

CNO Financial Group brand guidelines

This document includes basic guidelines on how to represent the CNO Financial Group brand through our graphic elements. When referring to our company in copy, in the first instance, the company should be referred to as “CNO Financial Group.” For subsequent references, “CNO Financial” may be used.



CNO FINANCIAL GROUP

Primary color logo



CNO FINANCIAL GROUP

Primary grayscale logo

Unacceptable uses



Do not change the placement or size relationship of the elements in the logo



Do not use a drop shadow or other graphic embellishments



Do not replace the CNO logotype with a different typeface



Do not stretch or skew the logo in any way



Do not use the grayscale logo in color



Do not place the logo on top of a pattern or background that compromises legibility

Minimum size and clear space

Print applications



Minimum size
1.6"

Online and screen applications



Minimum size
126px

Standard Sizes



2.5" wide



2" wide



1.6" wide



