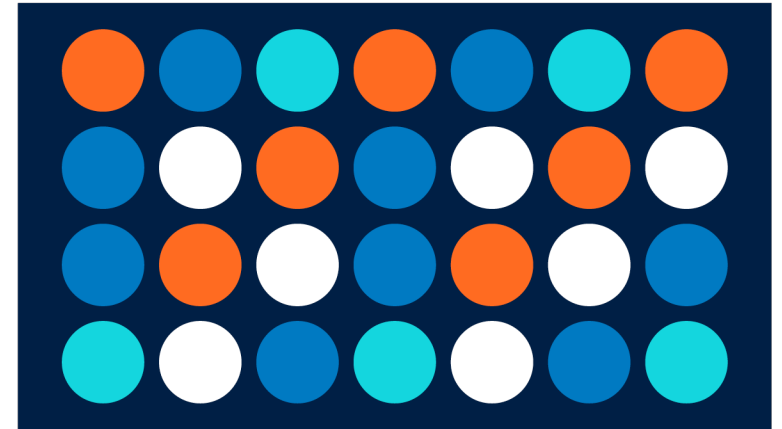
# DOS & DON'TS



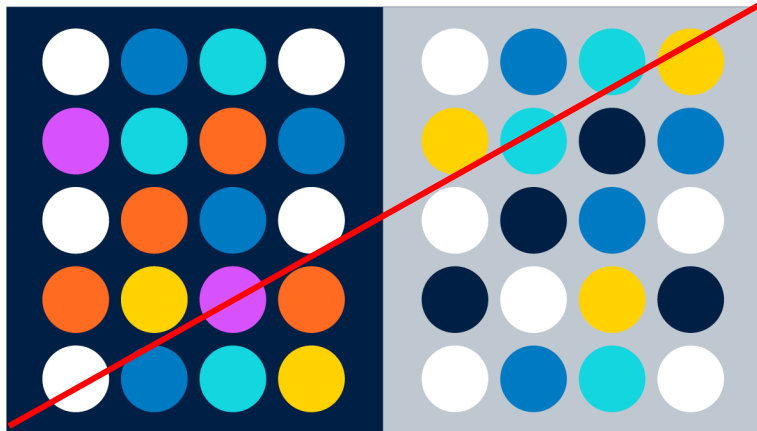
**Do** use only the 2 approved color combinations.



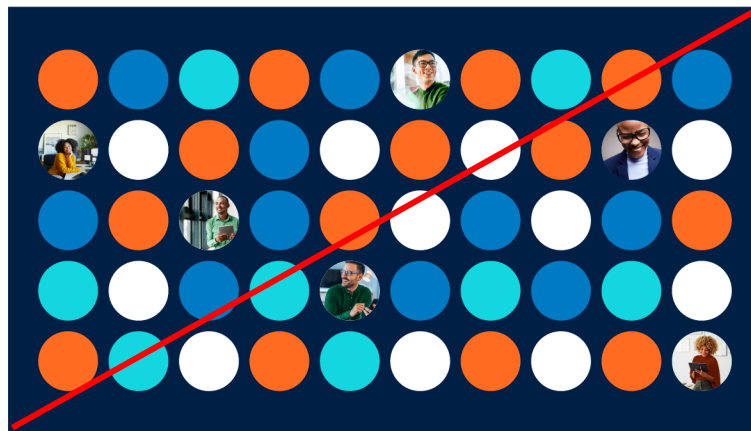
**Do** use the pattern with the Rock or approved icons if brand recognition reinforcement is needed.



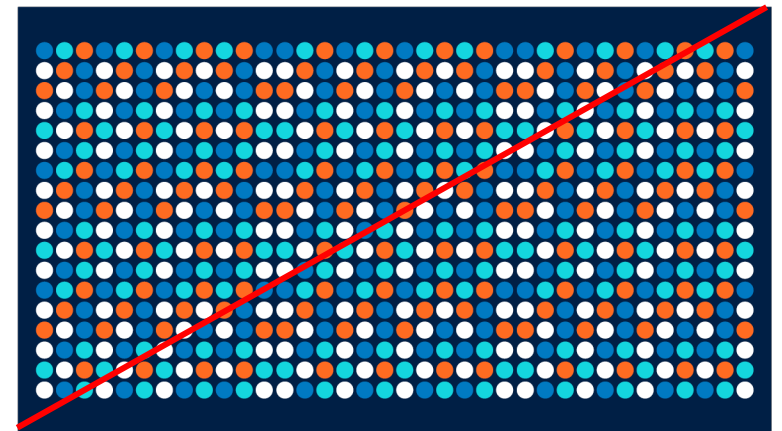
**Do** use the pattern with circle diameter between 15-25% of the shortest side of the asset.



**Don't** use unapproved color combinations.



**Don't** add photography to the pattern.



**Don't** use the pattern with circle diameter smaller than 15% of the shortest side of the asset.

# OUR ICONOGRAPHY

Our icons are a simple shorthand to illustrate our products, services and capabilities.

# OUR ICONOGRAPHY

We have two approved styles for iconography: Display and Utility.

## Display Iconography

Inspired by the circle that holds the Rock, the Display Iconography is made of circular shapes that create a series of ownable visual symbols. Display Iconography works best with circular frames found alongside headlines.

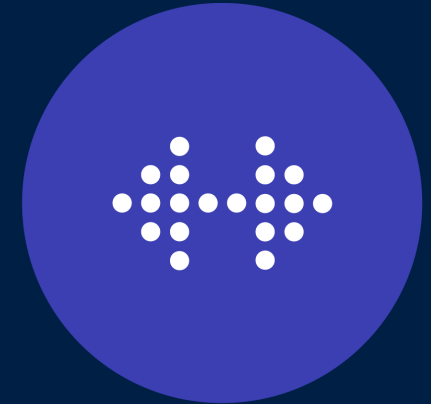
## Utility Iconography

Inspired by the ring round our Rock, Utility Iconography has a simple, geometric and linear style.

### NOTE:

Only 1 style should be used per component.

## Display Iconography



## Utility Iconography



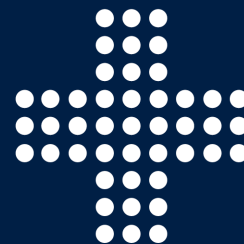
# OUR DISPLAY ICONOGRAPHY

## Usage

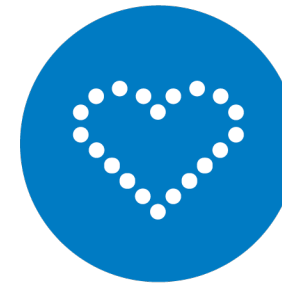
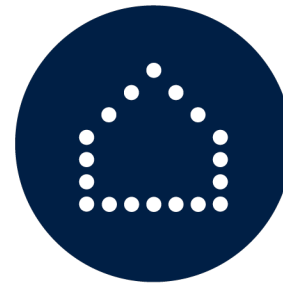
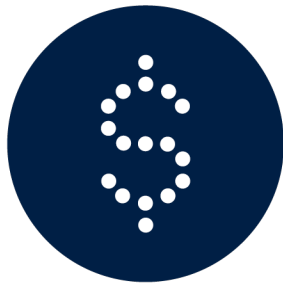
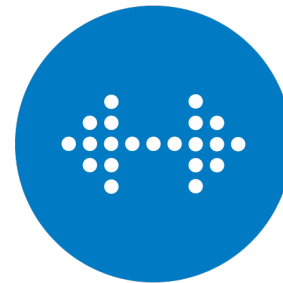
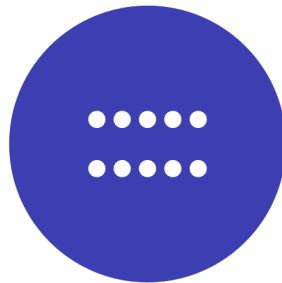
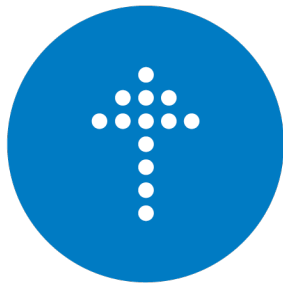
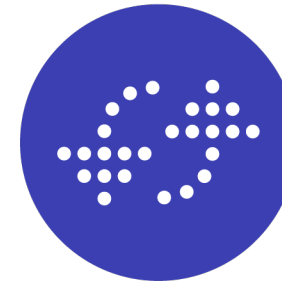
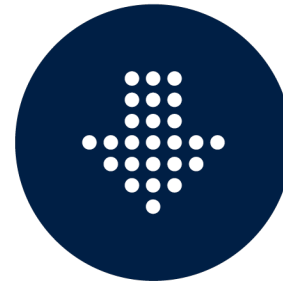
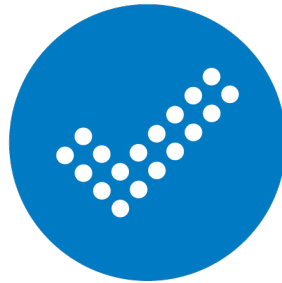
Use Display Iconography sparingly and strategically throughout your designs. See examples on slides 101, 106 and 109.

## Color

Only use white for the icons themselves. Approved colors can be utilized when they're within a circular holding shape.



Display Iconography with circular holding shape



Display Iconography without circular holding shape



# DISPLAY ICONOGRAPHY PRINCIPLES

## Foundation

The square grid is the underlying foundation of icons and is used to determine line thickness, proportion, shape and positioning.

## Base grid

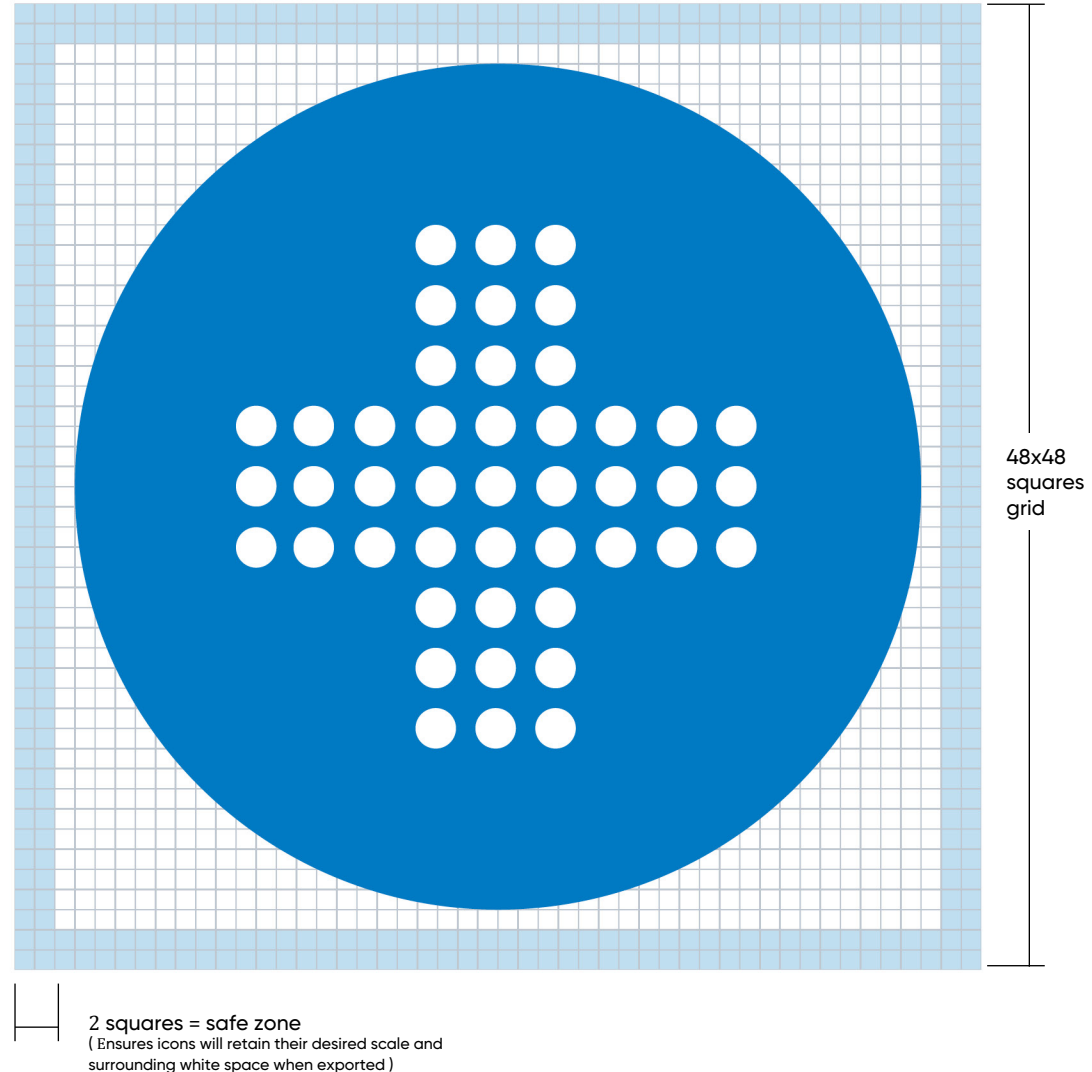
The base grid consists of 48x48 squares with 2 squares of padding as the safe zone. Use the grid as your basic guide to snap the artwork in place.

## Strokes

One icon should never look heavier or lighter than other icons of the same size.

## Perspective

If creating a new icon to contribute to the library, please be sure to avoid dimensional representations.

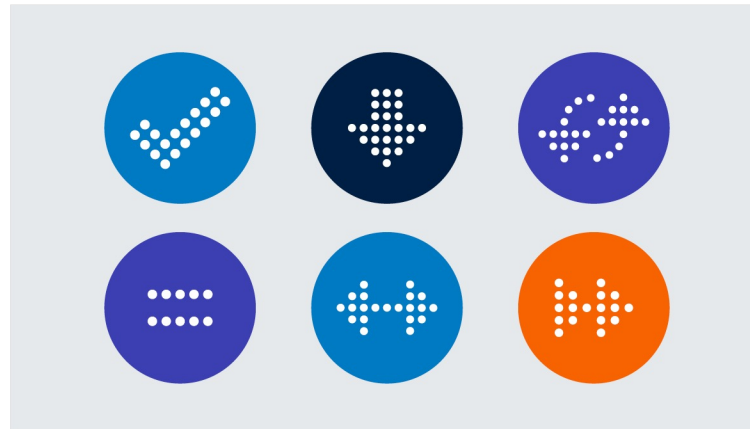




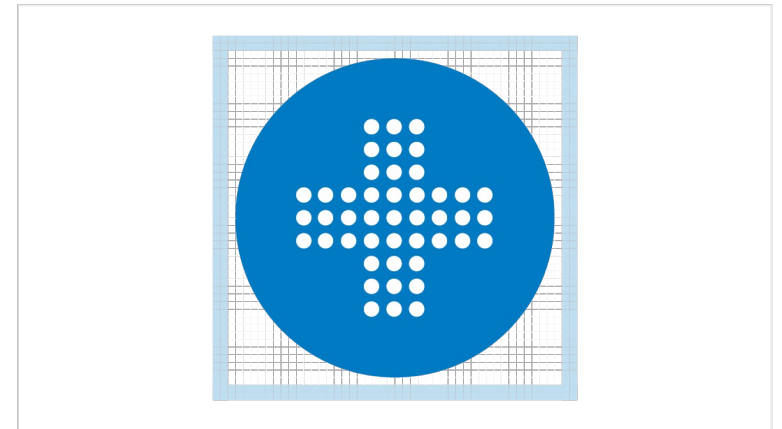
# DOS & DON'TS



Do use Display Iconography sparingly and in a fun, meaningful way.



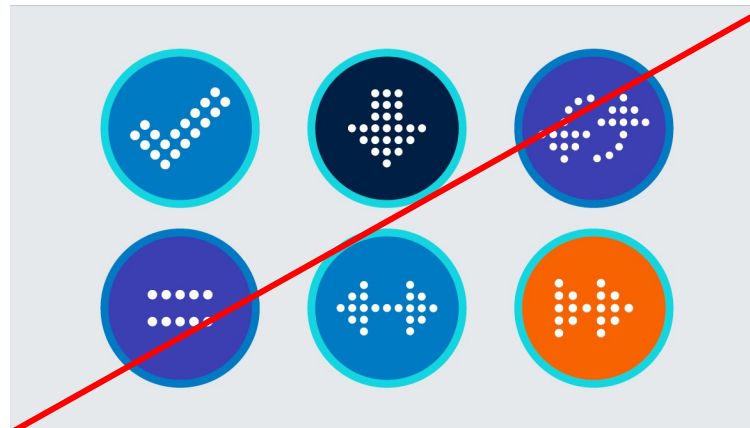
Do use updated Display Iconography style.



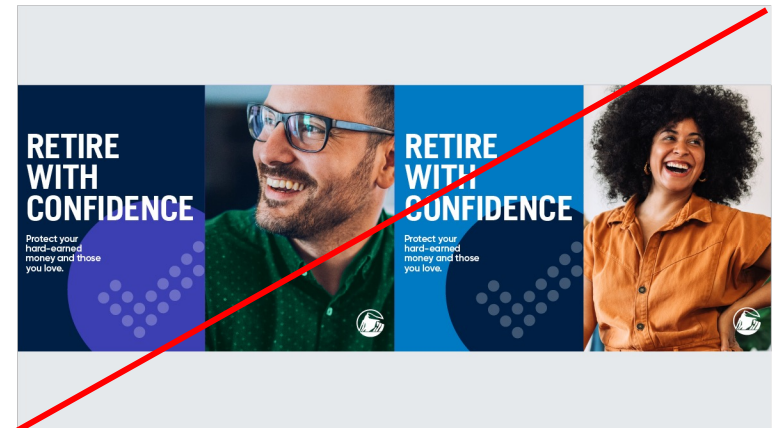
Do follow Display Iconography principles when creating new icons.



Don't overuse Display Iconography in one layout.



Don't add extra elements to the approved Display Iconography.



Don't use the Display Iconography as a supergraphic.

# OUR UTILITY ICONOGRAPHY

## Usage

Utility Iconography lets us communicate complex ideas with a simple visual. Consider using these icons on websites, product UIs, signage, events and merchandise.

## Color

There are 3 treatments for our icons:

- The icon with the ring
- The icon on solid circle
- The standalone icon

Highly recommend primarily using the ring & solid circle icons. Only use the standalone icon where space is limited.

## Color

We have 4 color options for icons: navy, blue, teal and white.

## Primary



## Secondary







Plan



Invest



Insure



Retire

# UTILITY ICONOGRAPHY PRINCIPLES

## Foundation

The square grid is the underlying foundation of icons and is used to determine line thickness, proportion, shape and position.

## Base grid

The base grid consists of 48x48 squares with 2 squares of padding as a safe zone. Use the grid as your basic guide to snap the artwork in place.

## Strokes

One icon should never look heavier or lighter than other icons of the same size.

## Corners

Use a consistent corner radius of 2 grid squares for rounded shapes. The radius can be increased by a multiple of 2 when necessary.

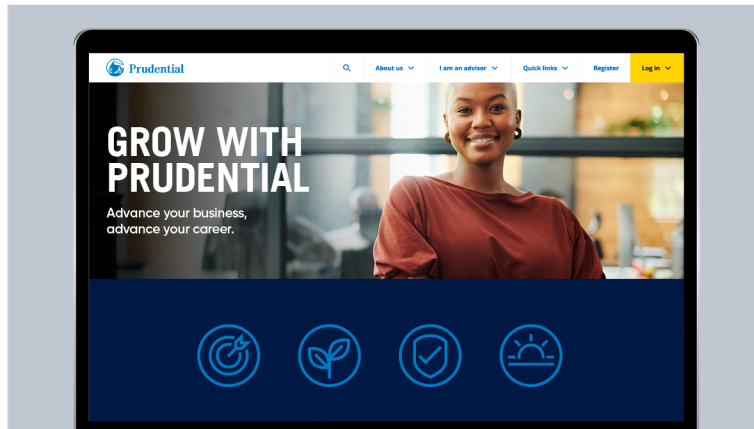
## Perspective

If creating a new icon to contribute to the library, please be sure to avoid dimensional representations.



2 squares = safe zone  
( ensures icons will retain their desired scale and surrounding white space when exported )

## DOS & DON'TS



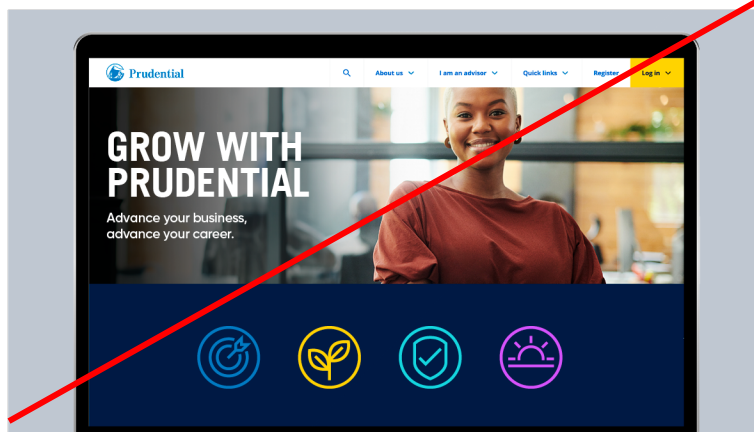
**Do** use a single color to group a series of Utility Icons.



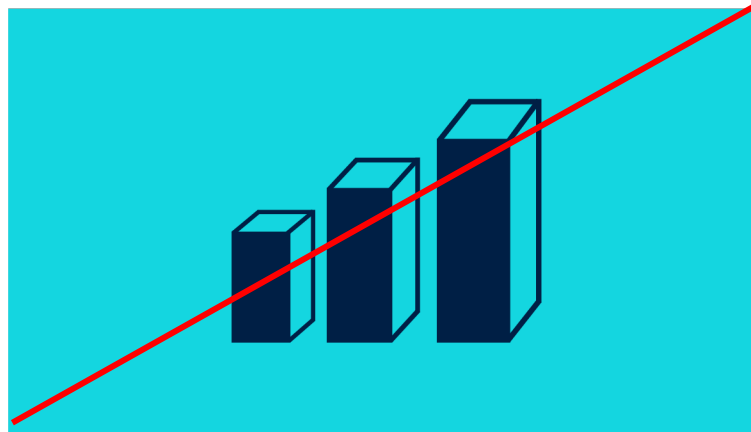
**Do** use updated Utility Iconography.



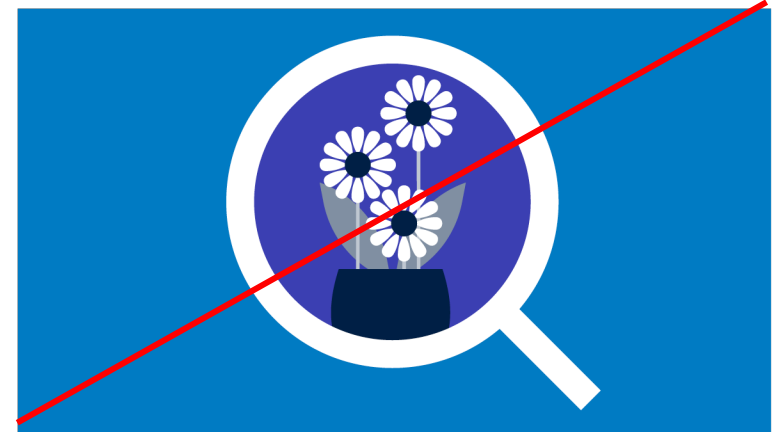
**Do** follow Utility Iconography principles when creating new icons.



**Don't** show a group of Utility Icons in more than one color.



**Don't** change the Utility Iconography style to 3D art.



**Don't** use the Utility Iconography as illustrations.

# OUR INFOGRAPHIC

Infographics help us tell stories  
and share insights with data in a  
clear and compelling way.



# INFOGRAPHIC CHARACTERISTICS

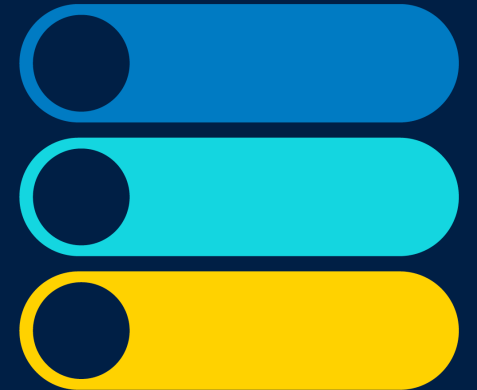
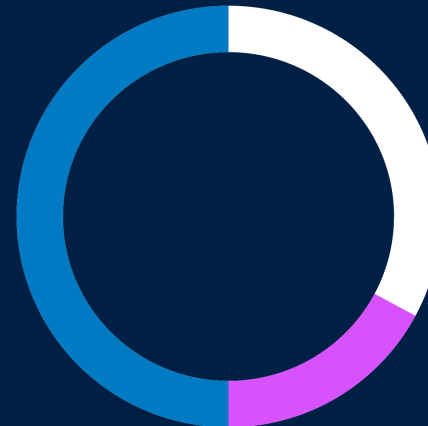
Information design is where functionality and creativity meet. It's how we showcase the results of our most inspiring work and visualize our insights in a forward-thinking yet intuitive way.

## Simplicity

When designing infographics, keep the focus on the big idea and the insights. Simplicity is key even when conveying complex data.

## Flat & geometric

Flat and geometric graphics work best with our visual system. An effective infographic is well-balanced and consistent with the examples within these guidelines.



# INFOGRAPHIC PRINCIPLES

## Clear

Information design helps us organize different types of information into readable layouts by creating clear hierarchies.

## Accurate

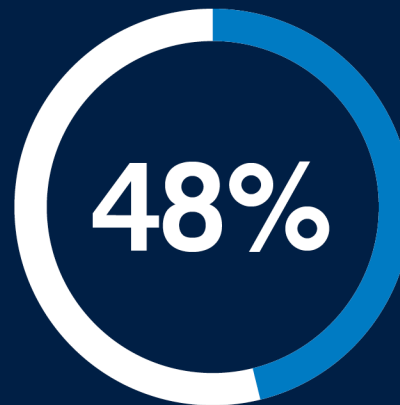
We always aim to tell accurate stories with data and emphasize critical points to draw attention to our richest insights.

## Simple

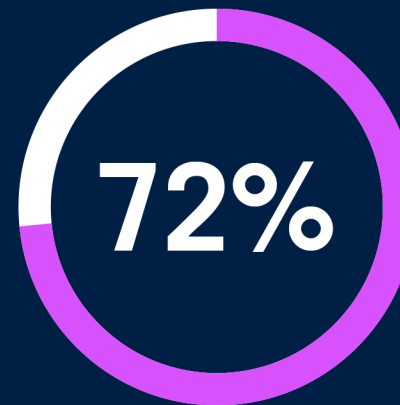
We use information design to explain complex or abstract concepts and to present information in an easily digestible way.

## LIFE INSURANCE FACTS AND STATISTICS

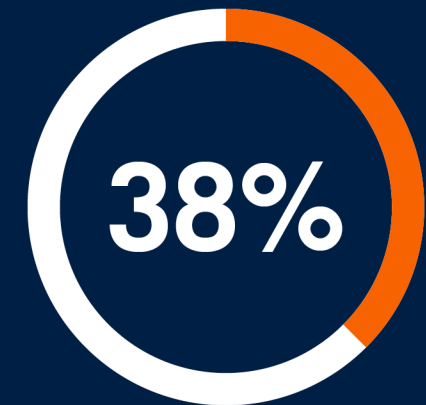
Life insurance can be a complex topic but seeing some plain facts and statistics can help illuminate it.



of Americans are worried  
about their financial future



of adults feel stressed  
about money

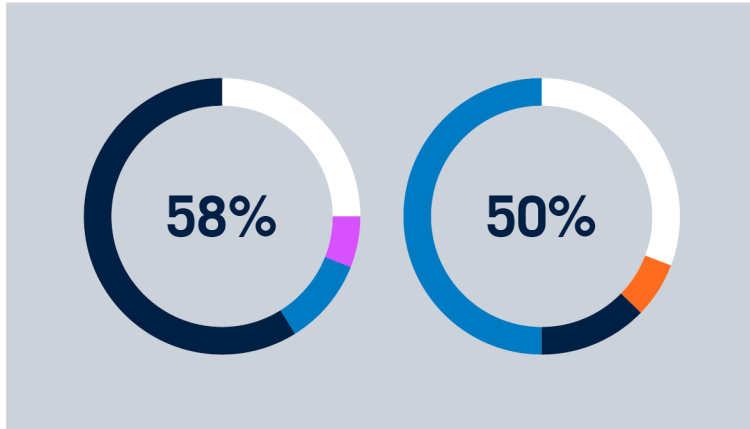


of consumers think  
life insurance costs up to 3X  
more than it actually does

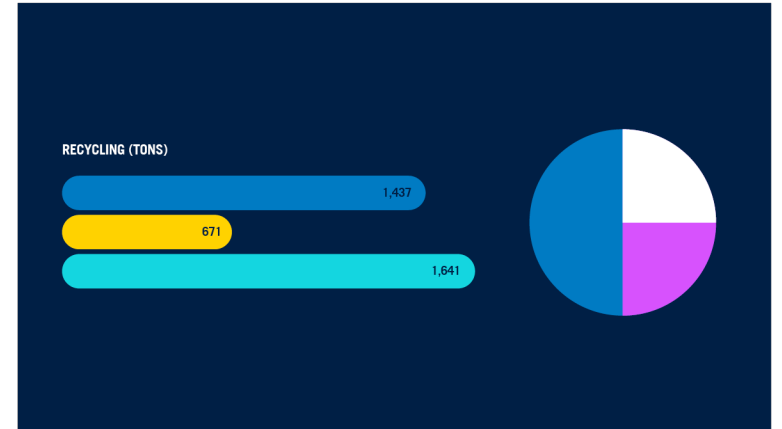
# DOS & DON'TS



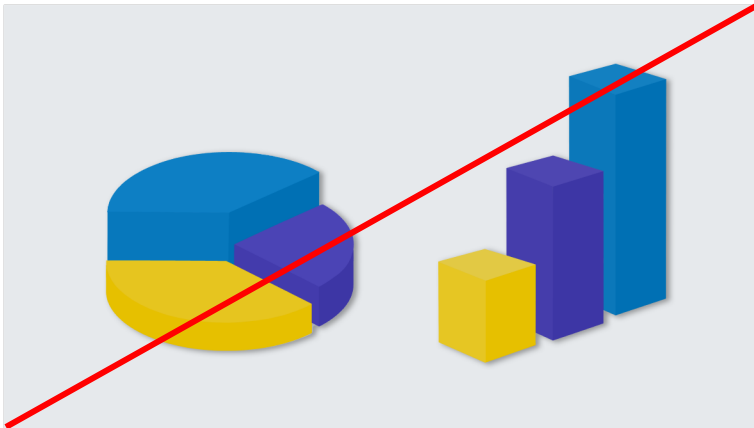
**Do** use flat style for all information design.



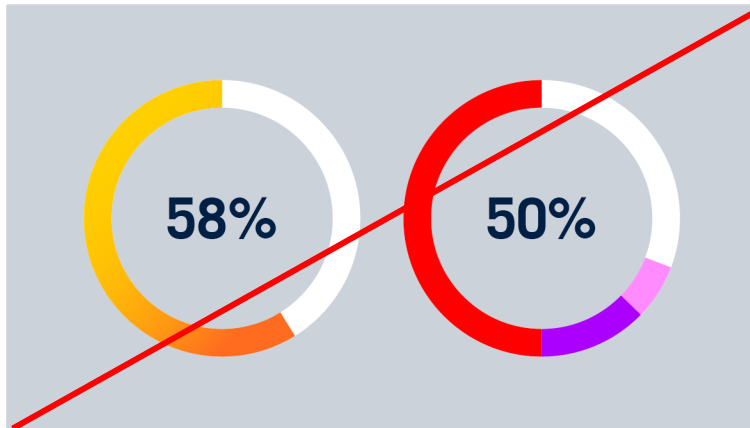
**Do** use approved colors & tints to make information as clear as possible.



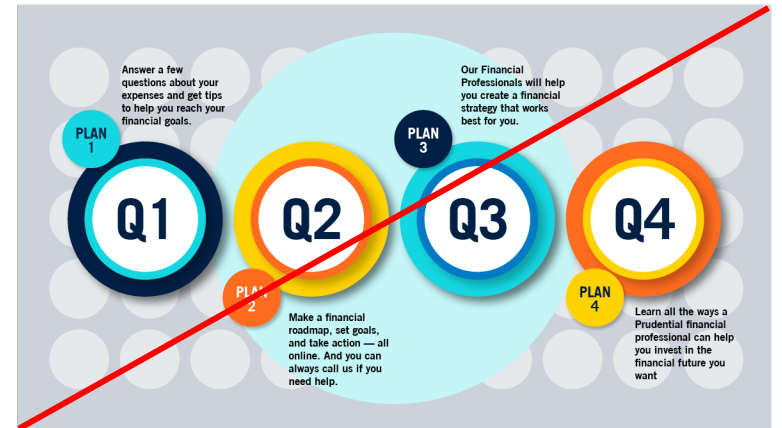
**Do** use geometric style for all information design.



**Don't** use 3D art.



**Don't** use unapproved colors & tints.



**Don't** use complicated information design formats.

# OUR ILLUSTRATIONS

**Illustration is a powerful  
storytelling tool that helps express  
concepts in an approachable and  
understandable way.**

# ILLUSTRATION PRINCIPLES

## True to the brand

Illustrations should always use Prudential Financial, Inc.'s primary and secondary colors, including tints of those colors.

Adherence to this palette creates brand consistency and distinction.

## Flat, simple and approachable

Our illustration style is flat. Illustrations should be built using basic geometric shapes and always represent the subject matter in a clear and human way.

## Circular geometric system

Circles can be incorporated into illustrations in a variety of different ways: as a frame, a background or within the illustration itself.



# ILLUSTRATION CATEGORIES

## People

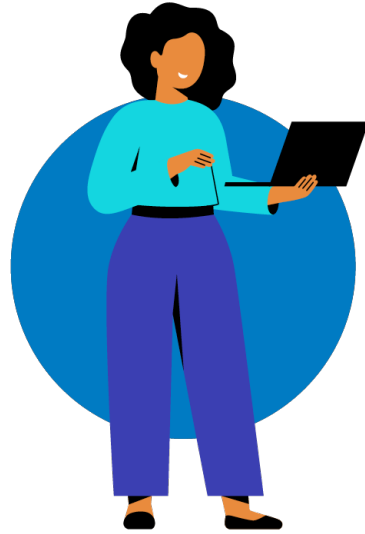
We celebrate the vast diversity of personalities and cultures in an inclusive way through illustrations.

We want our audience to see themselves reflected in a simplified and approachable way. The elements within a symbol's design should demonstrate personality and culture with purpose.

### Note:

- Do not portray people in a caricature or exaggerated way.
- Avoid unnecessary decoration.





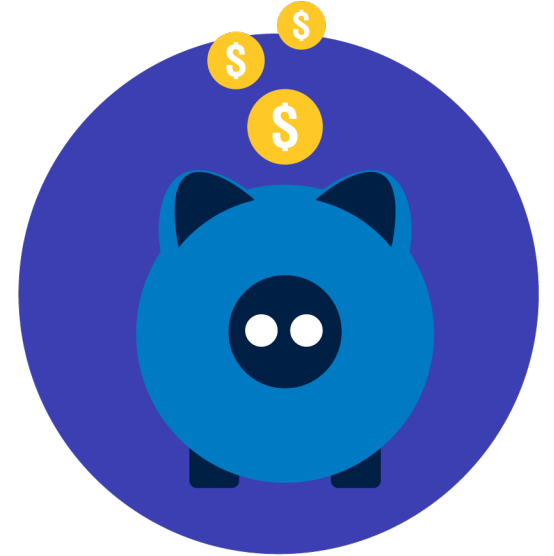
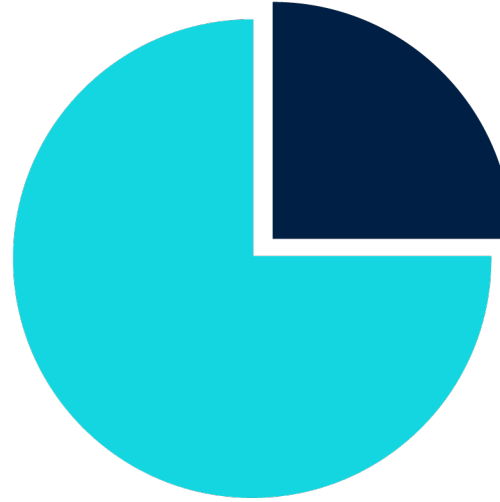
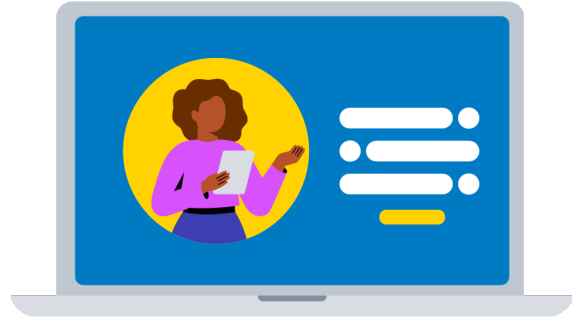


# ILLUSTRATION CATEGORIES

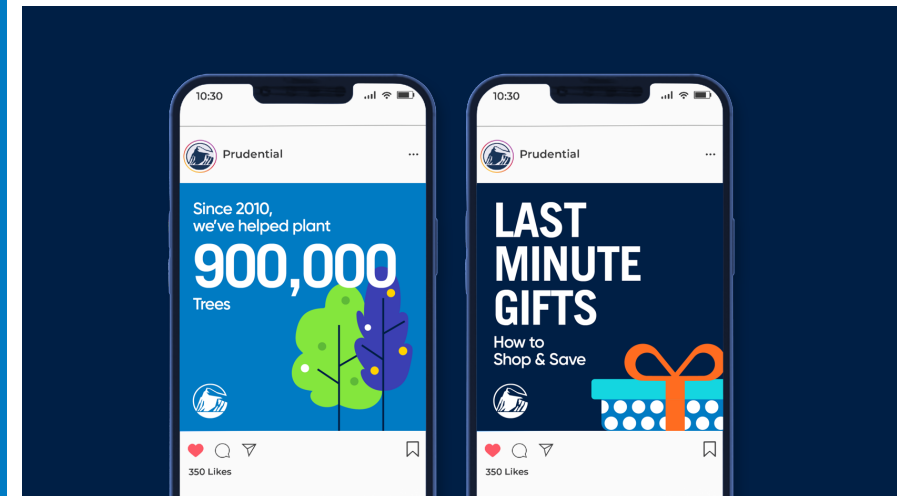
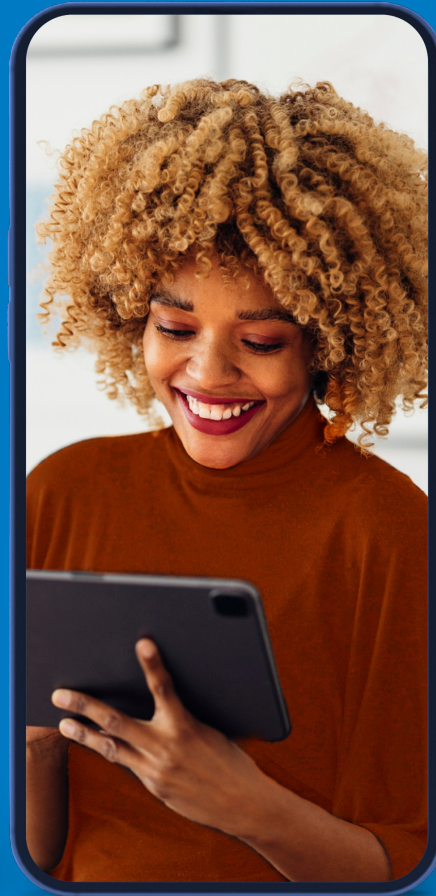
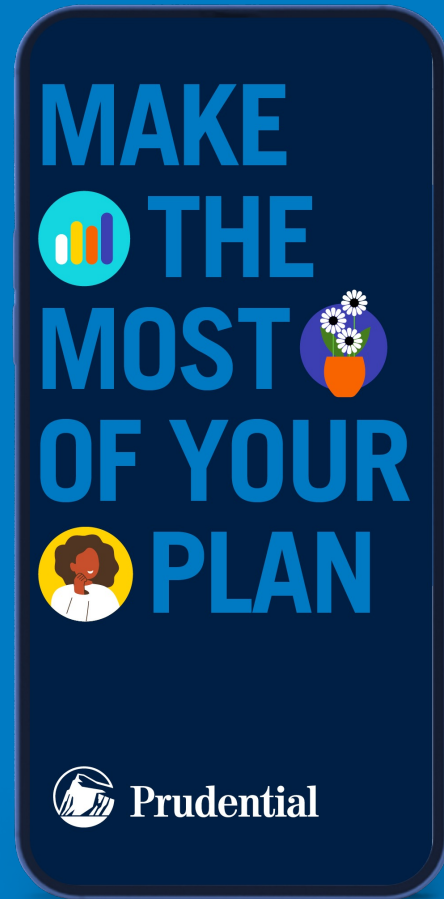
## Symbols & objects

Illustrations can be used to communicate a variety of ideas. Some will be more literal, some more abstract. Using illustrations in abstract ways creates interest and exciting composition; while literal executions can communicate complicated concepts more clearly.





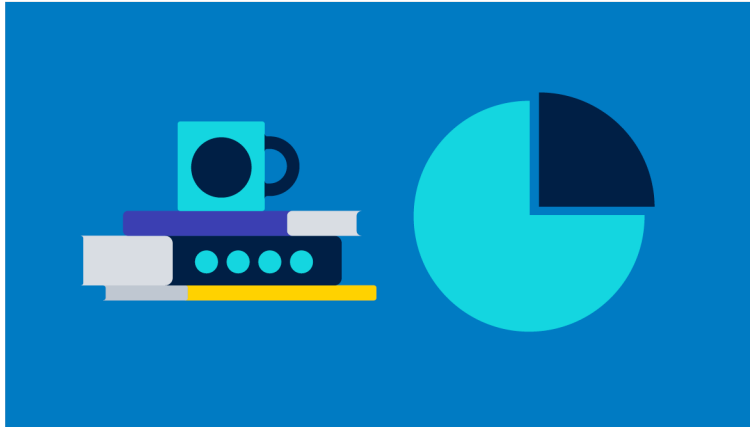
# HOW WE USE OUR ILLUSTRATIONS



# DOS & DON'TS



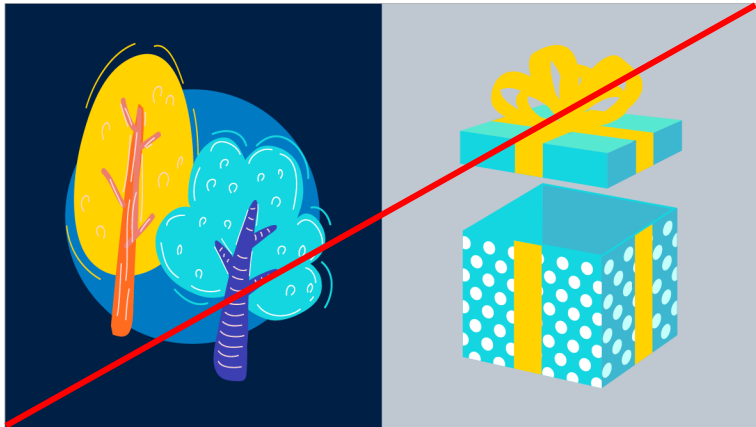
**Do** find the way to incorporate circles into the illustrations, background and framing.



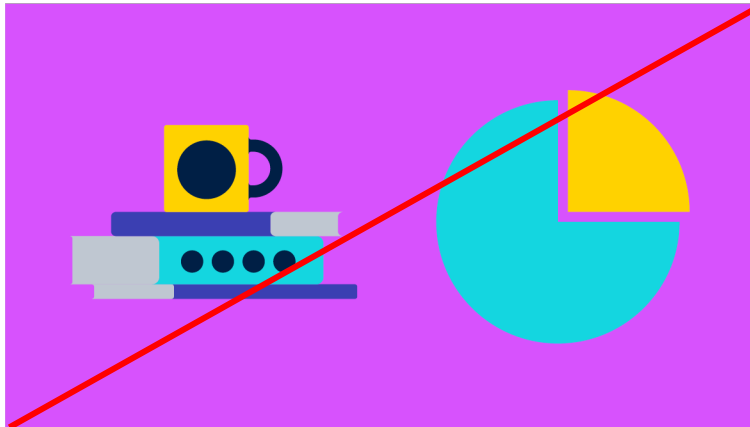
**Do** unify and distinguish our illustrations through use of the Prudential color palette.



**Do** reflect diversity and individual character through illustrations.



**Don't** use unapproved illustration styles.



**Don't** lead with other colors, which could dilute our color recognition.



**Don't** use illustrations that feel too playful or depict stereotypes.

# MOTION

Motion adds **energy & personality**  
to the stories we tell.

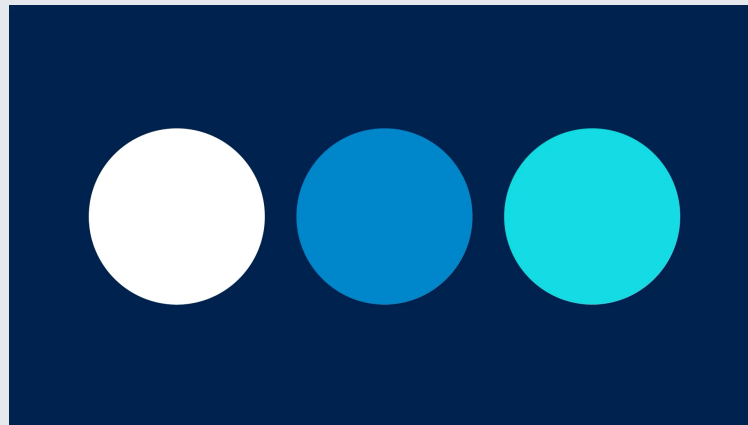


# MOTION PRINCIPLES



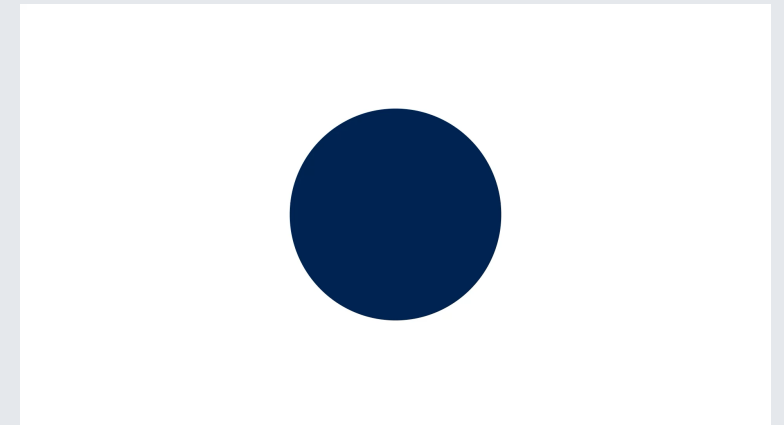
## Progress-oriented

Our consumers come to us with goals in mind. We showcase the solutions we offer with linear transitions that always move upward or forward.



## Smooth and purposeful

We are pragmatic, modern and stable. Whenever we use motion, we should bring these principles to life through smooth and purposeful animation.



## Dynamic depth

We solve complex challenges. While our motion shouldn't look complex, it should reflect the depth of thinking inherent in our problem-solving process.

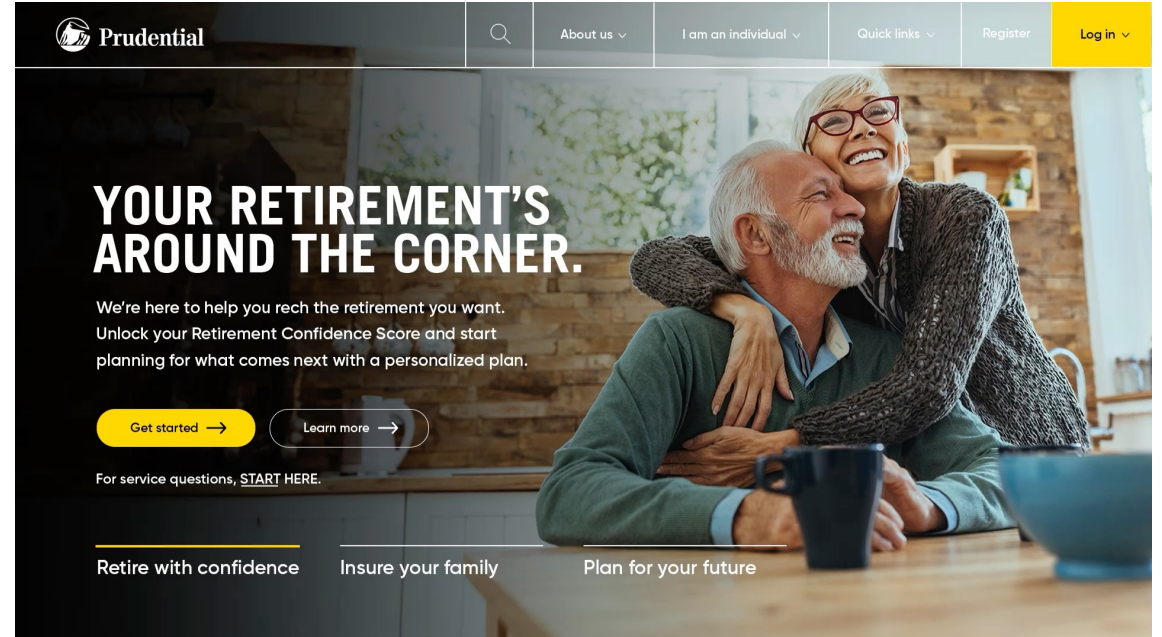


# HOW MOTION COMES TO LIFE



## End frame animation

We use a unified approach to our end frames that showcases our logo and offerings.



## Digital transitions

Use a subtle rising circle for hero transitions. The upwards movement suggests possibility and advancement. Each element should move at different speed, bringing depth and nuance to motion.

For access to motion files please visit the link here: [Prudential Motion Files](#)

# DESIGN SYSTEM AT WORK

The following pages showcase how the elements of our visual and verbal identities come to life in various touchpoints.

# SHOW YOURSELF FINANCIAL LOVE TODAY

There's no time like the present to give your financial future some well-deserved attention.





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Since 2010, we've helped plant

# 900,000

Trees



# LAST MINUTE GIFTS


How to Shop & Save




# SHOW YOURSELF FINANCIAL LOVE TODAY




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## IF YOU SECURE TOMORROW, YOU CAN ENJOY TODAY.

Help make sure your loved ones are protected if something happens to you, with Prudential Life Insurance.



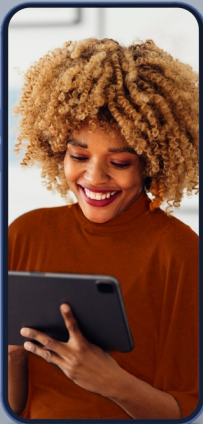



## WHAT IS ACCIDENTAL DEATH AND DISMEMBERMENT INSURANCE?

Considering it has what is clearly one of the least pleasant names, accidental death and dismemberment (AD&D) insurance actually can do a lot of good.




# MAKE THE MOST OF YOUR PLAN

# SHOW YOURSELF FINANCIAL LOVE TODAY

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Prudential

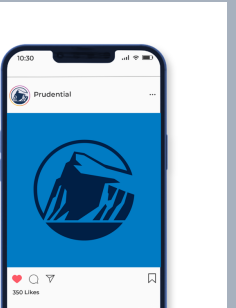
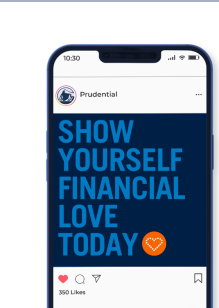
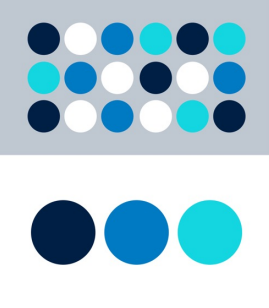
# RETIRE WITH CONFIDENCE

Protect your hard-earned money and those you love.



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# PRINT

# SHOW YOURSELF FINANCIAL LOVE TODAY

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Prudential



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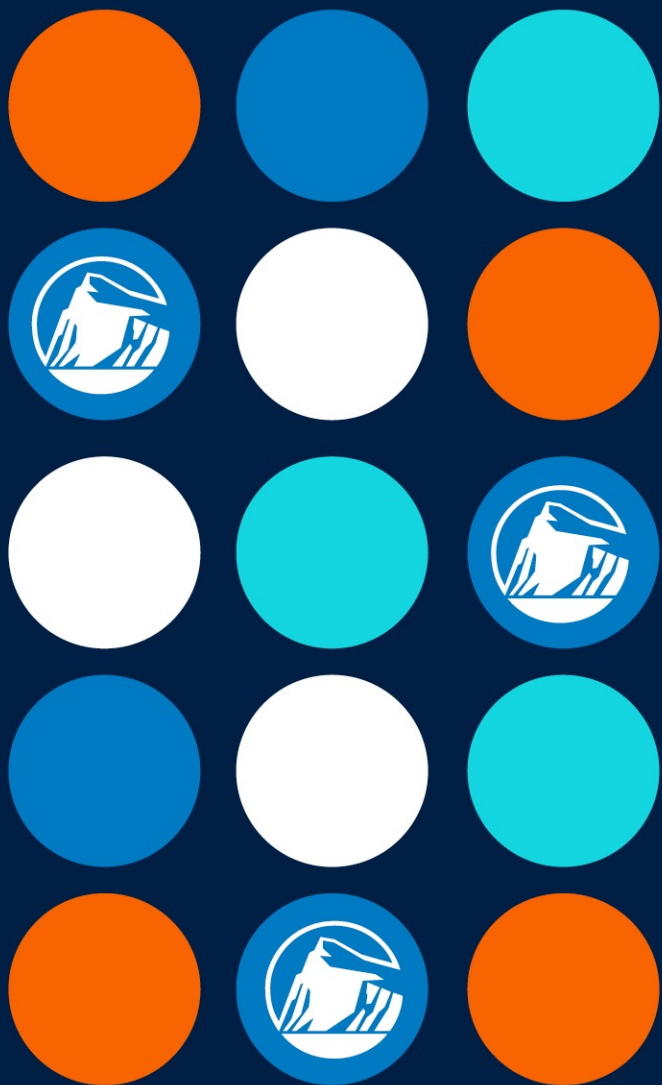


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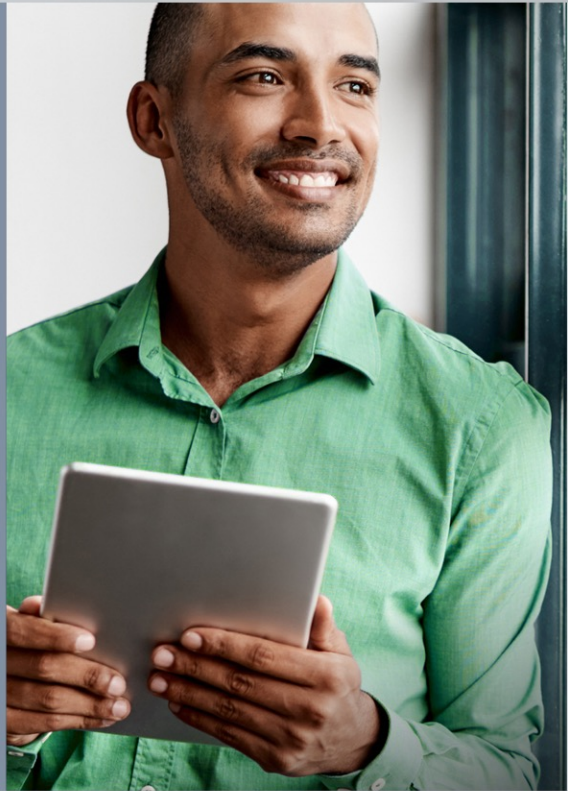
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# BUILDING A ROCK-SOLID RETIREMENT

You want a fulfilling retirement and that means starting early and putting a solid plan in place. The best place to begin is with a clear understanding of your sources of retirement income and the future demands on your money.

**The key to a fulfilling retirement**  
A good way to start developing a retirement plan is to look at your financial situation in terms of two buckets and assessing how much you will need for each:

**Your essentials bucket**

**What's in it:** Guaranteed sources of income, like pensions, Social Security, and annuities.

**What it pays for:** All of your basic needs, including housing, food, clothing, healthcare, and transportation. Guaranteed income from annuities or other systematic withdrawal plans can be used to cover gaps in paying for your essentials.

**Your discretionary bucket**

**What's in it:** These are non-guaranteed sources of income such as mutual funds, stocks, bonds, CDs, and real estate.

**What it pays for:** Those fun things that you dream of doing in retirement, like traveling and entertainment. Think of this as your "retirement lifestyle" bucket.

**Learn more at**  
[www.prudential.com/personal/retirement](http://www.prudential.com/personal/retirement)



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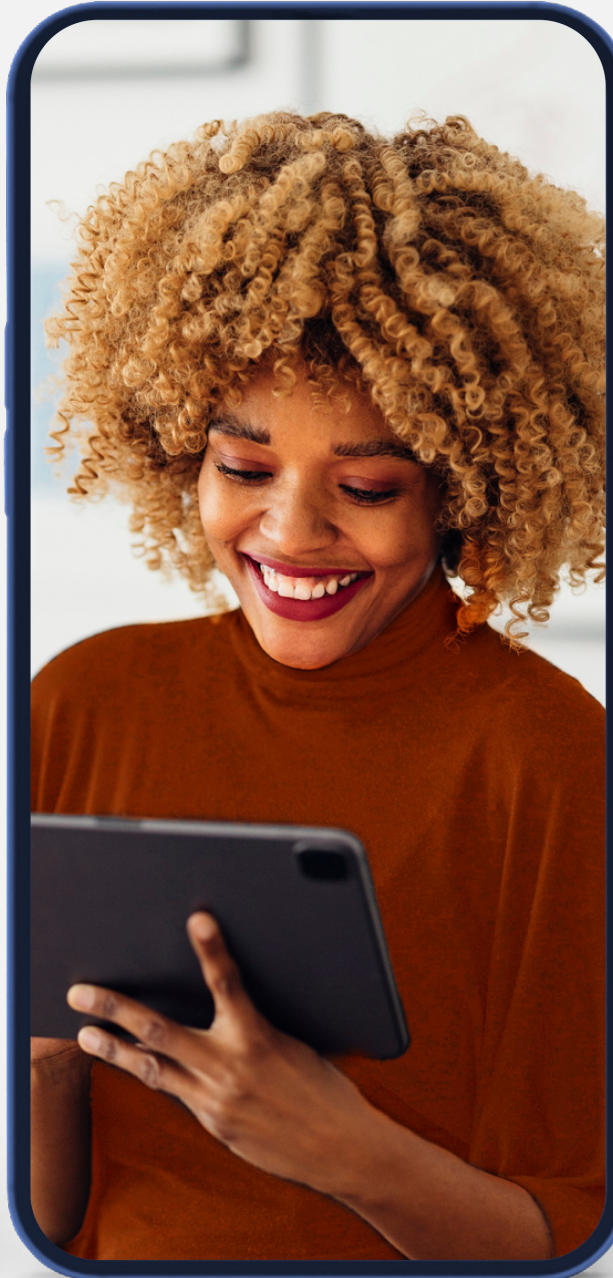


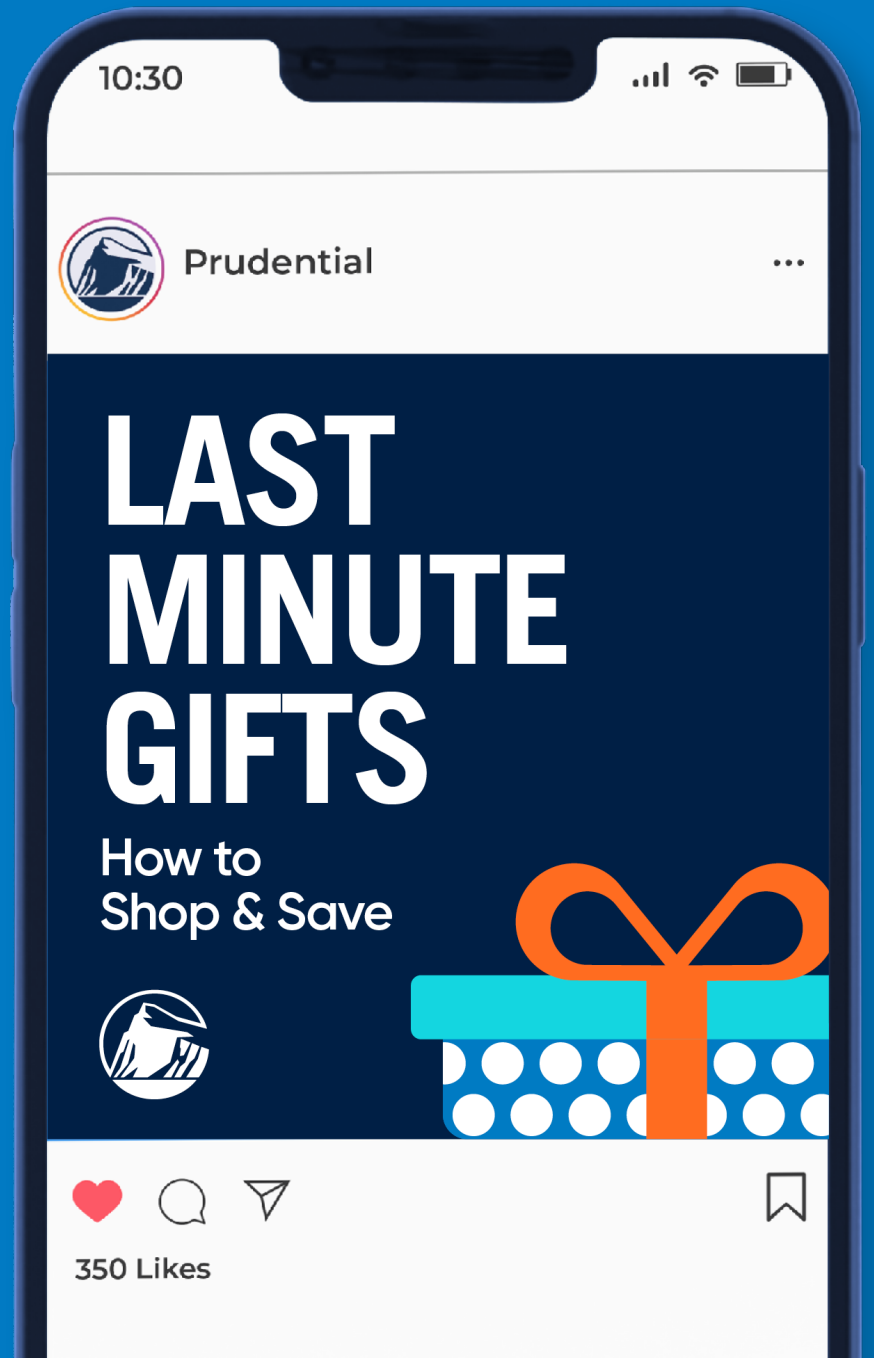
# DIGITAL & SOCIAL MEDIA

**MAKE  
THE  
MOST  
OF YOUR  
PLAN**

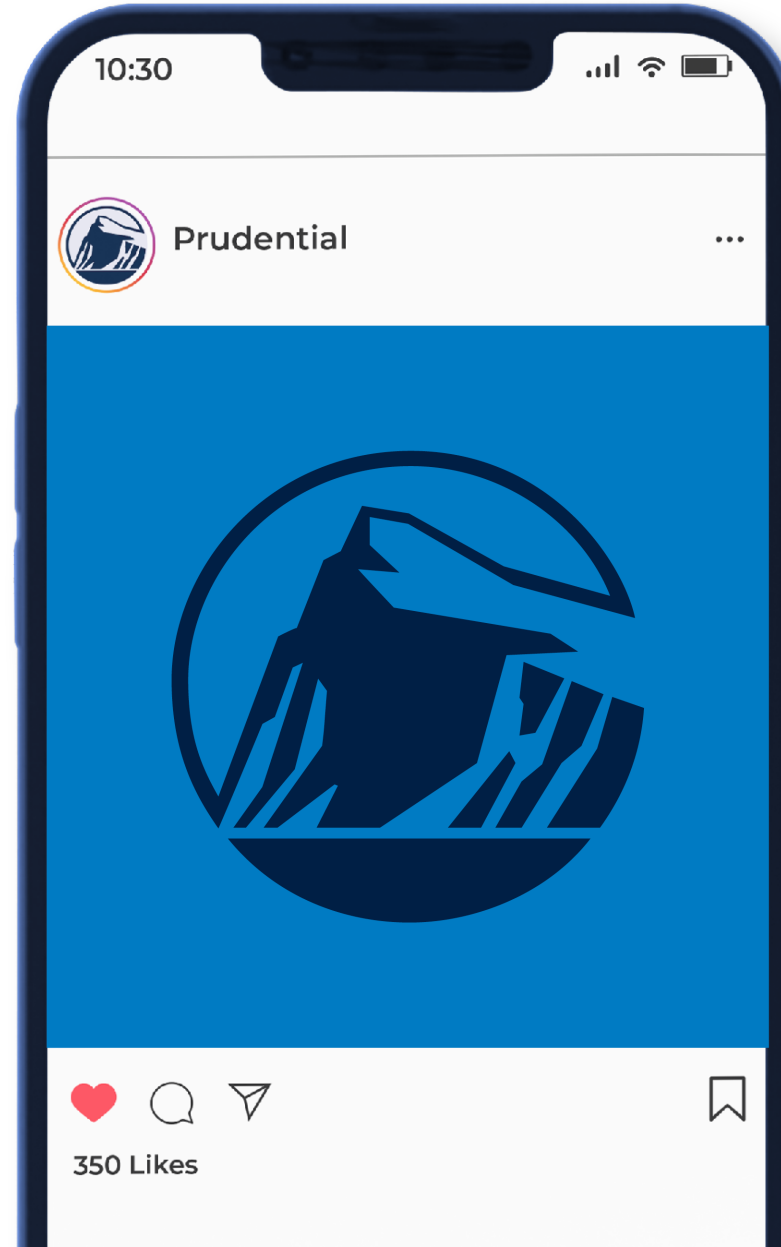
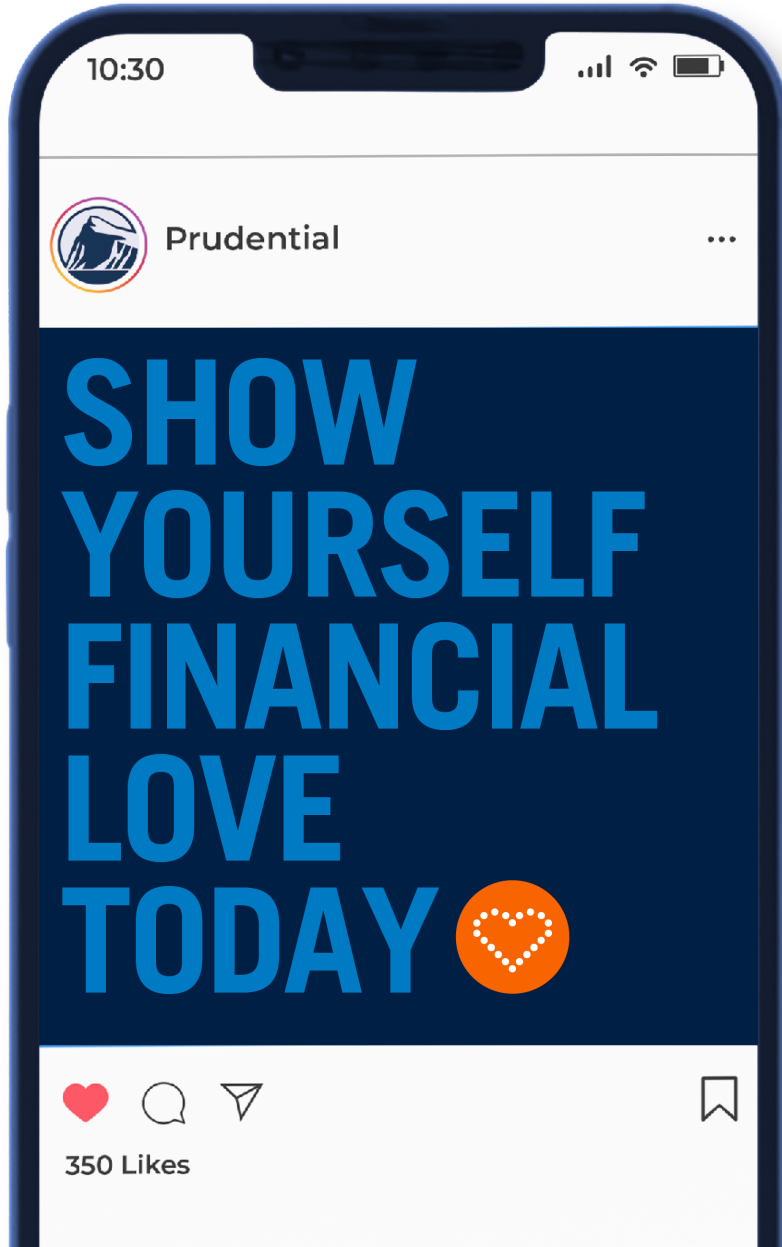


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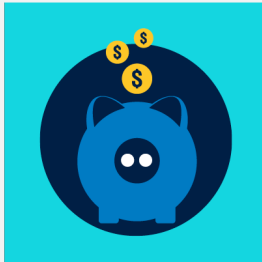
follow

message



### LET YOUR KIDS HELP WITH YOUR TAXES.

Discover 10 tax secrets that could help you minimize what you owe Uncle Sam.



### STAYING TRENDY CAN BE COSTLY.

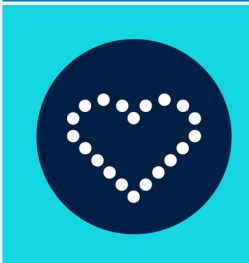


Get more tips on how to make your budget work better for your life.

See our link in bio.



### DISCOVER HOW EASY AND AFFORDABLE LIFE INSURANCE CAN BE.



### YOUR FAMILY JUST GOT BIGGER.



### NOW WHAT? NOW WHAT? NOW WHAT? NOW WHAT? NOW WHAT?

Let's make the most of your #NowWhat moments.



To

Subject



# BUILDING A ROCK-SOLID RETIREMENT

You want a fulfilling retirement and that means starting early and putting a solid plan in place. The best place to begin is with a clear understanding of your sources of retirement income and the future demands on your money.

[Download PDF](#)



**Retirement investment** is the process of saving and investing money for the future, with the goal of generating income and preserving wealth in retirement.



**There are many factors** to consider when planning for retirement investment, such as how much to save, what types of accounts to use, and what kinds of investments to choose. Some of the common retirement accounts are 401(k), IRA, HSA, and annuity.

To

Subject

**Prudential**

**BUILDING A ROCK-SOLID RETIREMENT**

[Learn more](#)

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**Some of the common types of investments for retirement** are target-date funds, mutual funds, index funds, ETFs, CDs, dividend-paying stocks, and preferred shares. Each of these investments has different levels of risk, return, and liquidity.

← → ↻ ☆ ☰

To

Subject




# MARKET FOCUS

From Prudential Retirement Strategies

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**Ready to plan with an advisor?**  
Prudential advisors use their financial planning expertise to help you define, refine and realize the retirement you envision.

[Schedule a call now](#)

f in @ y t p

To

Subject

**Prudential**

# MARKET FOCUS

From Prudential Retirement Strategies

Call to action

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Learn more



To

Subject

Hello,

Hope you are doing well.

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Regards



**Smith Johnathan**  
Director

**Enterprise Workplace Service | Corporate Real Estate**  
751 Street Newark, NJ 07102  
C 123.456.7890 O 123.456.7899  
smith.johnathan@prudential.com

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Regards

**Smith Johnathan**  
Director

**Enterprise Workplace Service | Corporate Real Estate**  
751 Street Newark, NJ 07102  
C 123.456.7890 O 123.456.7899  
smith.johnathan@prudential.com



# EVENTS & SWAG



Always keep **brand integrity** in mind when designing event materials. Simplicity is our key design principle, so each element should be used with purpose.

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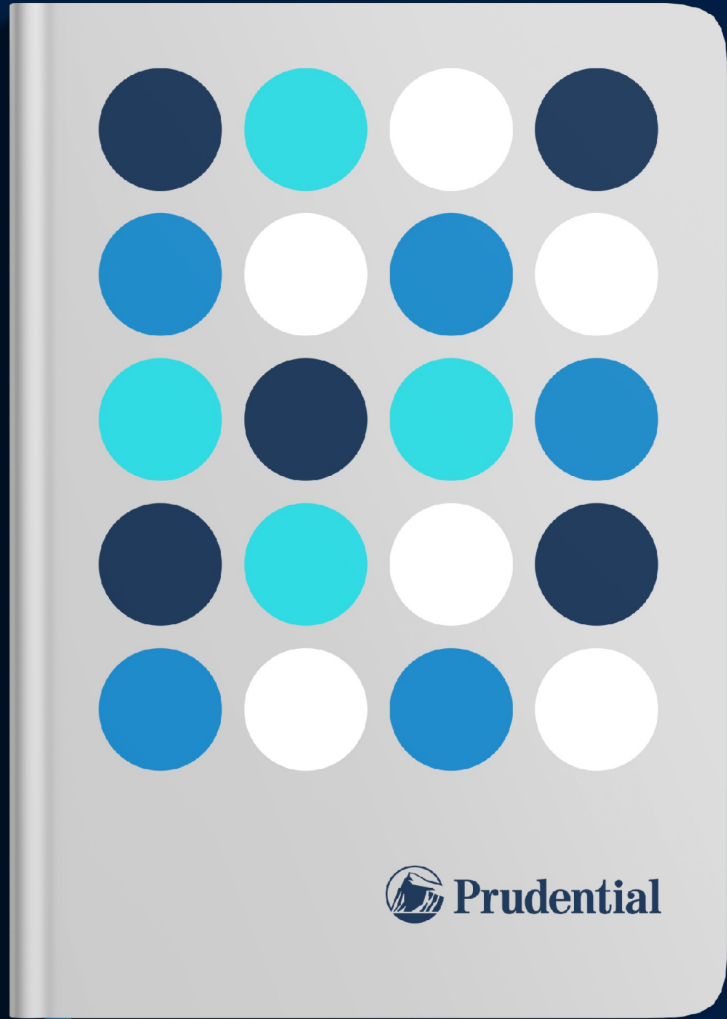


Prudential











# BRAND GOVERNANCE

# WE'RE HERE TO HELP

For information or questions about Prudential's brand design, contact the Prudential Brand team at [branding@prudential.com](mailto:branding@prudential.com).

Photography and illustrations are for demonstration only. Please reach out to the brand team for files.



# THANK YOU

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