



Color

Introduction

Our color palette is a differentiating asset in our industry. Most of our competition looks quite the same and conservative. We want to express the optimism of a life well lived for everyone. With that aim, we connect with today's audience, who have different expectations of how a brand looks and behaves.

The Transamerica Life Bermuda logo is Dark Gold. This color is also used as an accent color on key brand pages. A touch of Dark Gold adds elegance to the content, as suitable for the HNW and UHNW audiences.

The accent color can be used to emphasize testimonials (call-outs) and facts and figures. This also applies to graphic elements such as icons related to important messages or products. It is not allowed to use Dark Gold on big surfaces or as a background color.

Color palette

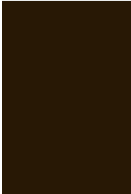

We use colors very deliberately and carefully. Our visual identity is essentially functional and clear using white and black typography. Colors are applied to make a big visual statement, set the mood or just be supportive. We always make sure that the color composition is balanced. Because, yes, being colorful is shown through using different colors, but not by using all colors simultaneously.

We don't use our colors to color code products, business units, or

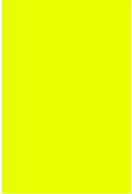
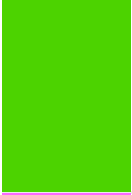
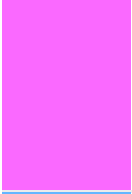
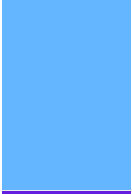
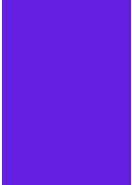
audiences, all colors are open for every use. Grading, texturing, and toning are not allowed either.

Below is our color palette. It is important to note that RGB and HTML codes are for digital, and CMYK and Pantone codes are for print.

Base colors


	Warm Black	HEX	#281805	RGB	40, 24, 5
		CMYK	60, 68, 74, 84	RAL	8022
		PMS-C	Black 4C		
	Pure White	HEX	#FFFFFF	RGB	255, 255, 255
		CMYK	0, 0, 0, 0	RAL	9016
		PMS-C			

Vibrant colors

	Fresh Lime	HEX	#E7FF00	RGB	231, 255, 0
		CMYK	16, 0, 100, 0	RAL	1016
		PMS-C	388 C		
	Grass Green	HEX	#4CD300	RGB	76, 211, 0
		CMYK	65, 0, 100, 0	RAL	6038
		PMS-C	2287 C		
	Hot Pink	HEX	#FA69FF	RGB	250, 105, 255
		CMYK	7, 67, 0, 0	RAL	4010
		PMS-C	2375 C		
	Sky Blue	HEX	#63B6FF	RGB	99, 182, 255
		CMYK	60, 15, 0, 0	RAL	5012
		PMS-C	292 C		
	Lavender Purple	HEX	#641EE0	RGB	100, 30, 224
		CMYK	75, 80, 0, 0	RAL	No match
		PMS-C	266		

Contrasting dark colors

Logo color

	Dark Gold	HEX	#A06B3C	RGB	160, 107, 60
		CMYK	0, 34, 65, 37	RAL	8001

		PMS-C 7574 C	RGB 207, 0, 0
		CMYK 5, 100, 100, 5	RAL 2002
		PMS-C 2347 C	
		HEX #5E3930	RGB 94, 57, 48
		CMYK 20, 70, 50, 70	RAL 8011
		PMS-C 7616 C	
		HEX #0B3F2D	RGB 11, 63, 45
		CMYK 100, 50, 90, 40	RAL 6005
		PMS-C 3435 C	
		HEX #1D2550	RGB 29, 37, 80
		CMYK 100, 73, 10, 61	RAL 5022
		PMS-C 534 C	

The logo color is not part of the broader brand color palette. However, as mentioned in the introduction, Dark Gold can be used as an accent color to add elegance to key pages, like subheadings and figures. For examples see the inspiration pages.

Shape on color matrix

We use color in big shapes or blocks that define a layout. The color matrix shows the combinations that are allowed. Of course, more combinations can be made, but we created a deliberate selection to maintain our preferred brand look and feel.

These color combinations are not to be used for text, icons, or other accessibility-critical elements.

Text and color

It is allowed to use text in the accent color Dark Gold. See examples below. This is a specific TLB exception, as that is not allowed for the other brands.

For the rest of text on color, please refer to the overall guideline [here](#)

Data and color

For data and color application, see [here](#)

Transamerica Life Bermuda
Logo



Transamerica Life Bermuda
Inspiration