

Prudential Financial, Inc.

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.

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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 Financial, Inc. 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

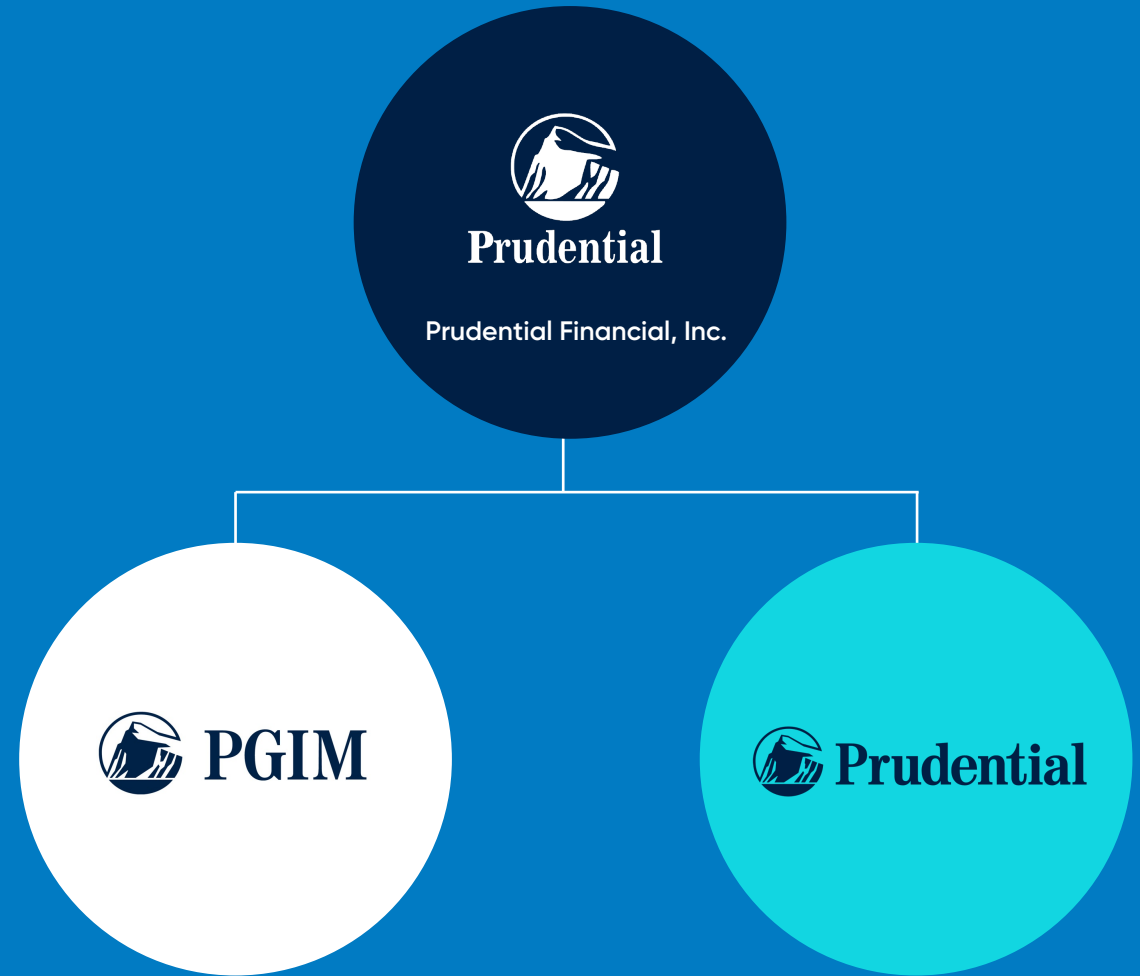
By preserving and enhancing our brand identity, we pave the way for continued growth and customer loyalty.

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, or from your Prudential point of contact.

For any questions, please reach out to 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

ESTABLISHED CONFIDENCE

While our approach may shift depending on the context, our brand tone remains constant.

We are always purpose-driven, embodying positivity and optimism with a dash of wit.

Above all, our tone should lead with empathy, while inspiring trust and confidence.

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



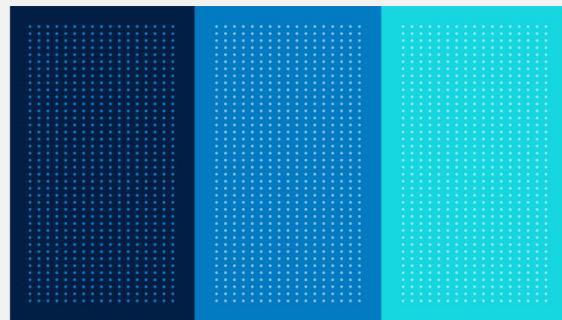
Supergraphic



Colors



Typography



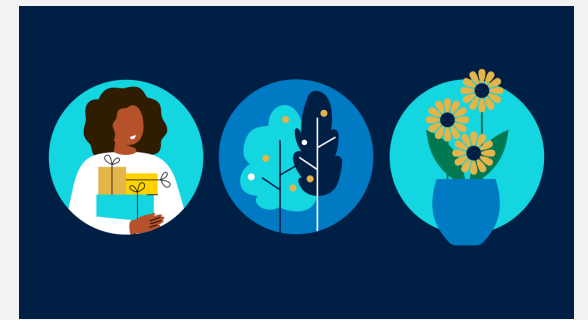
Pattern



Photography



Icons & Infographic



Illustrations

OUR LOGO



Prudential

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



Symbol only and secondary logo clear space



Minimum size

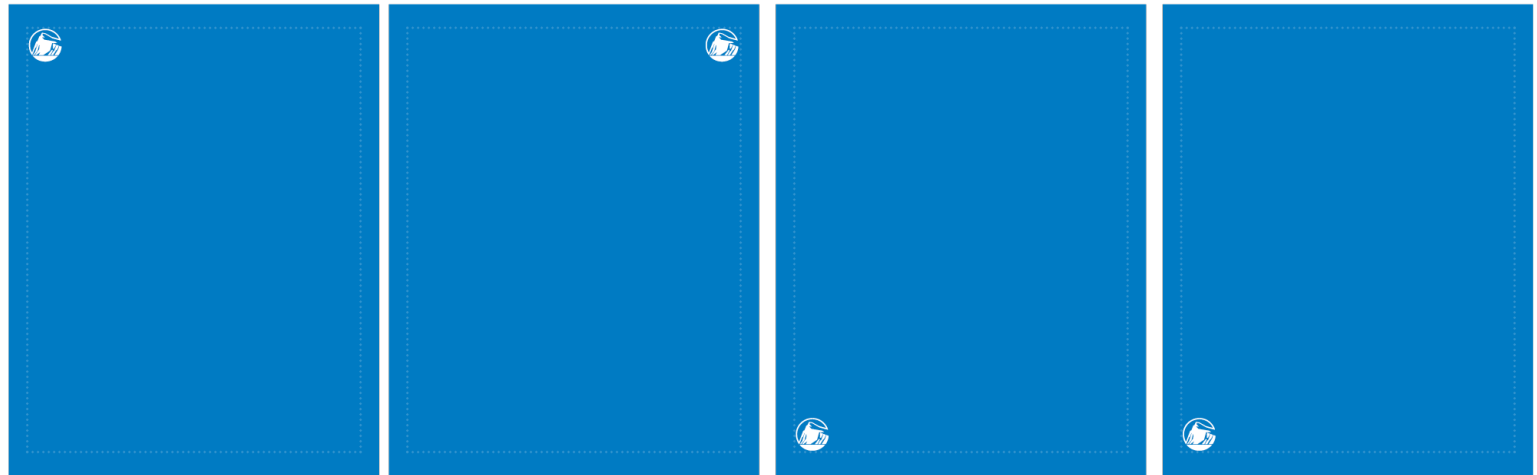
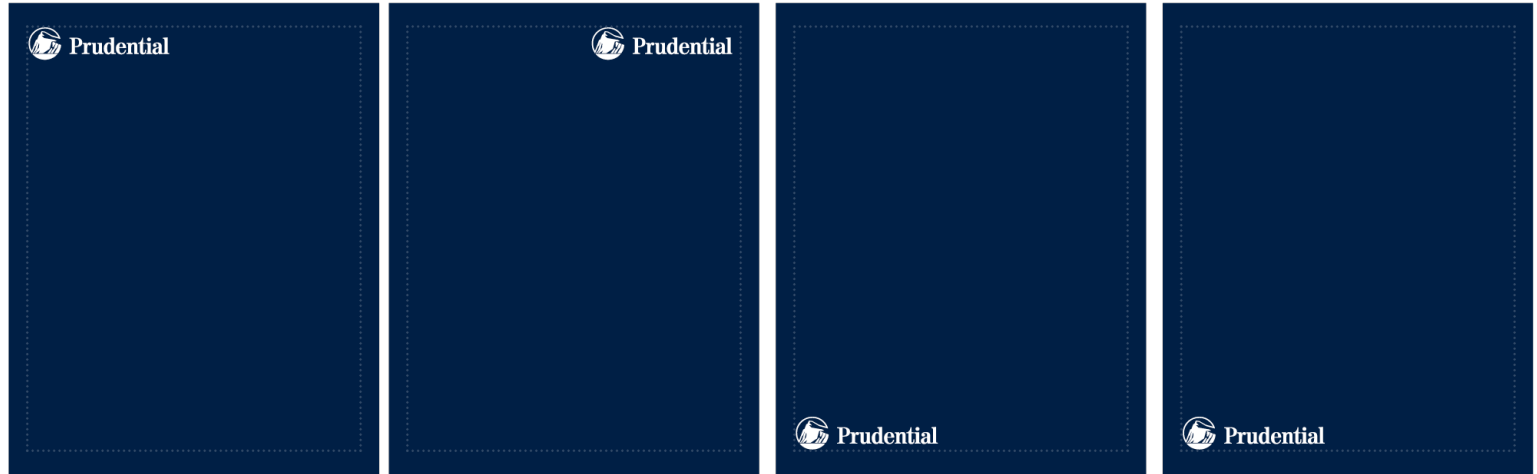


LOGO PLACEMENTS

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 of 5-10% of the shorter side of the application.



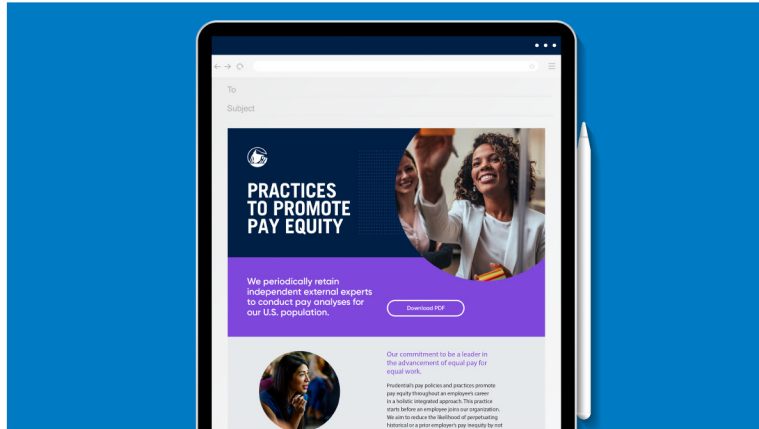
DOS & DON'TS



Do use the approved logo only.



Do use white logo on dark background.



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.

PURPOSE-DRIVEN TREATMENTS

We value diversity & inclusivity. To support meaningful occasions and causes, we can consider purposeful logo treatments.

When designing a custom treatment, always use the white logo lockup or white Rock symbol on a custom background that fits the occasion. Add the circular shape behind the logo if legibility is a concern.

When incorporating a partner logo, it should not take prominence over Prudential. Our logo should always be more prominent.

See usage examples on the page 24.

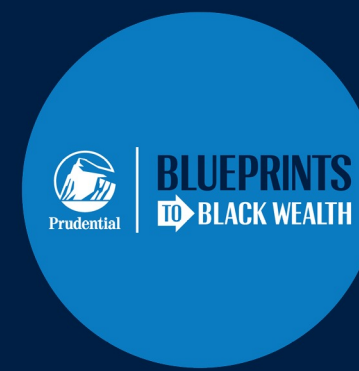
Notes:

- For special approval, always reach out to Prudential Brand team at branding@prudential.com.
- Do not use unapproved logo artwork.

Primary logo





Secondary logo



HOW WE USE OUR PURPOSE-DRIVEN TREATMENTS

20 YEARS STRONG BEST PLACE TO WORK FOR LGBTQ+



SUPPORT BREAST CANCER AWARENESS

Early detection is key to successful treatment. We can help save lives and improve outcomes for those affected by this disease.




A FINANCIAL BLUEPRINT UNIQUE AS YOUR FINGERPRINT

With Prudential's guidance, you are free to create a legacy that defines your financial destiny.

Begin Designing

20 YEARS STRONG BEST PLACE TO WORK FOR LGBTQ+





WE'RE EMBRACING DIVERSE VOICES





SUPPORT BREAST CANCER AWARENESS

Early detection is key to successful treatment. We can help save lives and improve outcomes for those affected by this disease.

MAKE WEALTH BUILDING

Free to enjoy life on your terms.

Planning for the future should include time to enjoy the simple things. Prudential empowers generations by providing expertise in investment, insurance and retirement security to build your blueprint, leaving you free to focus on family.



RUN IN YOUR FAMILY



Begin building at prudential.com/blueprintstoblackwealth




20 YEARS STRONG BEST PLACE TO WORK FOR LGBTQ+




SUPPORT BREAST CANCER AWARENESS

Early detection is key to successful treatment. We can help save lives and improve outcomes for those affected by this disease.

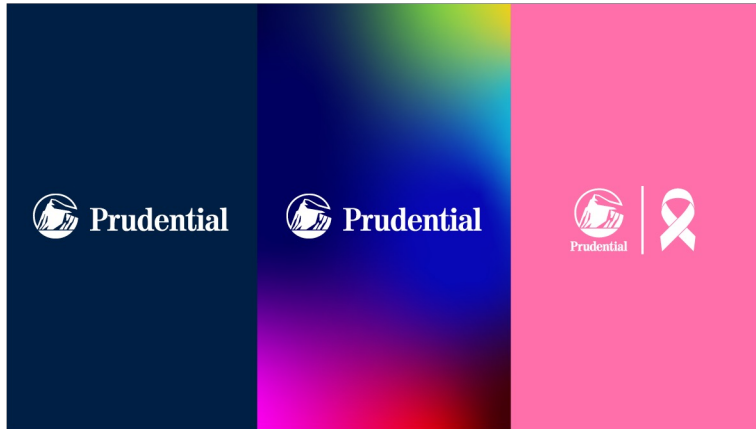
SUPPORT BREAST CANCER AWARENESS

Early detection is key to successful treatment. We can help save lives and improve outcomes for those affected by this disease.




24

DOS & DON'TS



Do use the white logo variations against appropriate background colors.



Do incorporate circular elements to reinforce our identity.



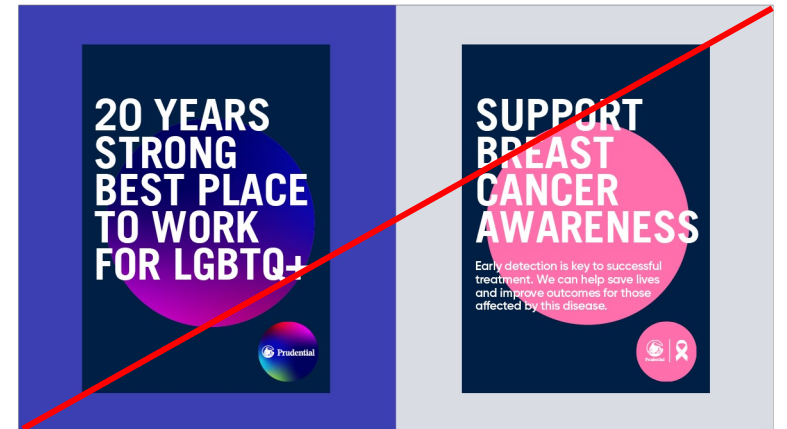
Do consider secondary logo when circular shape is needed to reinforce the brand recognition.



Don't modify or change the logo color.

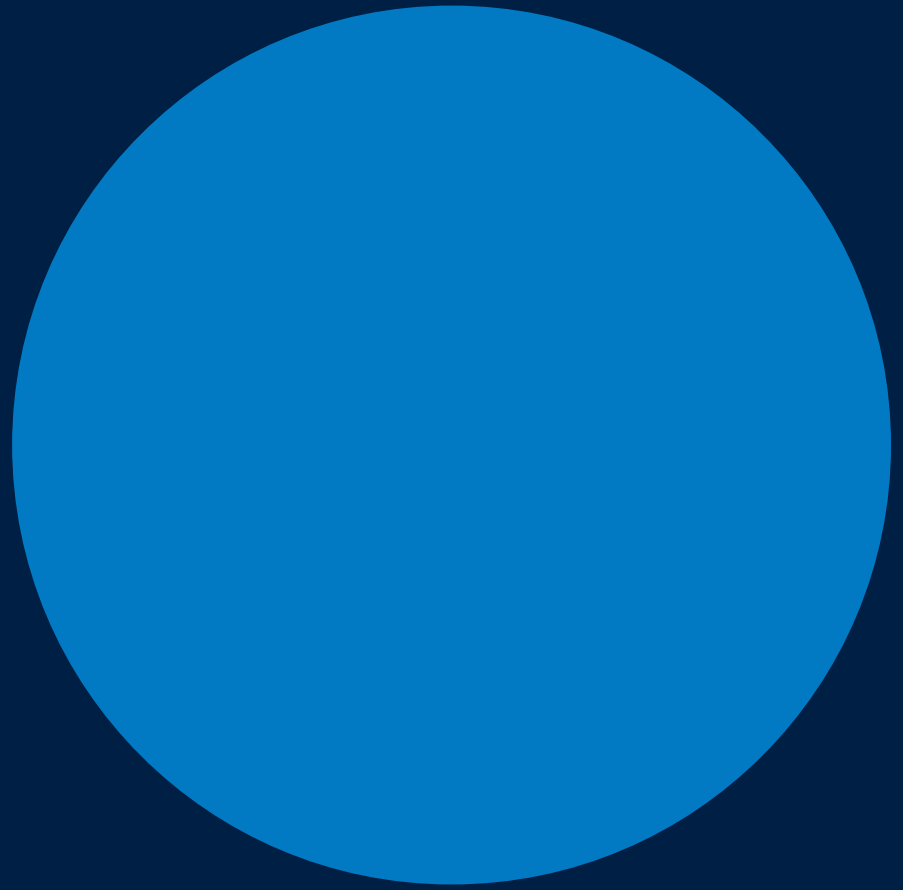


Don't embed or incorporate other graphic elements with our logo.

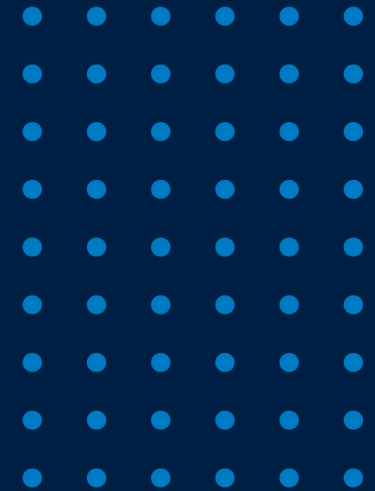
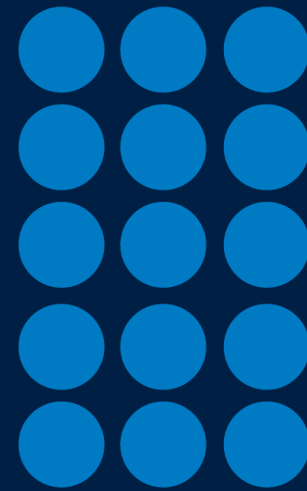
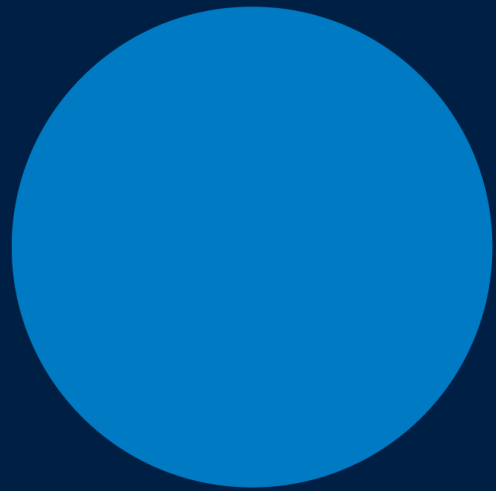


Don't use the secondary logo when the circular element is already integrated to the layout.

OUR VISUAL SYSTEM: CIRCLE



The circle holding the Rock represents our **collective strength and unity** in tackling the challenges of a changing world.



OUR SUPERGRAPHIC

Our Rock has proudly stood the test of time. It should always remain in the circle.



HOW WE USE OUR SUPERGRAPHIC

The supergraphic is used as a large visual element that can be applied over navy, blue and teal backgrounds when photographs, illustrations or patterns are not applicable.

The supergraphic over a navy background is the primary use, especially in externally facing communications.

Cropping

The supergraphic should never be shorter than half the height of the content area.

The circle, the peak and left side of the Rock should always be visible, so our symbol is recognizable.

Color

Only use the supergraphic in navy or blue. Adjust opacity for better legibility if needed.



Primary use



100% opacity

50% opacity

25% opacity

The supergraphic must be at least half the height of the total content area.

HOW OUR SUPERGRAPHIC COMES TO LIFE



PPT title slide



Town hall banners

DOS & DON'TS



Do use the supergraphic within a circle.



Do use solid color.



Do use opacity for better legibility.



Don't use the supergraphic without the circle.



Don't modify or create your own supergraphic artwork.



Don't make the supergraphic shorter than half the height of the background.

OUR COLORS

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 the 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 for our palette.

Secondary

Provides contrast and depth to our primary blues.

Tertiary

Adds warmth and visual interest to balance the use of our primary blues. Used sparingly for charts and graphs and for illustration and backgrounds. To make the communications more approachable, considering tertiary color for DE&I and internal communications.

Primary

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

Gold
Pantone 117C
CMYK 11 31 94 0
RGB 227 180 73
HEX #E3B449

Tertiary

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

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

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

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

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

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

Gold
RGB 227 180 73
HEX #E3B449

Teal
RGB 20 214 224
HEX #14D6E0

Midnight
RGB 68 59 178
HEX #443BB2

Purple
RGB 128 70 219
HEX #8046DB

Violet
RGB 215 82 253
HEX #D752FD

Green
RGB 0 145 102
HEX #009166

Yellow
RGB 255 210 0
HEX #FFD200

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

75% Gold Tint
RGB 255 221 65
HEX #FFDD41

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

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 #E17DFE

75% Green Tint
RGB 64 174 140
HEX #40AE8C

75% Yellow Tint
RGB 234 199 118
HEX #EAC776

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

50% Gold Tint
RGB 255 232 128
HEX #FFE880

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

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% Green Tint
RGB 127 201 178
HEX #7FC9B2

50% Yellow Tint
RGB 241 217 163
HEX #F1D9A3

25% Blue Tint
RGB 191 222 240
HEX #BFDEFO

25% Gold Tint
RGB 255 243 191
HEX #FFF3BF

25% Teal Tint
RGB 196 246 247
HEX #C4F6F7

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

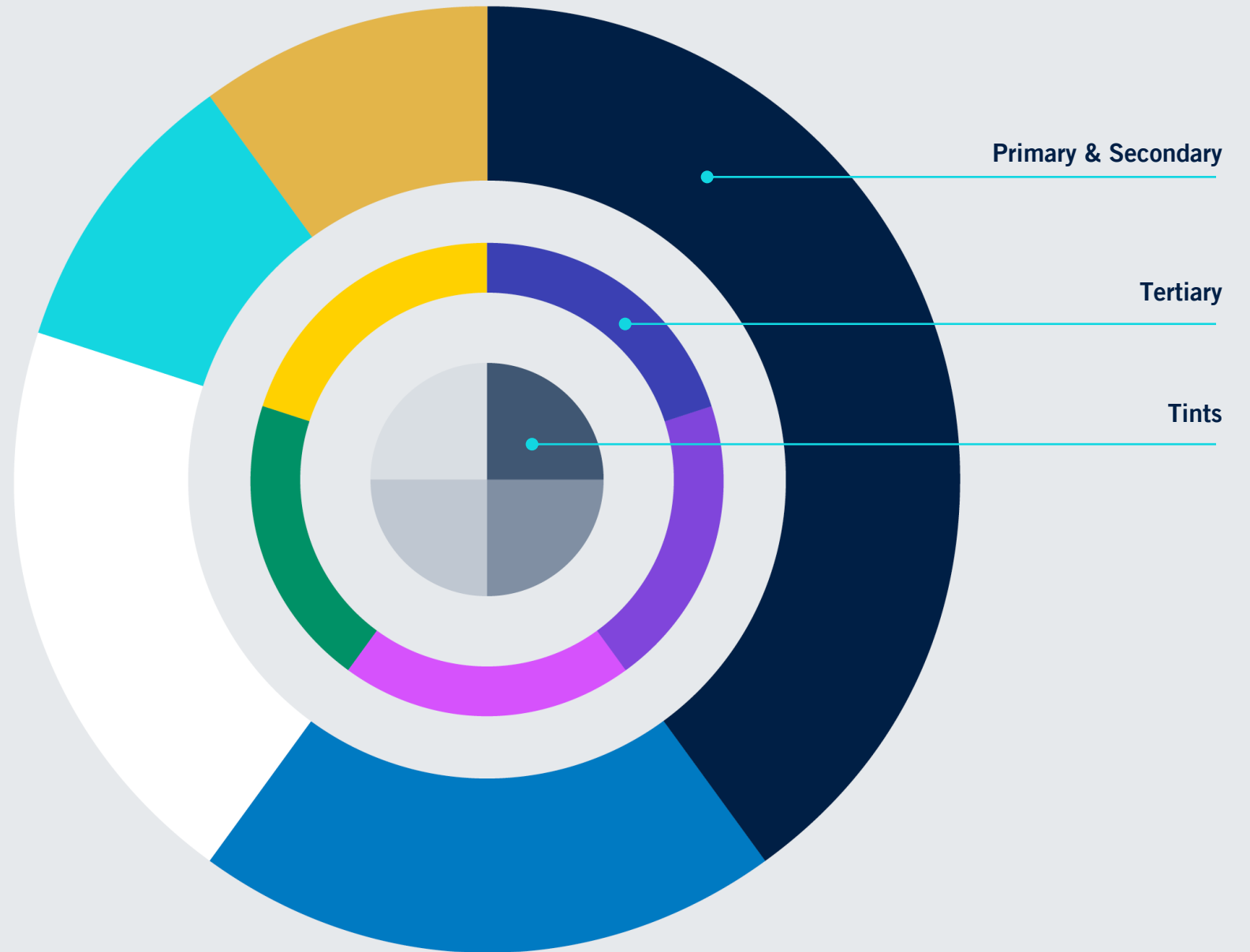
25% Green Tint
RGB 191 227 217
HEX #BFE3D9

25% Yellow Tint
RGB 248 237 208
HEX #F8EDD0

COLOR HIERARCHY

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

Navy, blues & 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.

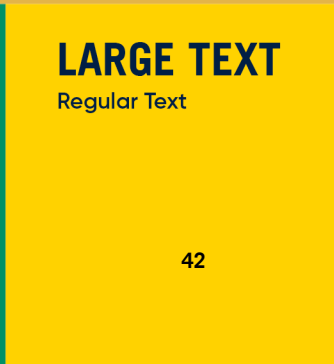
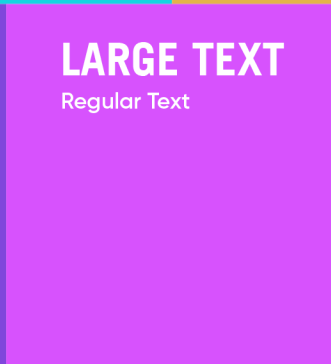
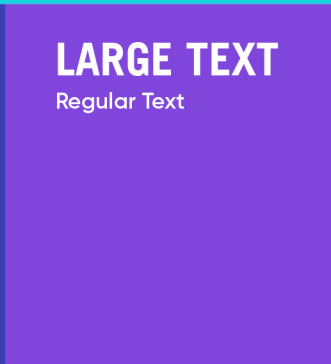
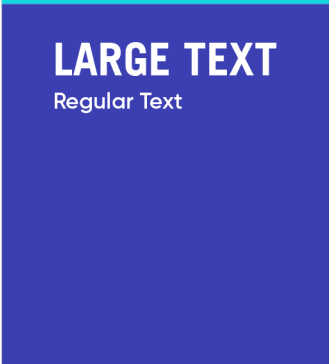
Use this page as guidance on whether specific core color combinations provide sufficient contrast within digital channels.

For all our communication, navy, blue, teal and white are preferred colors for headlines, subhead and body copy. Yellow type on navy background 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



COLOR ACCESSIBILITY (CONT.)

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 background 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

Regular Text

LARGE TEXT

LARGE TEXT

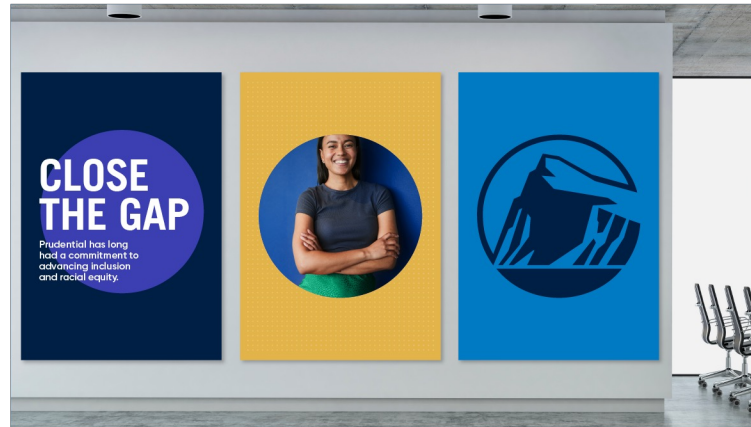
LARGE TEXT

Regular Text

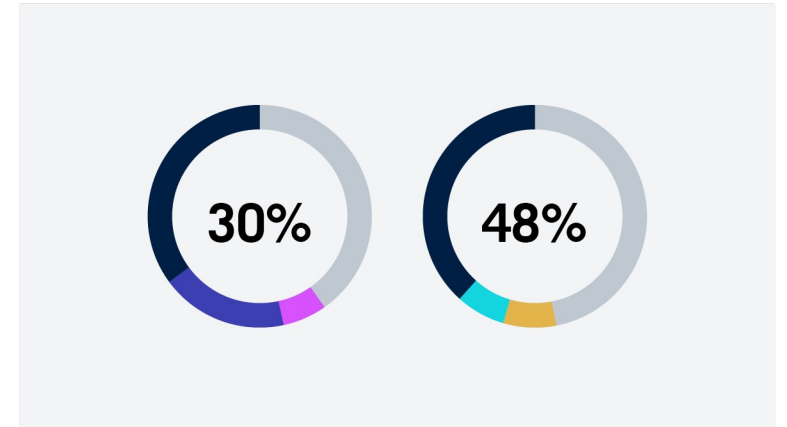
DOS & DON'TS



Do reinforce Prudential Navy as our core color.



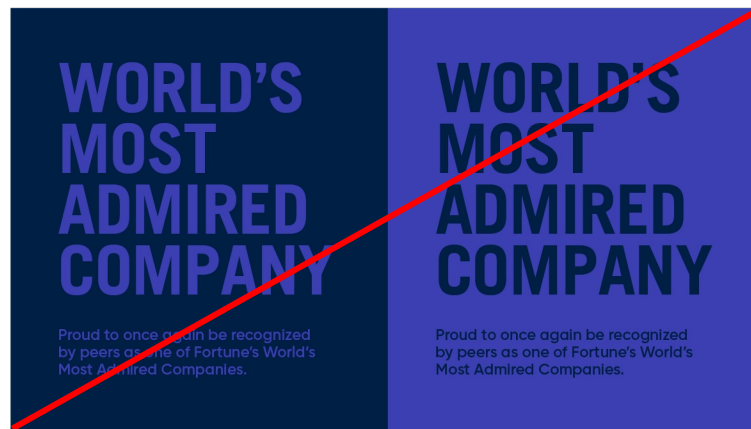
Do use recommended color pairing.



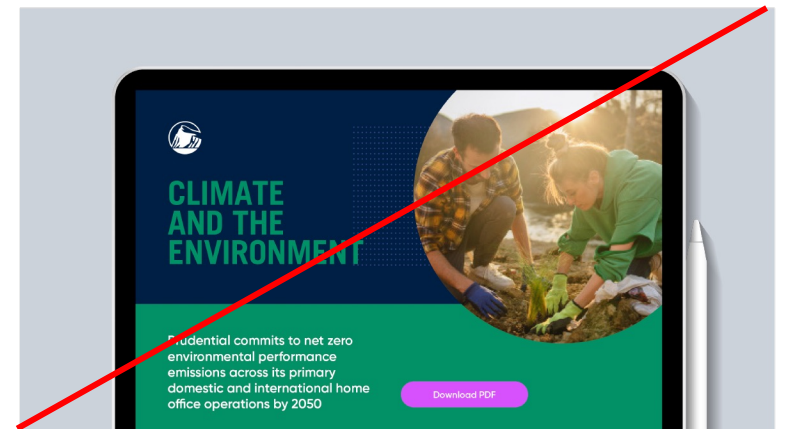
Do find moments to infuse fresh color through the tertiary palette.



Don't lead with other colors, which could dilute 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 one of our most
powerful storytelling tools and
is at the core of our identity.

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

**CULTIVATING
DIVERSE
TALENT**

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

**WORLD'S
MOST ADMIRABLE
COMPANY**

Proud to once again be recognized
by peers as one of Fortune's World's
Most Admired Companies.

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.

**MAKE YOUR
RETIREMENT
DREAM
A RETIREMENT
REALITY**

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 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 SemiBold, 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

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

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 adjust as needed to provide the optimal reading experience for the platform.

TRACKING & LEADING: TOO LOOSE

MAKE YOUR RETIREMENT DREAM A RETIREMENT REALITY

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plan should be too.

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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.

**WORLD'S
MOST
ADMIRABLE
COMPANY**

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



**WE MAKE
LIVES
BETTER** by solving the financial challenges of our changing world.




**EXPANDING
ACCESS TO
INVESTING &
RETIREMENT
SECURITY**

Make a financial roadmap, set goals, and take action – all online. And you can always call us if you need help.




Prudential

DOS & DON'TS



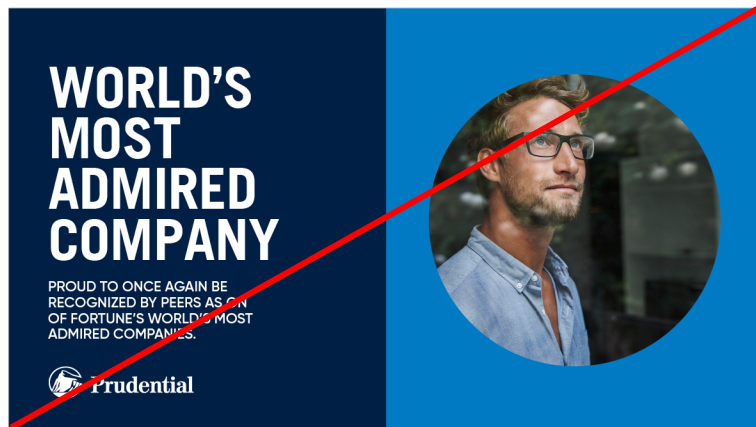
Do use Prudential Modern Bold in all caps for headlines.



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 use too many different typographic elements (color, weight and treatment) at once in a single layout.

OUR PHOTOGRAPHY

Photography is a **storytelling device** that allows us to showcase our employees, customers and investors in an authentic way.

PHOTOGRAPHY CHARACTERISTICS

Celebrate individuals and diversity

Photography should celebrate diversity and reflect the individual subjects' 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 demonstrate authenticity by showing diversity in people and situations. Always look for an opportunity to, 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 the 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 shortest side of the composition.

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 shortest side of the composition for best visual impact.

Primary usage



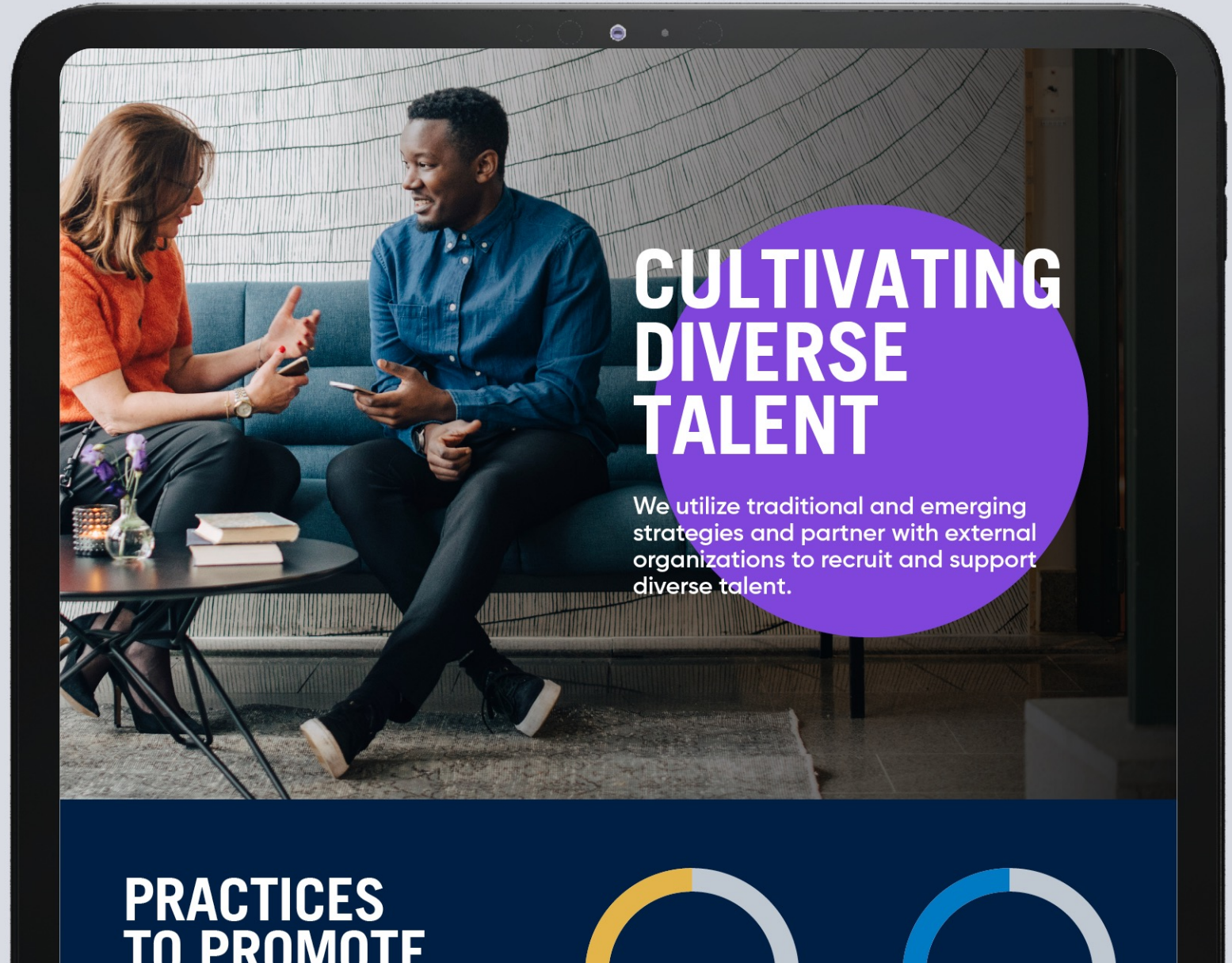
Secondary usage



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.



CULTIVATING DIVERSE TALENT

We utilize traditional and emerging strategies and partner with external organizations to recruit and support diverse talent.

PRACTICES TO PROMOTE

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



DOS & DON'TS



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



Do look for images that have clear focal point and uncluttered environment.



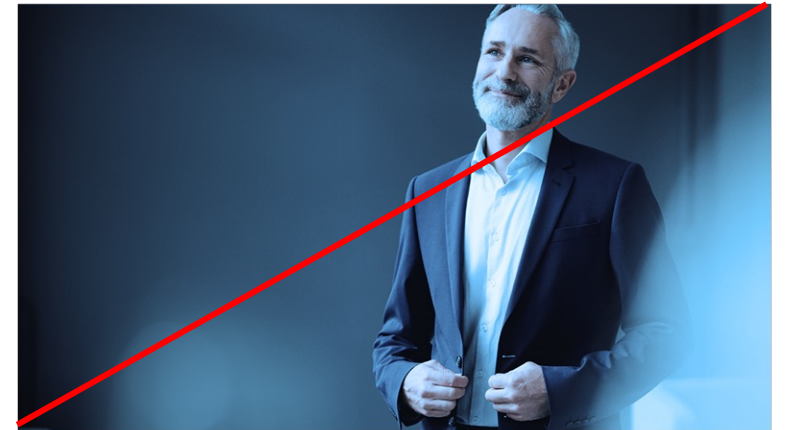
Do use images that reflect diversity in all its forms.



Don't create collages of images.



Don't use images where subjects feel overly posed.



Don't apply any effects or unnatural lighting to photography.

OUR PATTERN

OUR PATTERN

Our pattern is made of small-scale circles. It creates a recognizable texture that is uniquely Prudential.

When part of the layout, our pattern can be used only behind a circular frame.

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

See the Design System At Work section for more examples.

Note

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



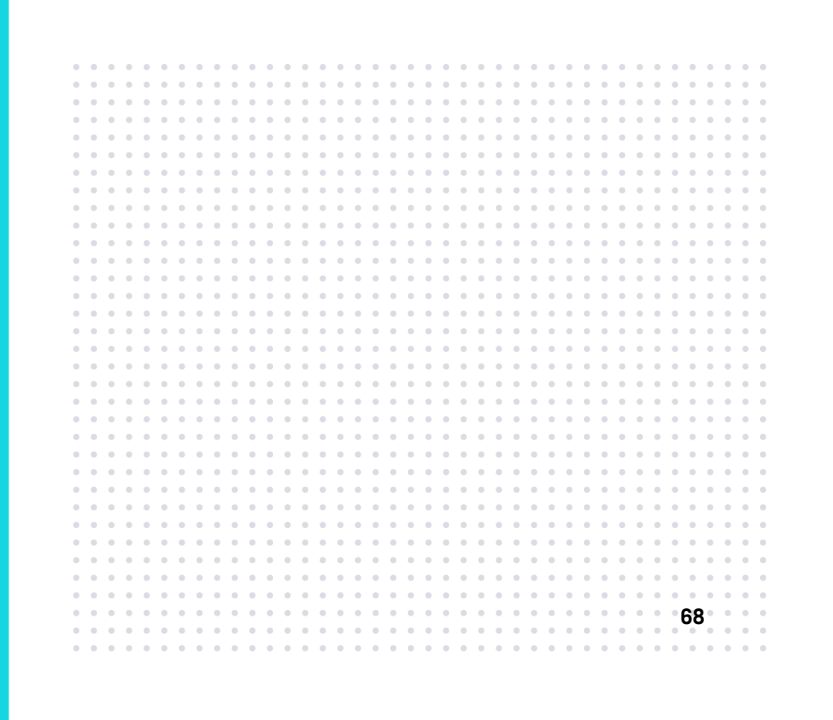
PATTERN COLOR PRINCIPLES

Apply the tints of the background color to the pattern to achieve a premium and subtle feel.

Recommend using 75% tints on dark backgrounds and 25% tints on light backgrounds.

Note:

- Contact Prudential Brand Team at branding@prudential.com for approved artwork.
- When incorporating our pattern, we recommend placing it with generous space around it. We also suggest not covering more than 80% of the artboard with the pattern.



HOW WE USE OUR PATTERN ON DARK BACKGROUNDS

WORLD'S MOST ADMIRABLE COMPANY

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



WORLD'S MOST ADMIRABLE COMPANY

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



CLOSE THE GAP

Prudential has long had a commitment to advancing inclusion and racial equity.



HOW WE USE OUR PATTERN ON LIGHT BACKGROUNDS

WORLD'S MOST ADMIRABLE COMPANY

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



WORLD'S MOST ADMIRABLE COMPANY

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.

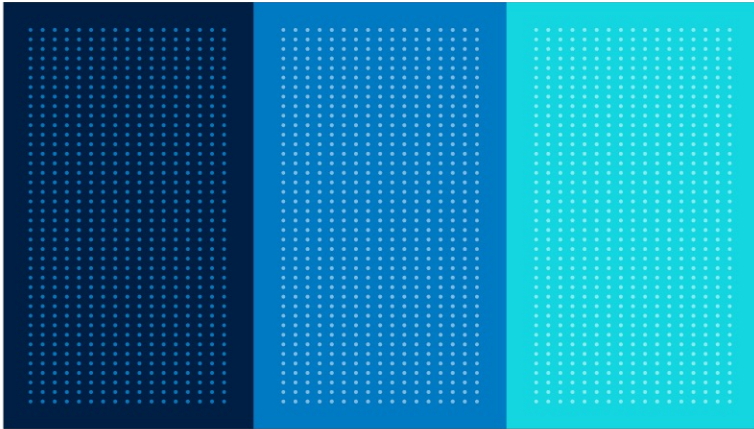


WORLD'S MOST ADMIRABLE COMPANY

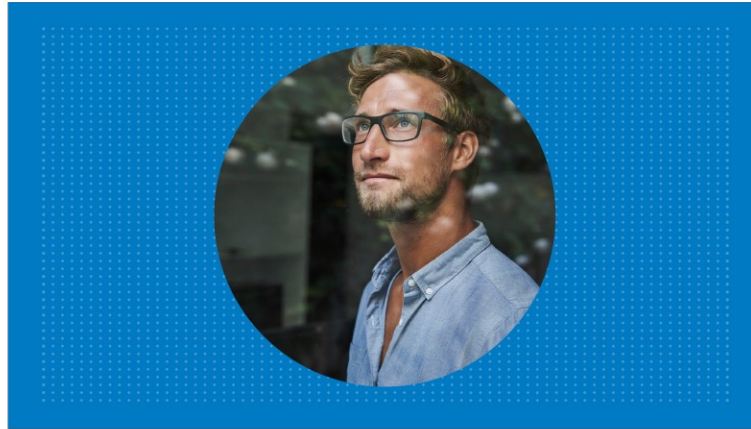
Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



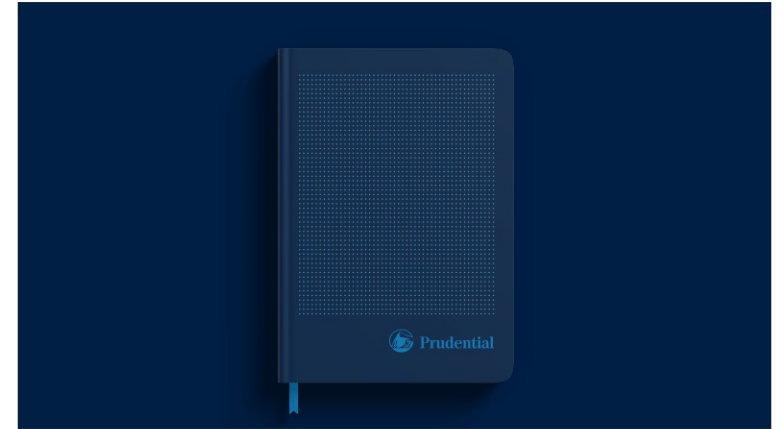
DOS & DON'TS



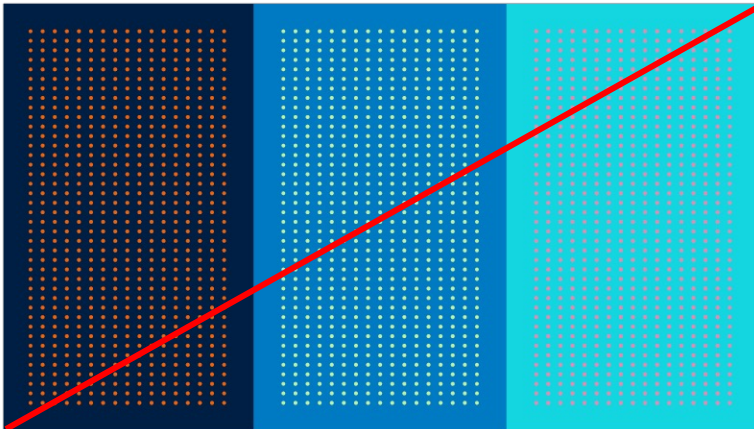
Do use tints for the background color.



Do use the pattern behind the circular frame.



Do use 100% tint on swag for better visibility.



Don't apply an unapproved color to pattern.



Don't layer the pattern over other visual elements.



Don't use pattern over photography.

OUR ICONOGRAPHY

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

OUR UTILITY ICONOGRAPHY

Usage

Use Utility Iconography to offer simplicity to complex ideas. Consider using Utility Iconography on websites, product UIs, signage, events and merchandise.

Style

There are 3 treatments for our icons:

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

We highly recommend using the ring and solid circle icons to ensure consistency with our brand guidelines. Only use the standalone icon in unique circumstances where space is limited.

Color

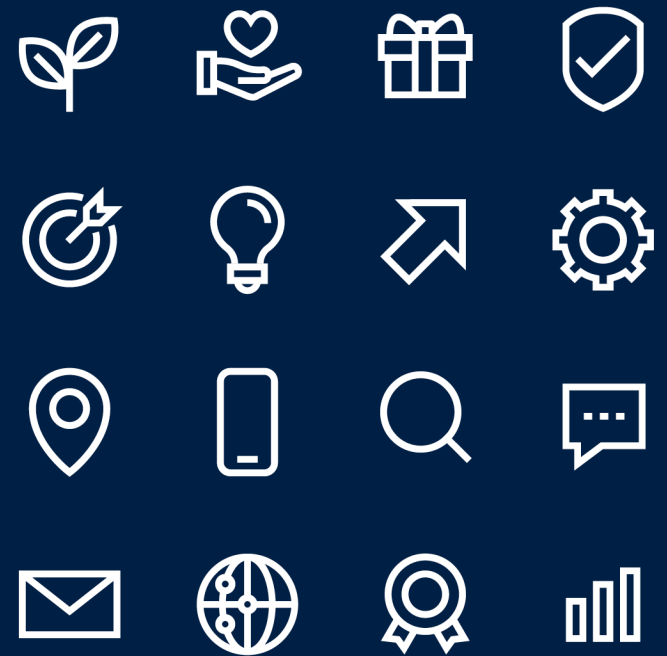
We have 4 color options for icons: navy, blue, teal and white.

Primary



Secondary





UTILITY ICONOGRAPHY PRINCIPLES

Foundation

The square grid is the underlying foundation of all 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 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.


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.

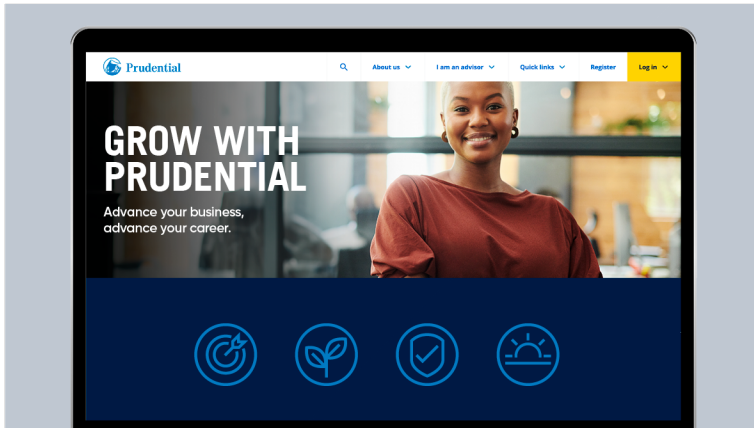
Perspective

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



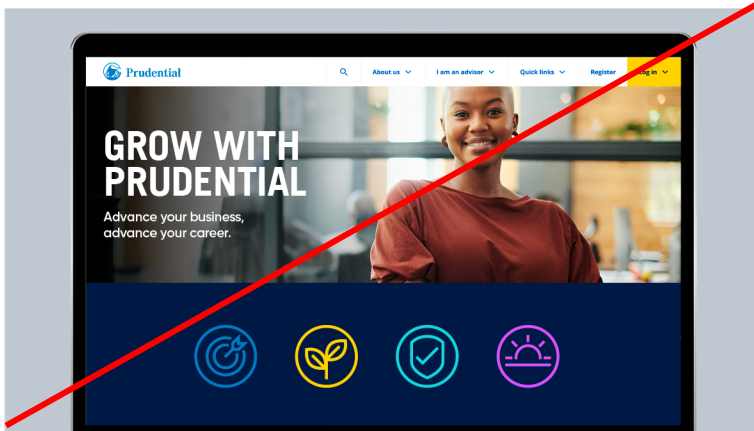
Do use a single color to group a series of Utility Icons.



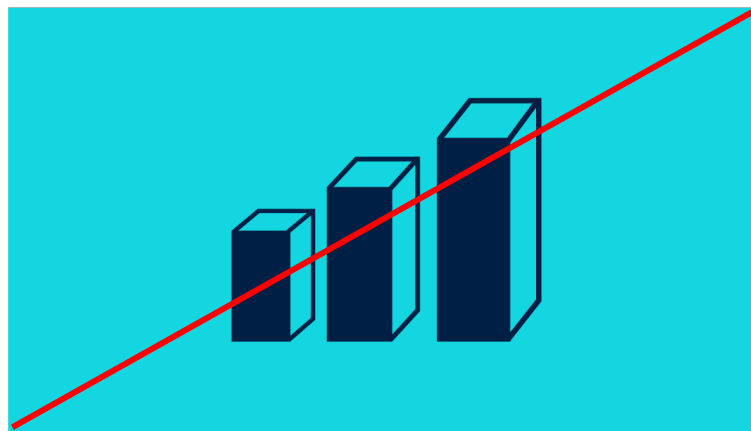
Do use updated Utility Iconography style.



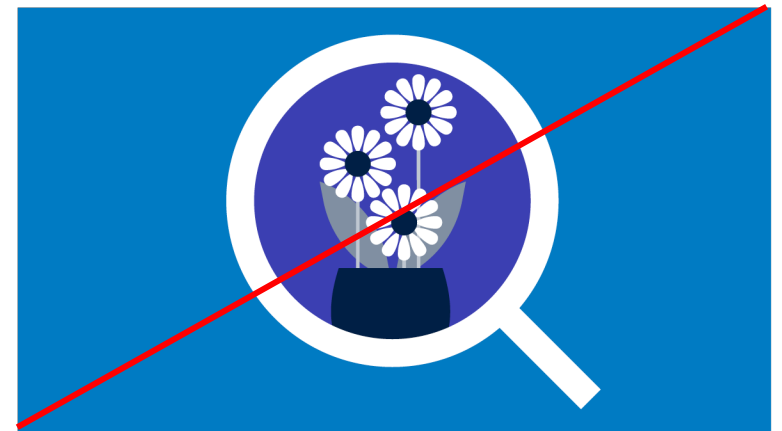
Do follow Utility Iconography principles when creating new icons.



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 INFOGRAPHICS

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



INFOGRAPHIC PRINCIPLES

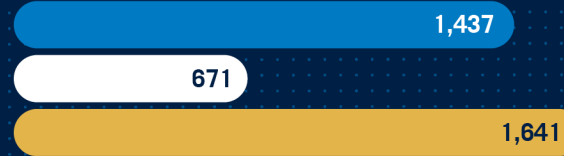
Clear

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

CLIMATE OVERSIGHT

Prudential's energy consumption and GHG inventory follows in the below charts

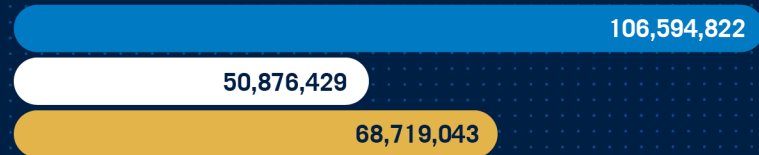
RECYCLING (TONS)



WASTE (TONS)²



WATER USAGE (GALLON)



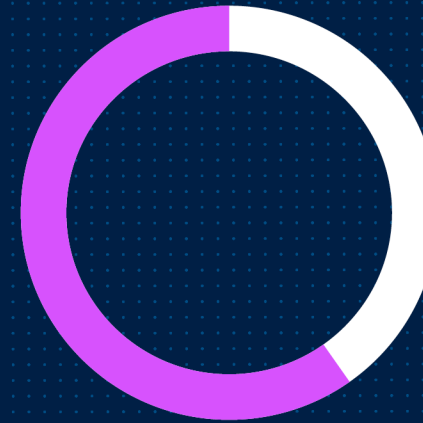
INFOGRAPHIC PRINCIPLES (Cont.)

Accurate

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

DIVERSITY, EQUITY AND INCLUSION BY THE NUMBERS

Certified 2025
Consolidated U.S.
Employer Information
Report (EEO-1)



TOTAL
WORKFORCE

25,552
International

16,701
United States



GENDER
SPLIT

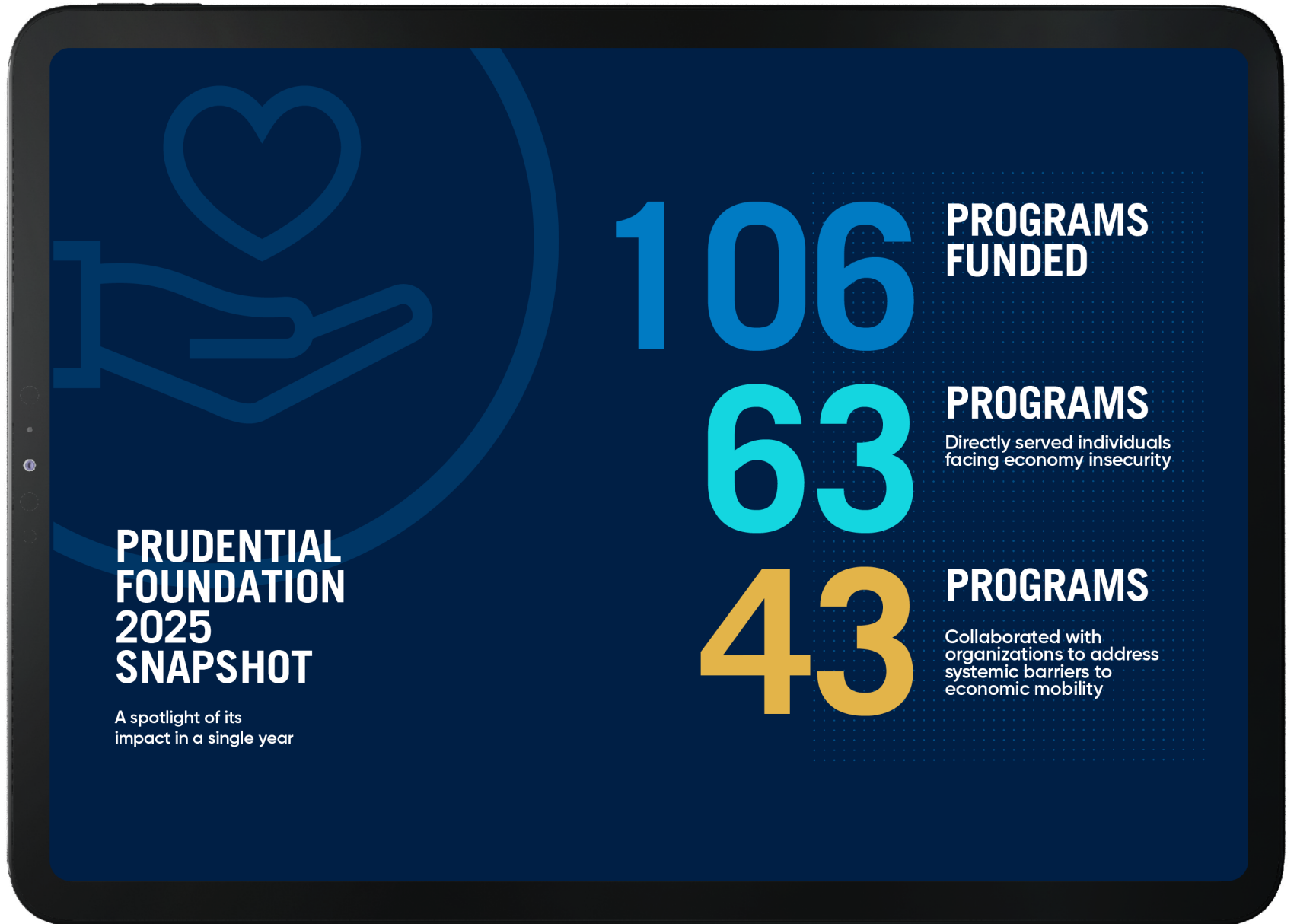
52%
Men

48%
Women

INFOGRAPHIC PRINCIPLES (Cont.)

Simple

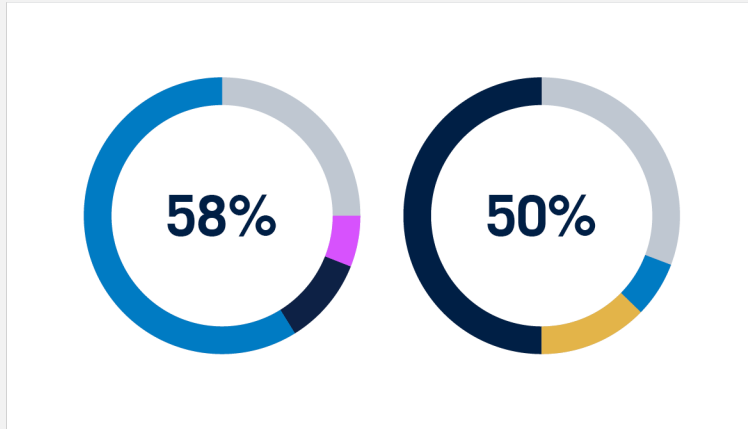
We use information design to explain complex or abstract concepts and to present information in an easily digestible way.



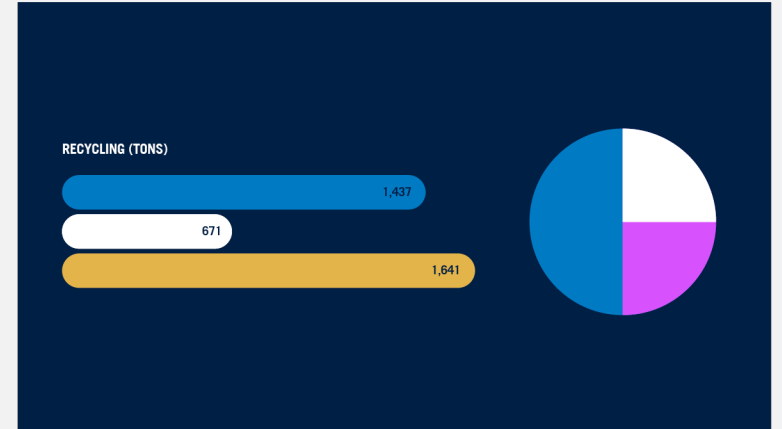
DOS & DON'TS



Do use flat style for all information design.



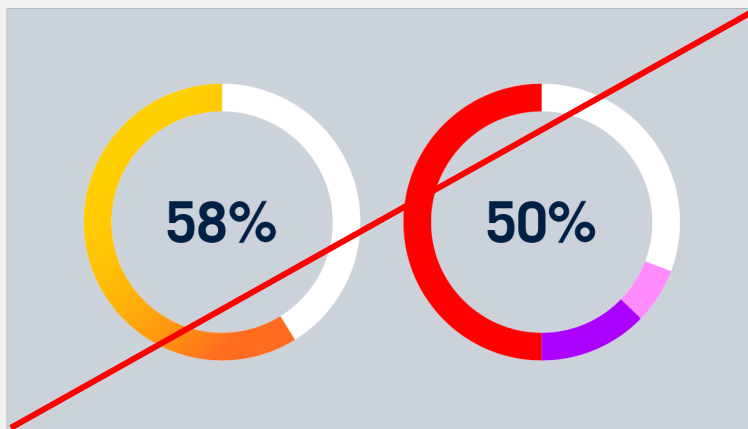
Do use approved color & tints to make information as clear as possible.



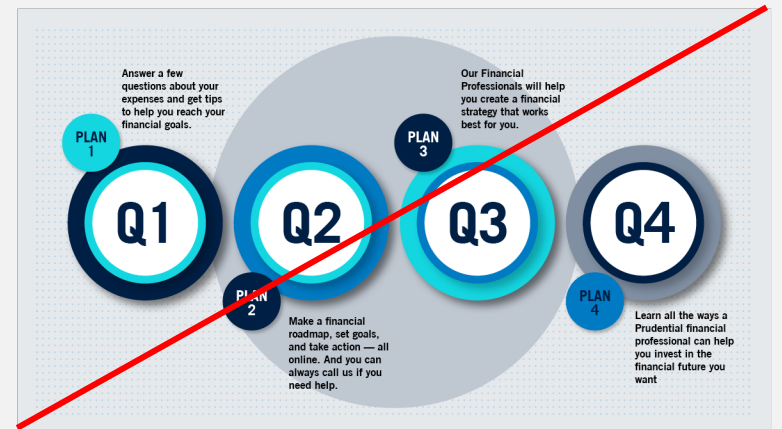
Do use geometric style for all information design.



Don't use 3D art.



Don't use unapproved color & 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 illustrations are flat. Illustrations should be built using basic geometric shapes and always represent the subject matter in a clear and human way.

Our 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 exaggeration way.
- Avoid unnecessary decoration.



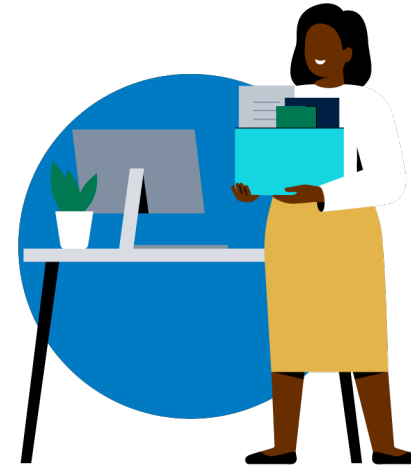
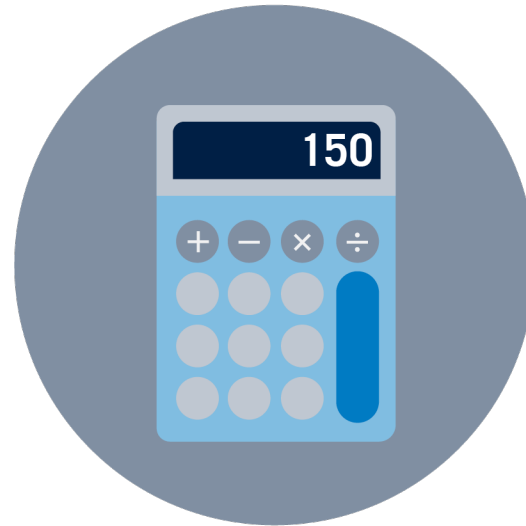
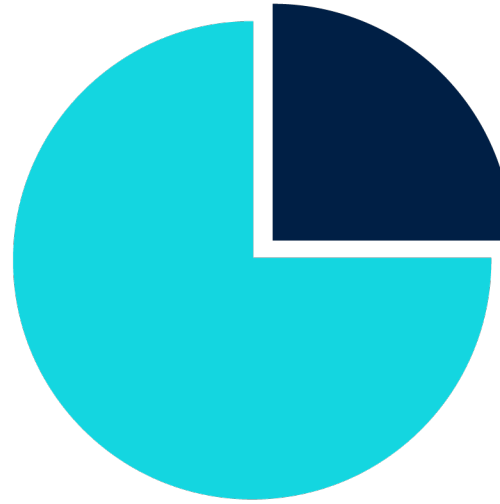
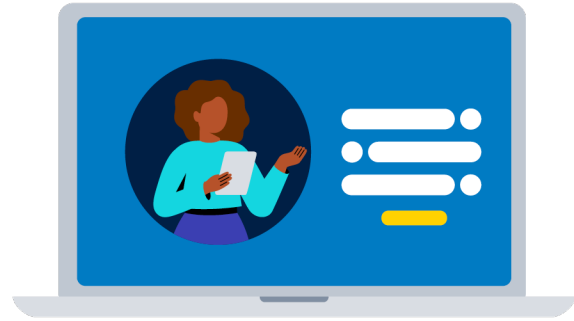


ILLUSTRATION CATEGORIES

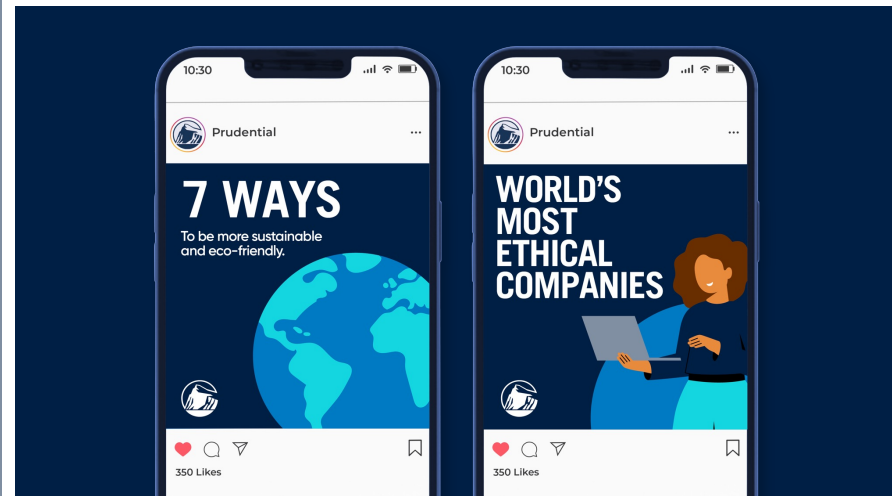
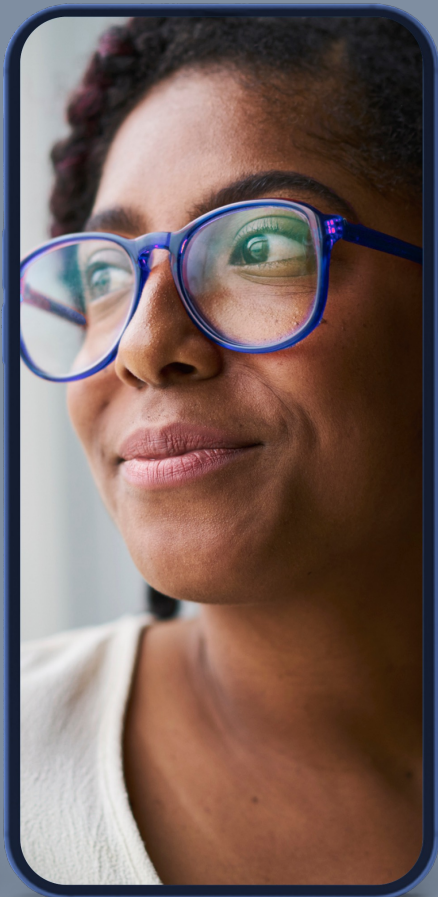
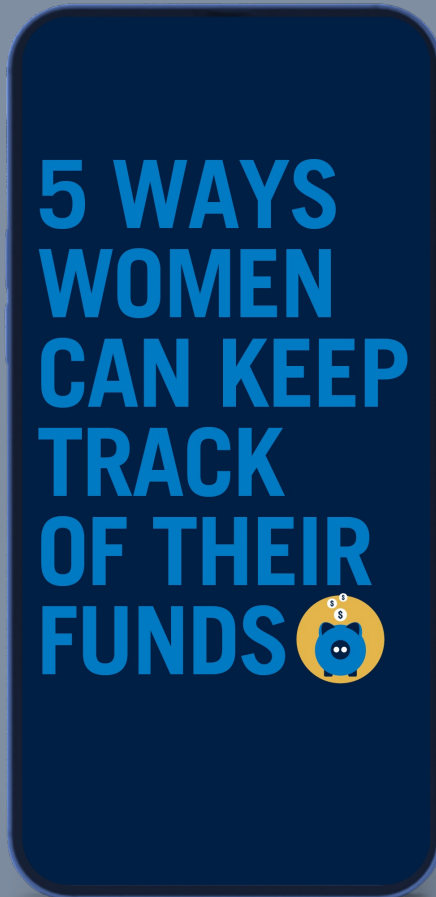
Symbols & objects

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 compositions, while literal executions can communicate complicated concepts more clearly.





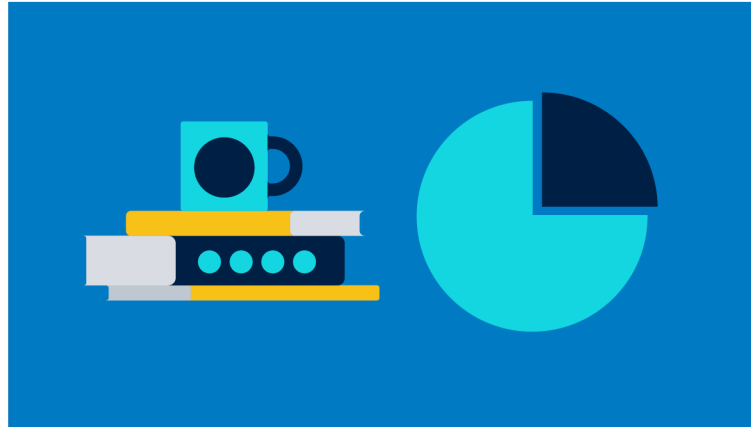
HOW WE USE OUR ILLUSTRATIONS



DOS & DON'TS



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



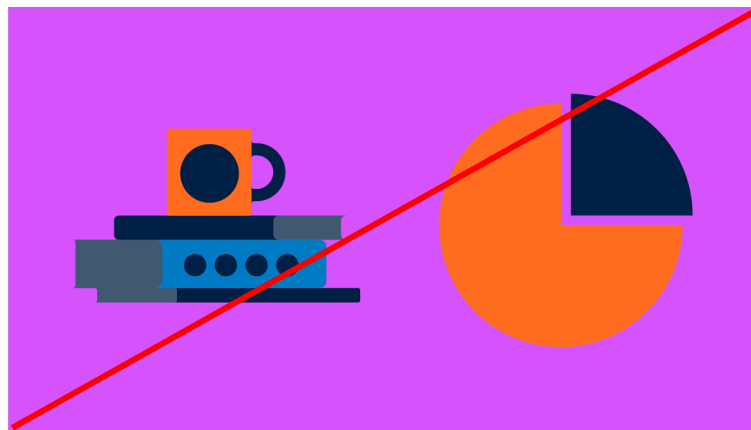
Do unify and distinguish illustrations through use of the Prudential color palette.



Do reflect diversity and individual character through illustrations.



Don't use unapproved illustration styles.



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



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

MOTION

Motion adds energy & personality
to the stories we tell.

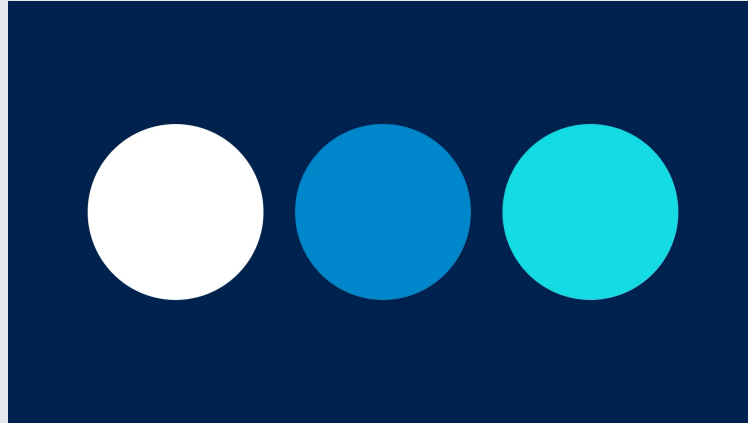


MOTION PRINCIPLES



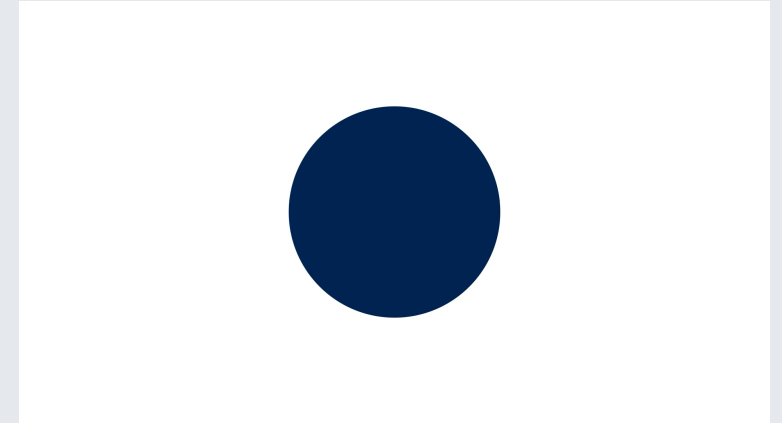
Progress-oriented

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.

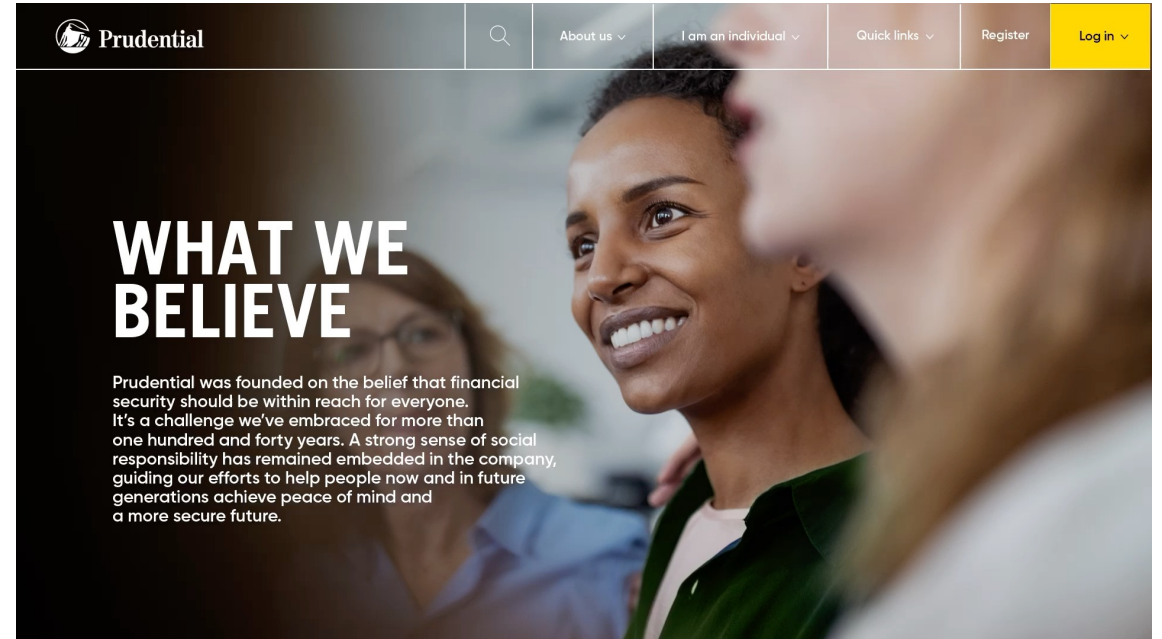
HOW MOTION COMES TO LIFE



End frame animation

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

Note: This is for inspiration only and is not representative of formal templates or best practices. Motion should never interfere with content legibility or UI elements. In digital, it should not auto-play and should instead be user triggered (i.e., with a scroll or click).



Digital transition

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

For access to motion files please visit the link here: [PFI 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.

WORLD'S MOST ADMIRABLE COMPANY

Proud to once again be recognized by peers as one of Fortune's World's Most Admired Companies.



Welcome to LEGAL TOWN HALL

November 2023



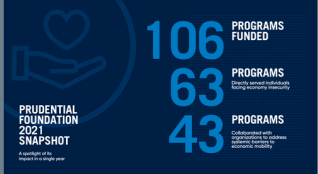
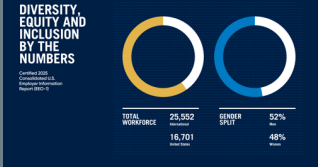
Welcome to LEGAL TOWN HALL

November 2023



Welcome to LEGAL TOWN HALL

November 2023



WORLD'S MOST ADMIRABLE COMPANY

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WE MAKE LIVES BETTER

by solving the financial challenges of our changing world.



EXPANDING ACCESS TO INVESTING & RETIREMENT SECURITY

Make a financial roadmap, set goals, and take action – all online. And you can always call us if you need help.



Q3 EARNINGS



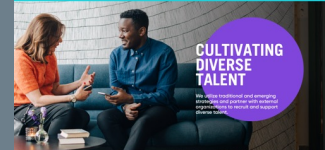
PROMOTING INCLUSION THROUGH OUR BUSINESS RESOURCE GROUPS

Our eight Business Resource Groups focus on operational and investment business segments to promote an inclusive culture and support strategic business goals.



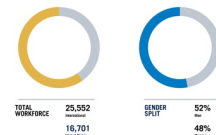
PRACTICES TO PROMOTE PAY EQUITY

Our commitment to pay equity is the foundation of our business.



CULTIVATING DIVERSE TALENT

We value individual and strongly encourage our employees to bring their diverse perspectives to work and to help us succeed.



CLIMATE AND THE ENVIRONMENT



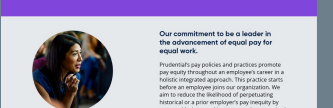
Prudential commits to net zero environmental performance across its primary domestic and international home office operations by 2050.



PRACTICES TO PROMOTE PAY EQUITY



We periodically retain independent external experts to conduct pay analyses for our U.S. population.



Our commitment to be a leader in the advancement of equal pay for equal work. Prudential pay policies and practices promote pay equity throughout an employee's career in a holistic, integrated approach. This practice starts before an employee joins our organization, the aim to reduce the likelihood of perpetuating historical or a prior employer's pay inequality by not considering or asking (except where required by law) candidate compensation history in the hiring process, and equal pay for equal work based on gender and race in the U.S. workforce.



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CLOSE THE GAP

Prudential has long had a commitment to advancing inclusion and racial equity.



PRINT

WORLD'S MOST ADMIRABLE COMPANY

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ACTIONS, NOT JUST WORDS

For decades Prudential has been committed to racial equity and social justice. Now we're stepping up our game.

By taking further action for inclusion and diversity.

For our people

Our goal is to be the professional home to the top talent in our industry by building a culture where every voice is heard.

Through our business

Our enterprise inclusion strategy is expanding accessibility of our offerings to a diverse range of people and communities.

In society

We're eliminating barriers and creating more equitable systems that lead to better outcomes for families and communities.

Learn more about our commitments at
Prudential.com/Purpose



ACTIONS, NOT JUST WORDS

For decades Prudential has been committed to racial equity and social justice. Now we're stepping up our game.

By taking further action for inclusion and diversity.

For our people

Our goal is to be the professional home to the top talent in our industry by building a culture where every voice is heard.

Through our business

Our enterprise inclusion strategy is expanding accessibility of our offerings to a diverse range of people and communities.

In society

We're eliminating barriers and creating more equitable systems that lead to better outcomes for families and communities.

Learn more about our commitments at
Prudential.com/Purpose



INFORMED BY THE PAST.

We've helped Americans achieve financial strength and stability for nearly 150 years.

INSPIRED BY THE FUTURE.

We're creating a new sense of hope in financial services, expanding access to investing, insurance and retirement security for people in over 50 countries.

STANDING TALL FOR **NEWARK.**

We help customers and clients meet the financial challenges of our changing world. And we're making it happen from our hometown, Newark.

DIGITAL & SOCIAL MEDIA



PROMOTING INCLUSION THROUGH OUR BUSINESS RESOURCE GROUPS

Our eight Business Resource Groups (BRG) are employee-led organizations designed to promote an inclusive culture to support strategic business goals.



38%

of our U.S. employees
participate in at least one BRG.



PRACTICES TO PROMOTE PAY EQUITY



Our commitment to be a leader in the advancement of equal pay for equal work.

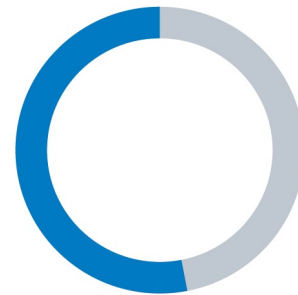


CULTIVATING DIVERSE TALENT

We utilize traditional and emerging strategies and partner with external organizations to recruit and support diverse talent.



TOTAL WORKFORCE
25,552
International
16,701
United States



GENDER SPLIT
52%
Men
48%
Women

To

Subject



PRACTICES TO PROMOTE PAY EQUITY



We periodically retain independent external experts to conduct pay analyses for our U.S. population.

[Download PDF](#)



Our commitment to be a leader in the advancement of equal pay for equal work.

Prudential's pay policies and practices promote pay equity throughout an employee's career in a holistic integrated approach. This practice starts before an employee joins our organization. We aim to reduce the likelihood of perpetuating historical or a prior employer's pay inequity by not considering or asking (except where required by law) a candidate's compensation history in the application process, and establishing starting pay based on gender- and race neutral considerations.

To

Subject

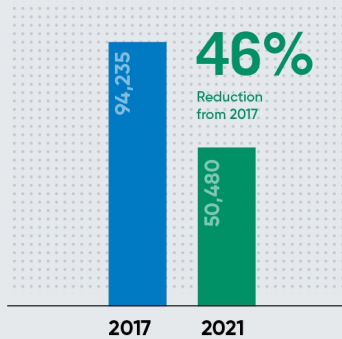


CLIMATE AND THE ENVIRONMENT



Prudential commits to net zero environmental performance emissions across its primary domestic and international home office operations by 2050.

[Download PDF](#)



Progress against Global Environmental Commitment Climate Reduction Target4 (U.S. & International)


As a global insurer, investor and asset manager Prudential recognizes that climate change impacts our operations and investment business. We have a responsibility to bolster the long-term sustainability of our operations, investments, and our global community by acknowledging the risk of climate change, meeting the challenges and opportunities that climate change presents for our business, and reducing our own environmental impacts.

← → ↻

☆ ☰

To

Subject



QUARTERLY EMPLOYEE UPDATE

Please join us on Monday, **Nov. 6 from 11 a.m. to noon ET** for an update on our business performance and progress on our strategy for growth, including Market Competitiveness.

As with previous broadcasts, we will take questions live from Slido and in the room.

Thank you for all you do for Prudential, our customers, and one another.

The Executive Leadership Team


**CLICK BELOW
TO REGISTER**

Register to attend in person

Register to attend online

f in @ y t p



Prudential 

follow

message

WHY IS
JUNETEENTH
IMPORTANT
TO YOU?



CULTIVATING
DIVERSE
TALENT



We utilize emerging strategies & partner with external organizations to recruit diverse talent.



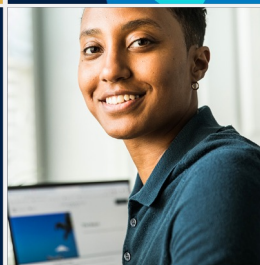
7 WAYS

To be more sustainable and eco-friendly.



Since 2012
We've Planted
900,000 Trees.

20 YEARS
STRONG
BEST PLACE
TO WORK FOR
LGBTQ+



**SINCE 2010,
WE'VE PLANTED
900,000
TREES**



**CLOSE
THE GAP**

Prudential has long
had a commitment to
advancing inclusion
and racial equity.





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

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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.



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.

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

THANK YOU

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