



NASSAU

BRANDING SYSTEM

DECEMBER/2023

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The Nassau Signature

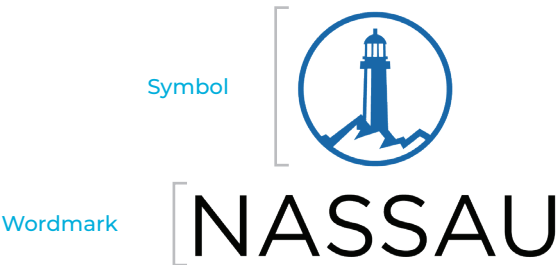
The corporate signature for Nassau is the graphic symbol of our brand. As an important company asset, the signature must be protected from misuse by always ensuring its consistent, high-quality reproduction.

The Nassau signature consists of two elements — the symbol and the wordmark. The position and color of these elements has been specifically determined and should never be altered.

The Nassau signature is a unique piece of artwork and must never be re-created. Only the approved digital files should be used to reproduce the signature.

PRIMARY SIGNATURE

The full-color primary (stacked/vertical) signature should be used whenever possible. It is our brand’s principal identifier and must be reproduced with care.



Nassau Blue

Pantone Coated	CMYK	RGB	Hexadecimal
PMS 301	100 45 0 18	0 102 164	0066A4

ALTERNATE SIGNATURE

The alternate (horizontal) signature should be used in applications that cannot properly accommodate the primary signature.

As with the primary signature, the graphic elements of the alternate signature should never be altered, re-created or repositioned in any way.



THE WORDMARK

The Nassau wordmark is set below or to the right of the symbol in the Gotham Book typeface.

THE SYMBOL

The lighthouse symbol represents strength, stability, reliability and guidance. Historically, lighthouses were used to guide and protect sailors as they approached the shore. Lighthouses are stable structures that have weathered many storms and stand as monuments to steadfastness and perseverance. The symbol can be used alone, see Supergraphic on page 10.

Clear Space

To ensure the prominence and legibility of the Nassau signature, always surround it with a field of clear space.

This area isolates the signature from competing graphic elements, such as text and photography, that may divert attention from the signature.

As shown in the exhibit below, the minimum allowable clear space for the signature is equal to the cap height of the Nassau wordmark.

Primary signature
(vertical or stacked)



Alternate signature
(horizontal)



Signature Misuses

Incorrect use of the Nassau signature can compromise its integrity and effectiveness. Shown below is a small, and by no means comprehensive, sample of possible misuses. In addition, the signature should never be used within a sentence.

To ensure accurate and consistent reproduction of the signature, always use the approved digital artwork. Never alter, add to or re-create the Nassau signature.

~~NASSAU~~



Do not change the arrangement of the primary signature lockup.

~~NASSAU~~



Do not change the color of the signature.

~~NASSAU~~



Do not add any element to the signature.

~~NASSAU~~



Do not distort the signature.

~~NASSAU~~



Do not confine the signature.

~~NASSAU~~



Do not re-typeset the wordmark.

~~NASSAU~~



Do not outline the wordmark.

Nassau Subsidiaries' Signatures

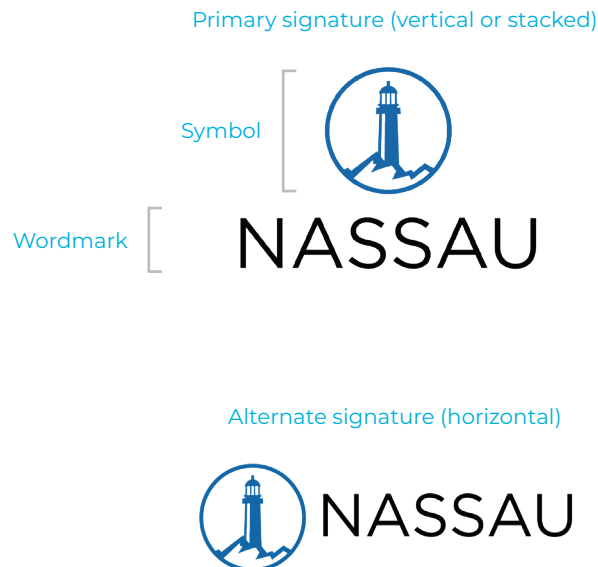
While Nassau's corporate signature applies to the parent company and most subsidiaries, certain subsidiaries have their own.

The Nassau subsidiaries' primary signatures consist of two elements — the symbol and the wordmark. The position of these elements has been specifically determined and should never be altered in any way.

The Nassau subsidiaries' primary signatures are unique pieces of artwork and must never be re-created. Only the approved digital files should be used to reproduce the signatures.

The Nassau subsidiaries' alternate horizontal signatures should be used in applications that cannot properly accommodate the primary signature.

As with the primary signature, the graphic elements of the alternate horizontal signature should never be altered, re-created or repositioned in any way.



The following subsidiaries have their own signatures that consist of the lighthouse symbol and their own unique wordmark.

Primary signature
(vertical or stacked)



Alternate signature
(horizontal)



NASSAU
PRIVATE CREDIT



NASSAU
PRIVATE CREDIT



NASSAU
CORAMERICA



NASSAU
CORAMERICA



NCA
REALTY PARTNERS



NCA
REALTY PARTNERS



NASSAU
ALTERNATIVE INVESTMENTS



NASSAU
ALTERNATIVE INVESTMENTS

Minimum Size Signature

The Nassau signature must always be legible and recognizable. To ensure the readability of the signature variations, the following minimum sizes have been determined.

Never size the primary signature smaller than 1 inch in width.

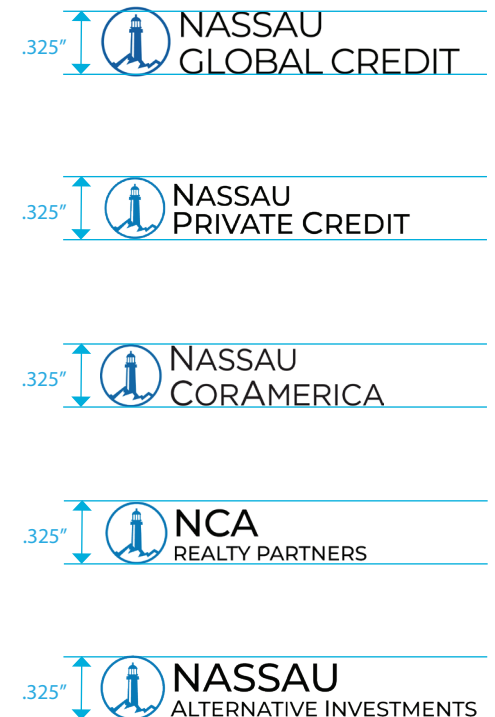
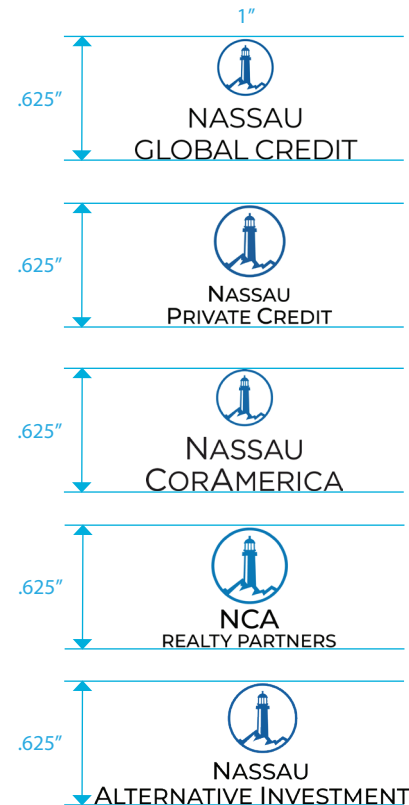
Never size the alternate signature smaller than 1.5 inches in width.

The exhibits below are shown at actual size.

Primary signature
(centered)



Alternate signature (horizontal)



Small Usage Signatures

The small usage signatures were created to accommodate the few applications that require the signature to be reproduced below its minimum size.

Additionally, the small usage variations should be used when a reproduction method, such as embroidery, prohibits the accurate reproduction of the primary and horizontal signatures.

The small usage signatures should only be used if absolutely necessary. Contact Marketing for small sized logos if needed.



Color Variations

Whenever possible, the 2-color spot signature shown on the right should be used in official communications, such as letterhead, business cards and envelopes.

To accommodate a variety of applications, there are additional color variations of the signature, including 1-color black, partial reverses in CMYK and 1-color spot and a full-reverse variation.

Examples of the approved digital artwork are shown at the right.

Positive Signatures

2-COLOR



NASSAU
Nassau Blue & Black

1-COLOR



NASSAU
Black

Reverse Signatures

2-COLOR



NASSAU
Nassau Blue & White

1-COLOR



NASSAU
White

Background Control

White is the primary background for the Nassau signature. It provides a clean, crisp contrast.

When the signature appears on color or photographic backgrounds, there must always be sufficient contrast between the background and the signature colors. If an application necessitates a background that does not supply sufficient contrast for the full-color signature, one of the reverse variations should be used.



The primary signature should appear on a white background.



The primary signature should only appear on color backgrounds that provide sufficient contrast.



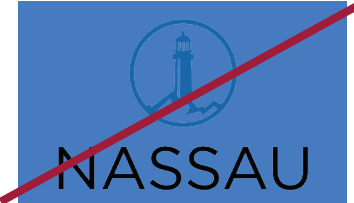
The full-reverse signature can appear on color backgrounds that provide sufficient contrast.



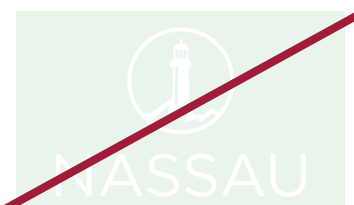
The partial reverse signature can appear on a black background.



The signature should NOT appear on photographs that are distracting.



The signature should NOT appear on color backgrounds that do not provide sufficient contrast, nor should it appear on any unapproved colors.



The full-reverse signature should NOT appear on color backgrounds that do not provide sufficient contrast.



The partial reverse signature should NOT appear on color backgrounds that do not provide sufficient contrast.

Typography

MONTSERRAT

Consistent use of selected typography is essential to the integrity of the Nassau identity.

Montserrat, a clean, modern typeface, it is closely related to the Gotham typeface in the Nassau wordmark. Because Gotham has limited access for use, Montserrat has taken its place. Montserrat should be used for headlines, titles and primary messaging.

In the few applications where the Nassau typefaces are unavailable — MS Word, PowerPoint, etc. — **Arial may be substituted for Montserrat**. Montserrat is integral to the Nassau house style, and it should be used wherever possible.

You may use the full family, on all marketing pieces, on the web and also for print. The Montserrat family consists of:

Thin	<i>Medium Italic</i>
<i>Thin Italic</i>	SemiBold
ExtraLight	<i>SemiBold Italic</i>
<i>ExtraLight Italic</i>	Bold
Light	<i>Bold Italic</i>
<i>Light Italic</i>	ExtraBold
Regular	<i>ExtraBold Italic</i>
<i>Italic</i>	Black
Medium	<i>Black Italic</i>

Please note italic typefaces should be used sparingly. As a subhead or to highlight a topic. Please ask for design guidelines for brochures if needed.

OPEN SANS

Can be used as an alternative typeface. Great for body text, and can be used for diversity on large projects, such as brochures.

ARIAL

Can be used as an alternative for when you are using an application where the above typefaces are unavailable.

Most Commonly Family-Used Typefaces

Montserrat Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat SemiBold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Montserrat ExtraBold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
<hr/>	
Open Sans Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Open Sans SemiBold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Open Sans Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
<hr/>	
Arial Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Arial Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Palette

Basic Colors
for Web

Pantone Coated	C	M	Y	K	R	G	B	Hexadecimal
PMS 7466	96	0	31	0	0	173	187	00A8B5
PMS 301	100	45	0	18	0	102	164	0066A4
BLACK 10%					230	230	230	E6E7E8
BLACK 25%					191	191	191	C7C8CA
PMS 7546	79	71	52	53	45	48	60	2D303C
PMS 7406	7	22	100	0	243	195	0	F3C71C

Additional
Colors for
Print

PMS 7693	100	75	31	14	0	72	118	183F5F
PMS 7625	4	84	82	0	231	79	61	EE563B

Color Palette

Added for
expanded
portfolio
Nassau
Bonus
Annuity
2022

Added for
expanded
Nassau
Income
Accelerator
2023

Pantone Coated	C	M	Y	K	R	G	B	Hexadecimal
PMS 7647c	34	83	32	4	168	76	118	A84C76
PMS 7653c	42	43	31	1	155	141	152	9B8D98
PMS 5493c	53	10	30	0	121	185	182	79B9B6
PMS 728c	17	36	60	0	212	165	116	D4A574
PMS 158c	0	58	99	0	246	134	33	F68621
PMS 471c	16	69	100	3	204	105	41	CC692A
PMS 536c	33	23	18	0	173	180	191	4CB3D2
PMS 2404c	32	17	40	0	177	188	160	B2BDA1
PMS 7628c	27	98	99	26	147	31	29	79B9B6
PMS 648c	100	82	38	30	18	54	91	11385C

Additional colors for government workers. The color **RED** should be used only as an accent color.

Color Palette When Designing PowerPoint Presentations

C	M	Y	K	R	G	B	Hexadecimal
58	14	0	0	67	183	255	4367FF
76	44	0	0	55	130	209	3782D1
93	60	10	1	0	102	164	0066A4
60	0	26	0	74	206	203	4ACECB
72	14	29	0	58	168	180	3AABB4
82	30	49	1	36	132	130	248482
17	13	9	0	208	209	216	D0D7D8
49	41	27	1	138	140	158	8A8C9E
64	56	38	13	100	102	121	646679
76	70	62	79	18	19	24	121318
9	22	100	0	235	193	28	EBC11C

Nassau Super Graphic

Inspired by the Nassau symbol, the super graphic is a secondary visual element that can be used to add visual punch to select designs. As shown in the exhibits, it is created by proportionally scaling the “lighthouse” of the Nassau symbol.

There are two usage variations of the super graphic:

The primary variation uses a tone-on-tone color treatment in Nassau Blue. This supergraphic should only be executed when it is the largest element on the page. It can be applied as a background with text reversing to white, and for use in a wide range of print materials, Web and video applications and PowerPoint presentations.

The secondary variation applies a Nassau Blue super graphic against a white background. It is intended strictly for promotional materials and large-area applications such as banners and displays. It should never be used as a background for text or other graphic elements.

For smaller super graphic usage, the super graphic can be executed with the secondary color palette.

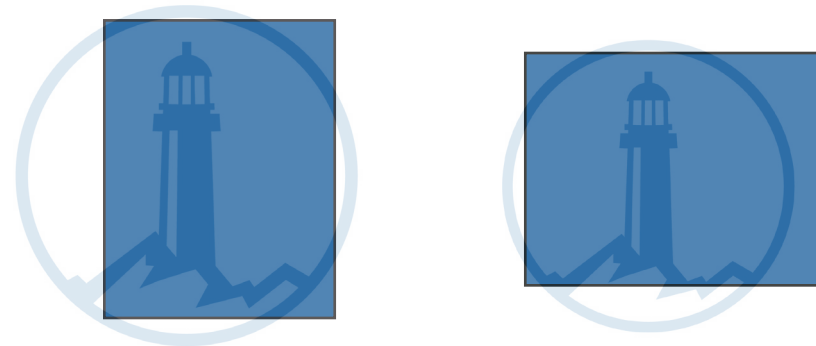
Never use the entire Nassau symbol as a super graphic.

Never use more than one super graphic in a layout.

Never change the orientation of the super graphic.

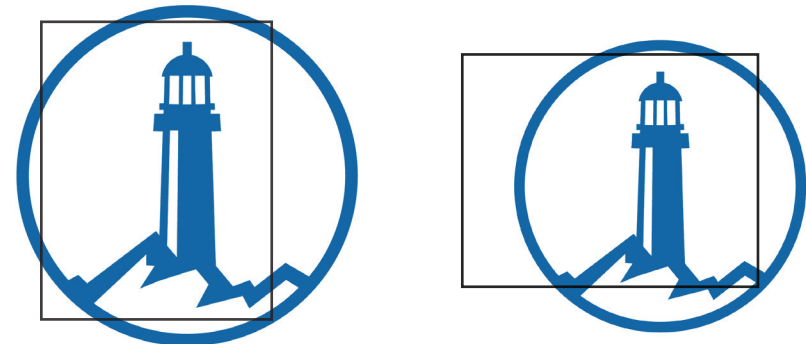
PRIMARY USE

Blue on Blue

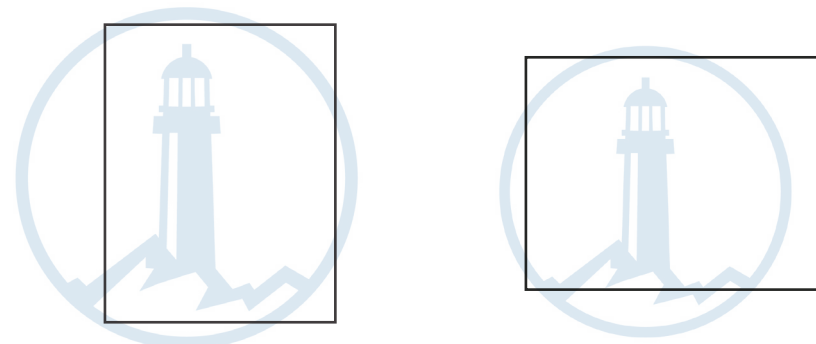


SECONDARY USE

Blue on White



Blue tint on White



Company Name Conventions

Legal Company Name	Acronym	Common/Marketing Name
Consolidated Holding Company		
Nassau Financial Group, L.P.	NFG	Nassau Financial Group <u>or</u> Nassau (for all parent entities)
Insurance Segment		
The Nassau Companies	NC	The Nassau Companies
The Nassau Companies of New York	NCNY	The Nassau Companies of New York
Nassau Life and Annuity Company	NLA	Nassau Life and Annuity
Nassau Life Insurance Company of Kansas	NKS	Nassau Life Kansas
Nassau Life Insurance Company	NNY	Nassau Life
Nassau Re (Cayman) Ltd.	NKY	Nassau Re Cayman
Asset Management Segment		
Nassau Asset Management LLC	NAM	Nassau Asset Management Company <u>or</u> NAMCO
Nassau Global Credit LLC	NGC	Nassau Global Credit <u>or</u> NGC
Nassau Private Credit LLC	NPC	Nassau Private Credit <u>or</u> NPC
Nassau CorAmerica LLC	NCA	Nassau CorAmerica
Nassau Realty Partners LLC	-	NCA Realty Partners
Nassau Alternative Investments LLC	NAI	Nassau Alternative Investments

Legal Terms

SERVICE MARKS

A service mark is a word, phrase, symbol or combination that distinguishes the services provided by a company. A trademark is a word, phrase, symbol or combination of these that identifies the goods of a company. At Nassau, we refer to our insurance policies and contracts as products. The names of many of our products, however, are service marked because they aren't considered goods under federal or state law.

Follow these guidelines to strengthen recognition of our service marks and enhance our ability to prevent others from using them.

- The first reference of a product or service should carry a superscripted service mark symbol — either SM or ®. The SM symbol indicates we claim the term as a service mark; the ® symbol indicates we have registered the mark with the U.S. Patent and Trademark Office.
- Second and subsequent references to the product or service in the same communication (or on the same page of a website) do not require the symbol.
- When describing Nassau service marks in copy, it's best to use them as adjectives and not a noun or a verb. For instance, in the following sentence, the service mark "Nassau Growth Annuity" is the adjective and the word "product" is the noun: "The Nassau Growth Annuity[®] product includes many important features and options for your clients." Note, it's OK to use a service mark on its own, such as on a cover page or in a title or heading (including the SM or ® symbol, as appropriate), but subsequent references in copy should be used as adjectives.

NASSAU NAME

The brand name "Nassau" and the Nassau logo are not registered trademarks and do not carry any service mark symbols.

Logos should never be used within a sentence.

COPYRIGHT NOTICE

A copyright notice should be included on all Nassau original written works for which Nassau wishes to control reproduction, which may include printed communications, electronic communications (including websites, emails, blogs, videos or other audio/visual materials), drawings, photographs and other copyrightable materials.

A proper copyright notice includes, in order, the following:

- The copyright symbol (©) or the word "Copyright".
- The year in which the work was created.
- The name of the entity or person that owns the copyright.

For example: © 2023 Nassau.

Any questions related to the appropriate use of Nassau service marks or copyright notices can be sent to Nassau Legal and Compliance.

