



Logotype - colour variations



Family version



Health version



Money version



Culture version

BENEFITS THAT
MEET YOUR NEEDS

Strapline - colour variations

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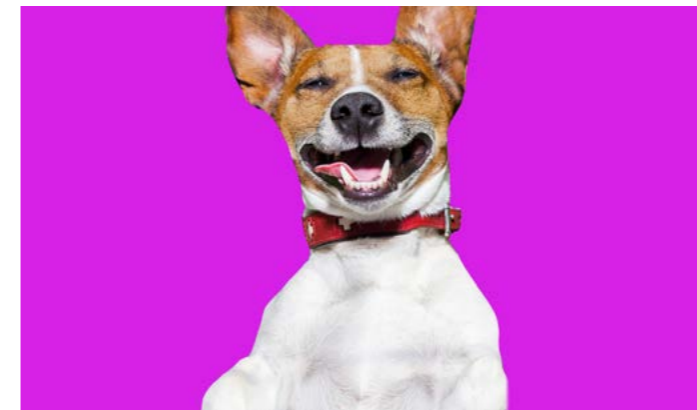
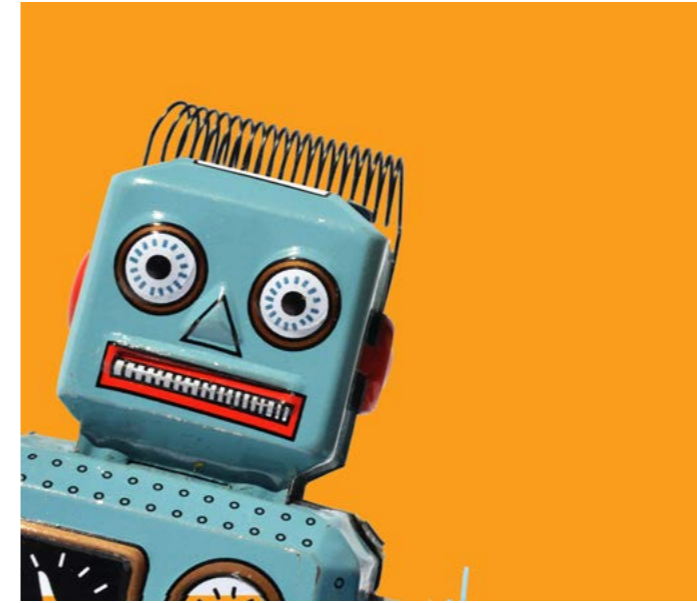
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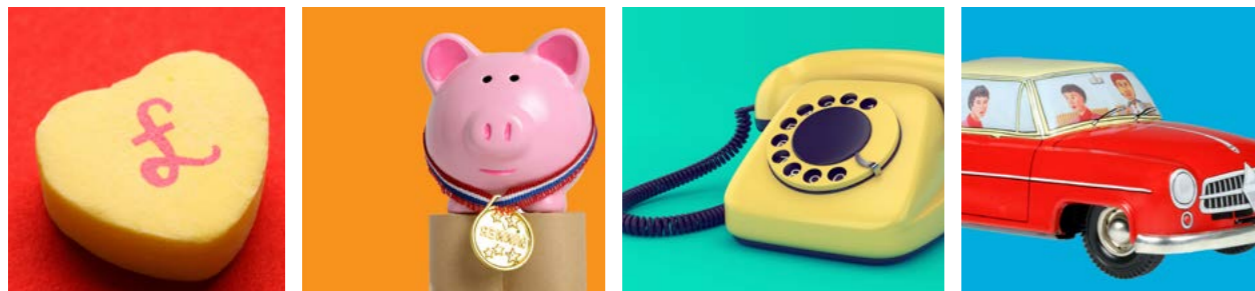
Image gallery



Two photographic subjects

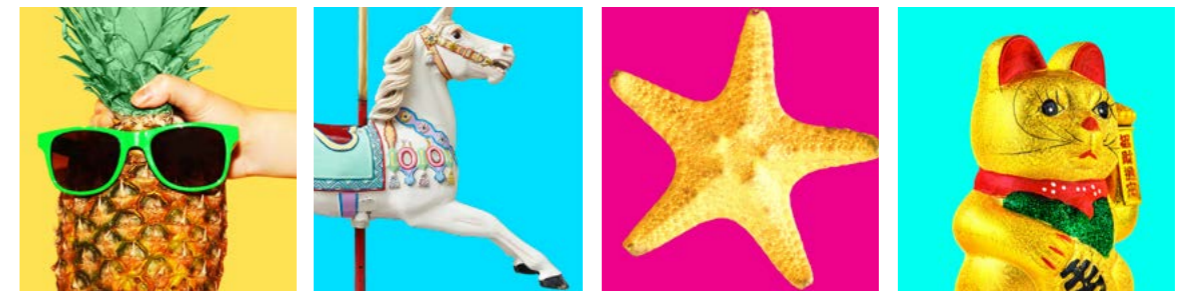
Benefit category related imagery:

- It's linked to benefits or to a benefit related pillar (Health, Family, Money or Culture).
- Shows benefit information.
- They are descriptive so they can be used to promote a benefit, group of benefits or for a specific campaign.



Overarching imagery:

- The link to the benefits is more generic and aspirational (link to wellbeing, freshness, health or happiness).
- They add character and build brand, channeling the fun and quirkiness.
- They are not descriptive so they can be used to illustrate higher level messages.



Photographic do's



Benefit category related imagery:

Relevant
Fun
Surprising
Iconic



Style:

Bold
Colourful
Isolated
High contrast
No people
Friendly
Energetic



It's not:

Obvious
Clichéd
Childish



Overarching imagery:

Quirky
Personable
Fun
Humorous
Surprising
Slightly random
Loosely linked to benefits

Style:

Colourful
Isolated
High contrast
No people



It's not:

Irrelevant
Silly
Arbitrary

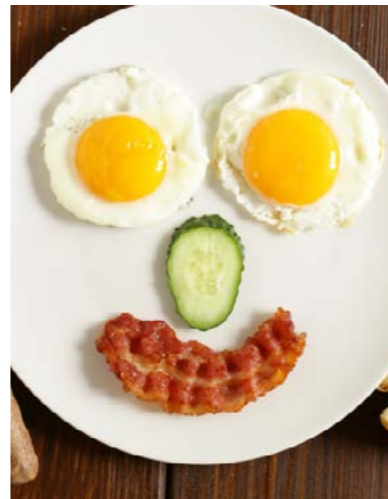
Photographic don'ts



Literall
Uninteresting
Natural colour
In context



Too grey
Obsolete soon
Lacks character



Tries too hard
Not funny
Childish



Too realistic
Too specific
Visually unappealing

AMATIC SC BOLD: FOR HEADINGS

AMATIC SC REGULAR: FOR SUB HEADINGS

Whitney semibold : primary for copy headings

Whitney light: primary for body copy

Arial bold: secondary for copy headings

Arial: secondary for body copy

Typographic treatment

Copy headings in WHITNEY SEMIBOLD where possible

Body copy in WHITNEY LIGHT where possible

TIME WARNER
BENEFITS

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BENEFITS THAT
MEET YOUR NEEDS

Letter

MONEY

TIME WARNER
BENEFITS

GIVE YOUR FINANCES
SOME TLC

Managing your Finances

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Copy headings in ARIAL BOLD

Body copy in ARIAL

Email shot

Colour palette

PILLAR COLORS

Health Blue



C:73 M:11 Y:5 K:0

R:0 G:173 B:220

Family Orange



C:3 M:79 Y:97 K:0

R:235 G:92 B:41

Money Green



C:77 M:9 Y:39 K:0

R:0 G:171 B:168

Culture Purple



C:76 M:90 Y:0 K:0

R:117 G:59 B:189

Time Warner Blue



C:96 M:69 Y:0 K:0

R:12 G:82 B:160

PILLAR SECONDARY COLORS



C:96 M:69 Y:0 K:0

R:12 G:82 B:160



C:0 M:23 Y:91 K:0

R:255 G:198 B:39



C:37 M:0 Y:100 K:0

R:176 G:209 B:0



C:60 M:29 Y:0 K:0

R:123 G:164 B:219

BENEFIT SPECIFIC COLOUR

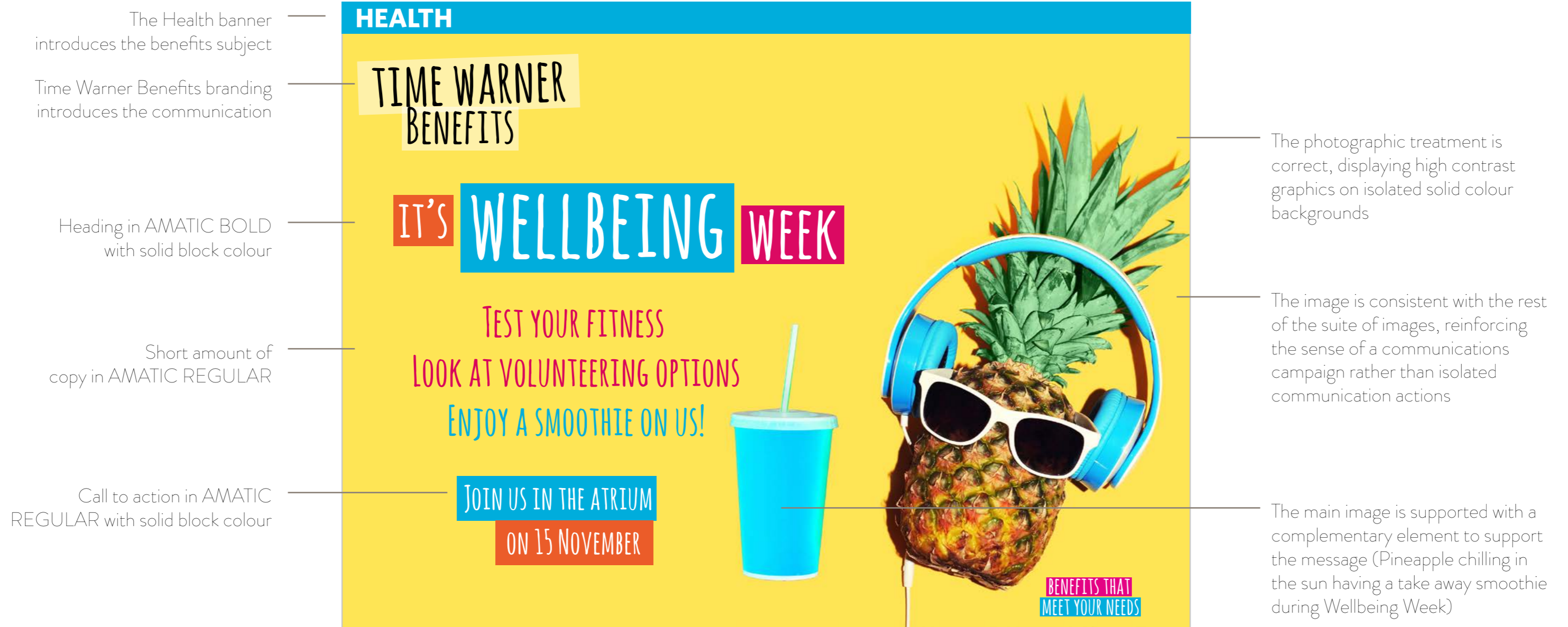
Dark pink



C:0 M:100 Y:34 K:8

R:219 G:9 B:98

Poster/plasma screen



Benefit guide cover examples



Time Warner Benefits branding is used as introduction but it's not the main branding feature.

Image subject indicates freshness and health.

Emphasis on the strapline and on the employee needs.

The photography chosen is humorous, slightly random but it's linked to benefits (health/wellbeing). It's also personable and generic enough to cover all benefits.

The photography has the right treatment with solid colour on the background isolated from any context



Time Warner Benefits logo is the heading and centre piece of the branding.

Image subject indicates positive feelings (luck) and raises a smile.

The photography chosen is humorous and paths the way for creative copy writing. It's different enough to catch your attention and ideal for a campaign.

The strapline is used here as a signature to finish off the composition. Where possible, Time Warner Benefits logo and strapline should be displayed together and not in isolation.

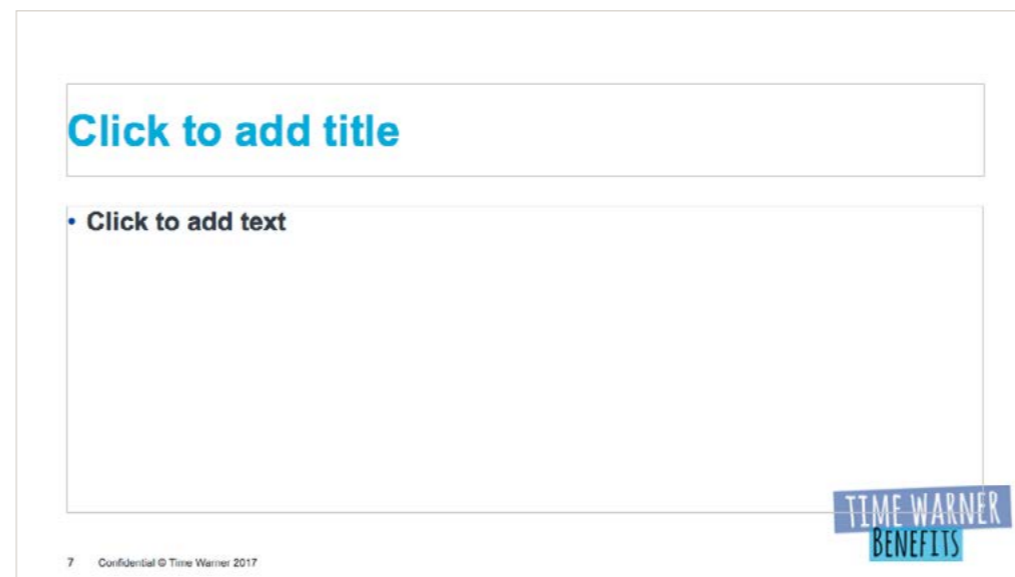
Campaign photography



Time Warner Benefits branding

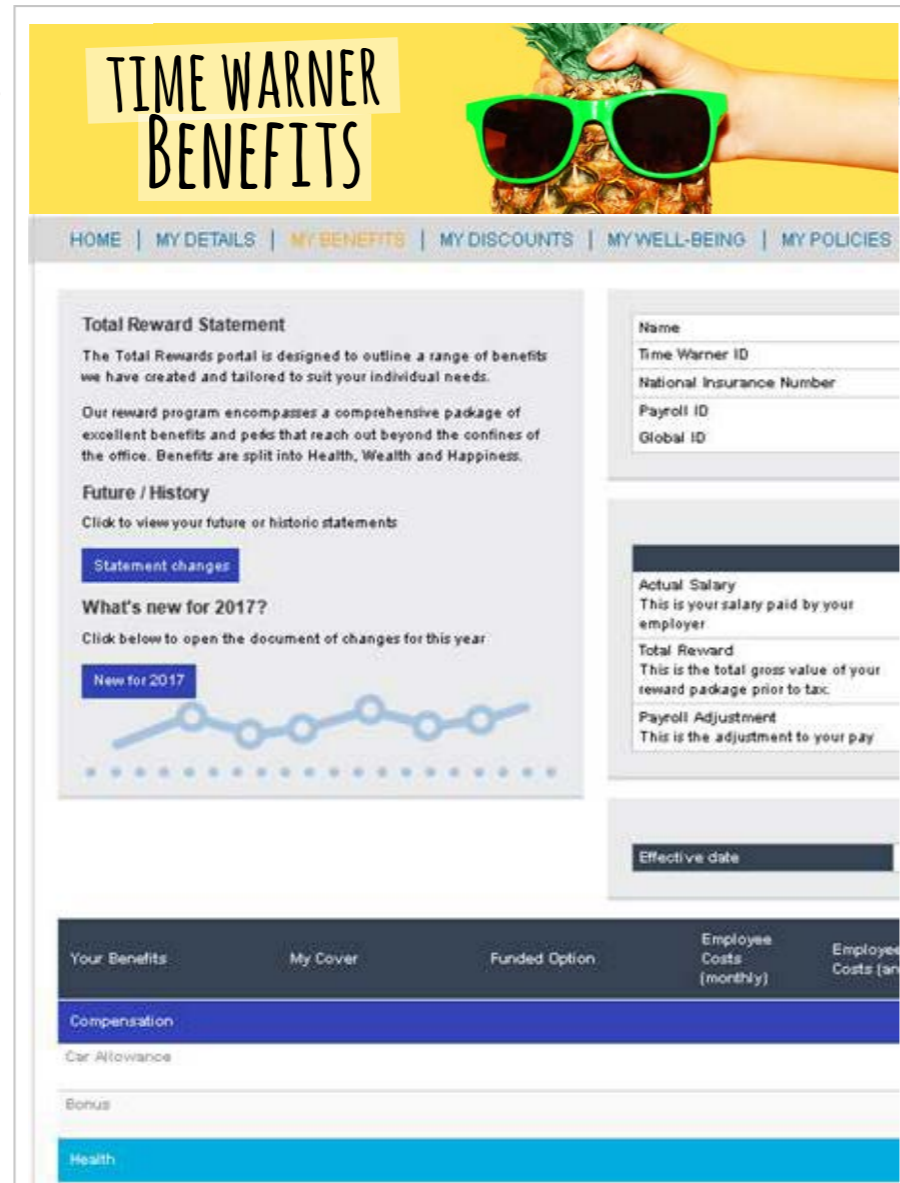
Editable body copy

Signature strapline



Website/email mock up

Generic banner with campaign image. Main benefits logotype without strapline or benefit pillar.



MONEY

TIME WARNER BENEFITS

GIVE YOUR FINANCES SOME TLC



Managing your Finances

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Finance specific banner with relevant image, Money pillar top banner and main heading with AMATIC BOLD with solid colour background (the same colour as the pillar)

