



Brand Guidelines

Learn about standards, templates, and materials for all things Aflac.





Brand Marks

Brand marks are the visual elements, imagery, symbols, or other identifiable features that represent the Aflac brand without words. We take great care in protecting our brand, so being consistent in usage and treatment is key to maintaining its strength in the marketplace and protecting Aflac today and into the future. While each year we re-evaluate our visual identity guidelines, you can always find the most up-to-date guidelines here. It's important to always follow them in the use of all brand marks to protect Aflac today and into the future.

If you are using one of our brand marks on apparel or other wearable items, remember to reference our [wearables guidelines](#) or go to [Duck Gear](#) for official Aflac merchandise. If you are unsure about which brand mark to use, contact your partner in the Aflac Studio for guidance.

Usage Case recommendation



	Primary Logo	Logo Icon
Exterior Signage	✓	X
Storefront	✓	✓
.com	✓	✓
App/Mobile	X	✓
Social	X	✓
TV/Video	✓	X
Apparel/Merch	✓	✓
Stationary	✓	✓
Marketing Collateral	✓	✓
Administrative	✓	X



Logo

We take great care in protecting our brand. Being consistent in its use and treatment is key to maintaining its strength in the marketplace. We must follow visual identity guidelines in the use of typography, imagery and color to protect Aflac today, and into the future.

If you are ever unsure about which brand mark to use and how to use it, contact your partner in the Aflac Studio for guidance.

To access the primary logo assets:

Aflac agents: Contact your print communications specialist at PrintManagement@aflac.com

Agencies: Reach out to your Aflac marketing department contact

White space and minimum space

Brandmark

Use the brandmark on all corporate and marketing collateral, followed by the registered trademark symbol (®).

Maintaining prominence

A brandmark stands out when it is surrounded by clear space that is free from graphics, texts and other marks. The minimum clear space is 1/3 of the height of the letter "A" on all four sides.

Guaranteeing visibility

To make sure the brandmark is easily recognized, the minimum size is 3/4" (60 px wide). This is measured from the left edge of the letter A to the right edge of the ®.





Logo Icon

The Aflac logo icon is the visual shorthand for our brand. It is equal in representative value with our logo. This section outlines its use and guidelines.

If you are ever unsure about which brand mark to use and how to use it, contact your partner in the Aflac Studio for guidance.

To access the logo icon assets:

Aflac agents: Contact your print communications specialist at PrintManagement@aflac.com

Agencies: Reach out to your Aflac marketing department contact

White space and minimum space

Brandmark

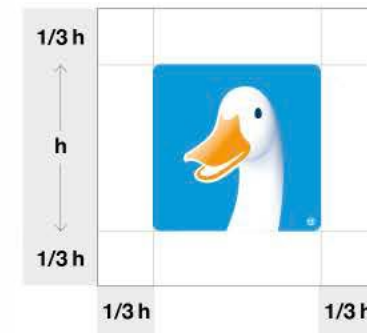
Use the brandmark on social media platforms, marketing collateral, and apparel, followed by the registered trademark symbol (®).

Maintaining prominence

A brandmark stands out when it is surrounded by clear space that is free from graphics, texts and other marks. The minimum clear space is 1/3 of the height of the logo icon on all four sides.

Guaranteeing visibility

To make sure the brandmark is easily recognized, the minimum size is 3/4" square.



Logo Duck Treatment

Primary Symbol

The Aflac Duck is our primary symbol. It appears most often as part of our logo and logo icon, however, the logo Duck can be used outside of these marks on certain occasions.



Extend off background

The Duck can exist on a variety of different shapes on a solid background. The Duck's neck should extend off the background.



Logo Icon Outlined

When the Duck's neck cannot extend off the background, use the outline version of the respective logo icon.



Don't Float!

The Duck must never appear to float in space by itself. It must either revert to the usage of the logo icon or extend off the background.



Color Palette

Focused and crisp

Our master color palette is fresh, simple and reflects the honest, clear way we speak. White space reinforces that our brand is modern, direct and straightforward.

Note that these colors print best on matte-coated paper. If matte paper stock is unavailable, use your printer to match the Pantone® matte-coated chips.

White Space Minimum 70%	Blue Primary Accent Print PMS 639 100c 5m 5y 0k Screen 1r 167g 225b HTML: 01A7E1	Gray Secondary Accent Print PMS Cool Gray 10 38c 29m 20y 58k Screen 125r 125g 125b HTML: 7D7D7D	Orange Secondary Accent Print PMS 144 0c 50m 85y 0k Screen 248r 151g 40b HTML: F89728	Red For Alerts Only Print PMS 186 0c 100m 75y 4k Screen 196r 18g 0b HTML: C41200
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Hierarchy

Our color palette pairs with white space for visually interesting, sophisticated communication.

Primary color: blue
Secondary colors: gray and orange

These are the only colors approved for Aflac brand communications. If additional colors are needed, use options from the support palette.



Resources

Apparel

Apparel and promotional items leave a lasting impression of our brand. To build credibility, trust, and awareness, all items should meet brand and compliance standards and should always be approved by executive management before they're created. Remember to reference our [wearables guidelines](#) or go to [Duck Gear](#) for official Aflac merchandise, and contact your partner in the Aflac Studio if you have any questions.

Logo

When placing the Aflac logo on apparel or promotional items, keep it simple. Always follow the logo and identity use rules, and only use approved assets.

Placement

The Aflac logo should be placed above the left chest, on center of the back or on the sleeve. Review the logo space and size requirements for correct placement.



The Aflac logo should appear on the front, side or back of a cap. Center the logo between two seams, never on top of the seams.



Socks

When adding the Aflac logo to socks and stockings, make sure you can see it with any shoe. Place the logo at least mid-shin-level or above—around the top of an ankle boot.



Apparel Color

Before you choose fabrics or colors, please consider when and where the apparel will be worn.

If featured on apparel in addition to the Aflac logo, the Aflac Duck should only be represented in the approved Aflac color palette.