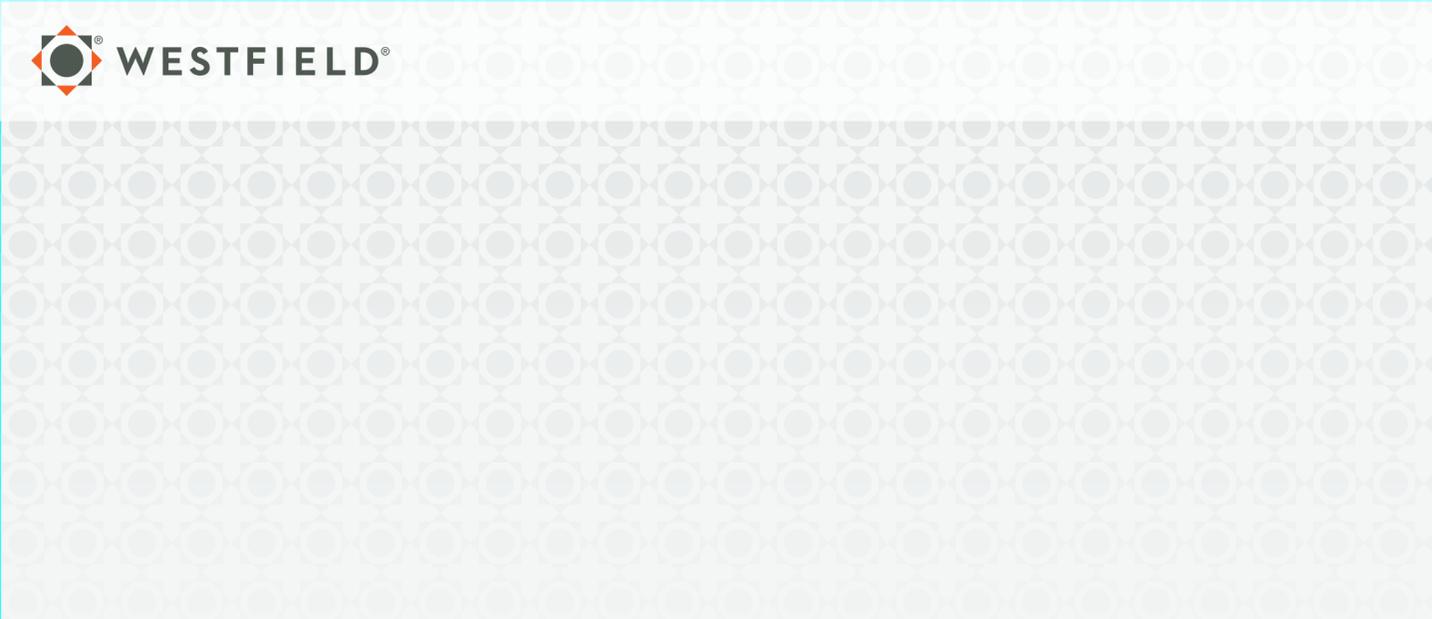




# Westfield® Brand Standards

*An introduction  
and roadmap to  
the Westfield brand*



## **OK, FIRST WE HAVE TO SAY THIS.**

No part of this work may be reproduced, distributed, displayed, or derivative works created, without the express written consent of Ohio Farmers Insurance Company (OFIC). You may not, except with the express written permission of OFIC, distribute or commercially exploit the content. Nor may you transmit it or store it in any other form in an electronic retrieval system.





# Contents

- 4* The Westfield Name
- 5* Logo & Brand Pillars
- 15* Color Palette
- 18* Audiences
- 22* Imagery
- 25* Typography, Iconography & QR Codes
- 29* Digital Guidelines
- 31* Sonic Logo
- 36* Is It On Brand?
- 40* Creative Platforms

*Our new name is “Westfield,”*  
**yep, just Westfield.**

As a way to keep the door open for new market opportunities we’ve dropped insurance from our name. The word insurance comes with preconceived notions that narrow the consumer’s mindset regarding what they can expect from an insurance company. That stigma is hard to overcome.

Today, we know that our customers view risk differently than before. While we will continue to offer the promise of protection, we have tremendous opportunity to offer more: access to business resources that enhance their business and help them grow. And when they are growing, we can too.

Westfield will always be a property and casualty carrier. However, as we broaden our definition of risk to align with our customers’ perspective on risk, we do not want to be limited by current perspectives. Our name and logo will also be represented in context so that consumers understand what we’re selling.

# Logo & Brand Pillars

# WESTFIELD®

*The keys to brand success are self-definition, transparency, authenticity and accountability.*

– SIMON MAINWARING



Bold. Impactful. Warm. The Westfield logo is reflective of the exciting new chapter that our organization has embarked upon. The sun icon acts as a testament to the light shining on our customers as knowledge and recognition. Like Westfield, that light guides our customers – sometimes a familiar path, sometimes the road less traveled. No matter the roadmap, the sun provides the warmth and caring that is inherently synonymous with Westfield.

**OUR LOGO IS COMPRISED OF, AND SUPPORTS,  
WESTFIELD'S FOUR BRAND PILLARS.**

We believe a company becomes differentiated when it matures from a corporate values statement to a brand value proposition. This is how business and brand become one, and how we ultimately set ourselves apart in the marketplace.

We can offer true differentiation when we have a strong foundation of brand and business being aligned and when there is a clear focus on the customer.

**OUR VALUE PROPOSITION -**

*We give you the competitive edge—  
protection plus practical ways to  
grow and achieve your dreams*

translates into four specific “we statements of action”.

This additional strategic step has allowed us to group these “we statements of action” into four foundational pillars of strength.



# Our brand pillars

## *pillar 1*

### CHAMPIONS OF PROGRESS

Each box represents the Westfield employee and agent coming together to form the sun, shedding light (insights and recognition) on our business customers.



## *pillar 2*

### COMMITMENT TO CARING

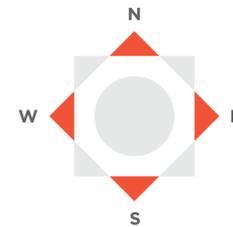
The “sun” can also be a quilt pattern, symbolizing warmth, caring and protection for our customers.



## *pillar 3*

### RISK ROADMAPS AND SOLUTIONS

When perceived as a compass, the sun acts as a guide for our customers – leading the way to protection and prosperity.



## *pillar 4*

### TOOLS FOR REAL ADVANTAGE

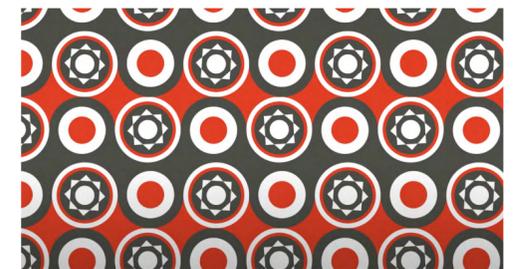
Inside the sun is a nut - simple symbolism for the tool that quickly turns and pivots, fastens and keeps together combines and brings together - all important aspects for a business to stay ahead of the competition



### LOGO INTRO VIDEO

Enjoy this video that introduces our new logo.

**Note:** Please be aware that the intro animation style is not something that we are incorporating into future projects.



Note: The illustrations above are used in these brand standards to demonstrate the Westfield logo and its connection to the four brand pillars. These are not approved uses of the Westfield logo, and appear here for instructional purposes only.



# HERE COMES THE SUN

The sun icon — the official symbol of the Westfield brand — was designed to shine. And like the sun, its presence is far reaching and impactful. The beauty of the Westfield sun lies in its unique ability to be used as an element that accents and supports the design it is placed within. Whether it's translucent or cropped, the sun icon remains intentional, recognizable, and on-brand.

## *The sky is the limit*

The sun icon was specifically created to not find itself beholden to a lockup that limits how it is used. The scale rises and shines as appropriate in the design, and even finds itself freed from the logotype. Within this freedom, usage of the icon should be approached with strategy and thoughtfulness.

**Please note** that the sun icon should never be placed in a shape or bounding box, as that application alters the integrity of the brand icon. If you have questions about appropriate branding, contact the Marketing & Corporate Communications department for assistance at [WestfieldBrand@westfieldgrp.com](mailto:WestfieldBrand@westfieldgrp.com).

# In the field

The Westfield logo has the ability to work as a white knockout design element. This allows the logo to be used in fields of brand colors, within photographs, and in scenarios when a full color logo is unable to be employed.



**WESTFIELD®**

# Logo usage

## SUN ICON LOGOMARK

The Sun logo when being used as two color, Early Light and Cornerstone, shall always have Early Light in the North, South, East and West positions.

## WESTFIELD LOGOTYPE

The type treatment should only be used as one color.

## STACKED LOGO LOCKUP

The logo lockup is the combination of both the Westfield sun logomark and logotype. While both can effectively operate as separate logos, they can also be “locked” together.

Preferred usage logo, save for the exceptions below.

Logo should not appear smaller than 1” in diameter.

## HORIZONTAL LOGO LOCKUP

In cases that confine the logo to a limited space or real estate, the horizontal logo is to be employed.

## BLACK LOGO LOCKUP

To be used for facsimile, and forms of black & white printing applications, such as newspapers, periodicals, catalogs – where course halftone screens are used.



WESTFIELD®



WESTFIELD®



## EARLY LIGHT / KNOCKOUT LOGO

To be used when placement of the logo involves a dark background or surface, and the presence of color is preferred. Early Light can be utilized, with the rest of the logo knocking out to white. Early Light should always maintain the same position it has in the full color iteration.



## KNOCKOUT LOGO

To be used when placement of the logo involves a dark background or surface.



# Westfield Brand Hierarchy

## MASTER BRAND

Westfield is an overarching brand name that serves as the main anchoring point on which all underlying products are based. As such, it presents itself as a string identity that is required to work across all the brand categories in the system's hierarchy.



## SUB-BRANDS

Owned by Westfield, a sub-brand is a brand within a brand. A sub-brand uses a unique name that can develop its own brand attributes. Sub-brands have their own customer expectations and personalities that are different from the master brand.



The Westfield Specialty logo has multiple versions depending upon U.S. or international use. Please refer to the individual sub-brand standards for proper logo usage guidelines.



## BRAND DESTINATIONS

Owned and operated by Westfield, a brand destination is a physical space that offers unique services specific to certain business activities and customers.



## CHARITABLE FOUNDATION

Owned and operated by Westfield; a dedicated community and industry partner.



## PRODUCTS

Produced by Westfield, for the purpose of consumer sales offered by the master brand.



## ENTITIES

Owned by Westfield, formed and administered to engage in specific business activities.



## SERVICES

Offered by Westfield, they are an extension of our brand and product offerings as a touchpoint with a specific audience and driven by customer satisfaction.



## AGENCY DESIGNATIONS



## EMPLOYEE RESOURCE GROUPS

Women's Network

LGBTQ+ and Allies Network

Professionals Network

Multicultural Network

Abilities Advocates Network

Patriot Network

# Logo misuse

## MAINTAINING CONSISTENCY

The Westfield logo is not to be altered or adjusted in any way. Use of the logo in a consistent manner ensures brand integrity.



Do not employ a drop shadow on the logo.



Do not rotate the logo. It should maintain its level baseline at all times.



Do not adjust the color values of the logo.



Do not alter the proportion of the sun icon to the logotype.



Do not distort/stretch the proportions of the logo.

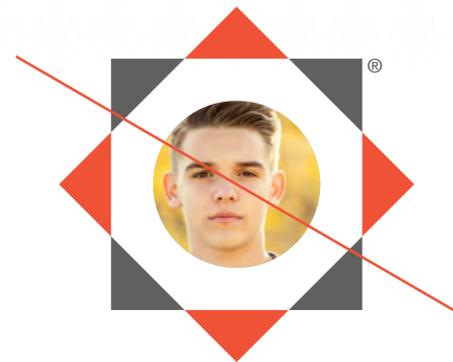


Early Light always points North, South, East and West in the logo. Do not rotate the sun icon.



Do not reassign the position of the color assignments in the logo.

# Logo misuse



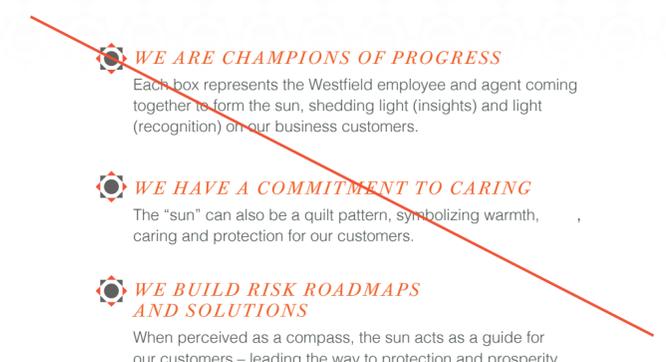
Do not place any graphic elements into the logo: photos, pattern, etc.



The negative space in the logo (i.e. “nut”) always shows the background it is placed on, and should not appear as “white.” The logo should always be placed on a tone or background image that does not obstruct the logo or compromise its readability.



Do not place the logo on photos/illustrations in busy/active areas of the image. The logo should be thoughtfully placed in an area with minimal activity that allows the forms of the logo to be read clearly.



Do not use the sun icon as a typographical element in copy: bullet points, punctuation, dingbat, etc.

# Color Palette

# Primary color palette

## PANTONE 2028 U

**CMYK** C0 M79 Y100 K 0

**RGB** R240 G81 B54

**HEX** #F05136\*

**LAB** L59 A63 B52

**Embroidery** Madeira 1987

### EARLY LIGHT

The morning's first light is the call of possibility. Dawn emerges – first tentatively, then brilliantly – illuminating the sky and revealing the frontier. And suddenly everything is new, alive with prospect. Choices abound, and anyone with the willingness to strive and the confidence to dream can make the day theirs.

One of our two signature colors captures that promise, and we've called it Earlylight to reflect its energy and verve. This tangy orange-red is unabashedly eager and optimistic. It's a buoyant color that suggests a forward-looking spirit of enterprise, the lively effort of initiative and a zeal for discovery.

At Westfield, every day is a new opportunity to help folks discover what's just over the horizon. Our enthusiasm shows, because partnering with our customers to grow their assets, pursue their ambitions and protect their future is not just our job – it's our passion. Our curiosity about their hopes and our determination for their success motivates everything we do.

## PANTONE 447 U

**CMYK** C67 M51 Y62 K32

**RGB** R95 G98 B95

**HEX** #5F625F\*

**LAB** L41 A -2 B 1

**Embroidery** Madeira M1361

### CORNERSTONE

A cornerstone marks a beginning. In traditional masonry, cornerstones have structural purpose. They're the foundation's first stone, a reference point for the laying of all other stones in the building. Every angle, every linear position and every alignment is determined by its placement. While the cornerstone comes first, it also points toward what results: a structure built with intention, constructed with care and meant to endure.

One of our two signature colors evokes this tradition of rock-solid construction, and we've called it Cornerstone to capture its qualities both rugged and refined. The quarry gray is unapologetically serious and ear nest. It's a dignified color that honors what we do best in industry and commerce: build what's next, together.

And what we're building at Westfield – trust, relationships, legacies, progress – requires a base as unyielding as the hardest granite. When we partner with our customers to help grow and protect their assets, we're building on a foundation of firm principles, thorough preparation, scrupulous practices and uncompromising integrity.



# Primary color palette

Color plays a major role in brand association and recognition. Our primary colors, Early Light and Cornerstone, are important branding elements. Bold, impactful and warm, these two colors are reflective of the exciting new chapter that our organization has embarked upon. Making it a priority to solidify our primary colors for all of our audiences is critical.

**PANTONE 2028 U**  
**CMYK** C0 M79 Y100 K 0  
**RGB** R240 G81 B54  
**HEX** #F05136\*  
**LAB** L59 A63 B52

**PANTONE 447 U**  
**CMYK** C67 M51 Y62 K32  
**RGB** R95 G98 B95  
**HEX** #5F625F\*  
**LAB** L41 A -2 B 1

# Secondary color palette

We also have our secondary palette that is used to enrich and support our master brand. Used correctly the secondary palette supports and lifts up the primary colors to give them more depth and complexity. Each color was chosen carefully for its balance and expandability. Fresh and light, to deep and complex. Always supporting and underscoring the primary palette.

**PANTONE 7406 U**  
**CMYK** C0 M24 Y100 K 0  
**RGB** R241 G184 B40  
**HEX** #f1b828\*  
**LAB** L79 A13 B74

**PANTONE 584 U**  
**CMYK** C20 M 0 Y78 K 0  
**RGB** R206 G214 B101  
**HEX** #ced665\*  
**LAB** L83 A-13 B53

**PANTONE 7709 U**  
**CMYK** C54 M 0 Y19 K 8  
**RGB** R110 G178 B189  
**HEX** #6eb2bd\*  
**LAB** L68 A-21 B-14

**PANTONE 2357 U**  
**CMYK** C24 M98 Y11 K54  
**RGB** R109 G68 B90  
**HEX** #6d445a\*  
**LAB** L35 A22 B -5

**PANTONE 318 U**  
**CMYK** C44 M 0 Y18 K 0  
**RGB** R107 G217 B222  
**HEX** #6bd9de\*  
**LAB** L80 A-32 B-14

**PANTONE 385 U**  
**CMYK** C22 M11 Y910 K48  
**RGB** R126 G123 B75  
**HEX** #7e7b4b\*  
**LAB** L51 A -4 B27

\*Please consult the Digital Standards Guide for web specific guidelines.

# Audiences



# Wait, who am I talking to?

**WHEN DEVELOPING MATERIALS, PLEASE CONSIDER OUR THREE PRIMARY AUDIENCES.**

*Internal* - basically, employees. While the majority of this audience performs underwriting and underwriting support as well as billing and billing support, roles and responsibilities, education and work experience vary greatly.

---

*Agents* - independent agents represent Westfield to customers. They are the face of Westfield via sales and service functions.

---

*Customers/Consumers* - people who are our customers or are potentially our customers. They are the final and primary decision makers.

*“The most important thing to remember is you must know your audience.”*

- LEWIS HOWES

# Wait, who am I talking to?



## **INTERNAL AUDIENCE**

The internal audience includes busy professionals who are experiencing massive enterprise change; including a new workspace, brand transition, system updates, leader changes, and organizational shifts. Most employees have an emotional connection with our company's heritage and legacy. They are usually willing change agents when they understand the strategic vision. And strong advocates for process improvements that drive the vision forward.

## **AGENT AUDIENCE**

The agent audience includes small business professionals who juggle business relationships with multiple carriers. Agents are driven by agency type, line of business focus, agency size, location demographic and their agency business model. Westfield agents consider themselves as business partners who make Westfield successful while understanding that our business strategy impacts their livelihood. This makes them very sensitive to any change within our organization so they like to be informed and invited to provide candid feedback. They want quick and easy access to critical information either via their primary agency contact or self-service modes.

## **CUSTOMER AND GENERAL CONSUMER AUDIENCE**

The customer/consumer audience includes anyone not connected to Westfield to whom we could sell a policy. Depending on the individual messaging effort, the audience is focused by segment and product. Many of these individuals have no frame of reference for Westfield and the work we produce is vital in shaping their opinions and preferences.

# Westfield Style

## A Core Content Writing Guide

Westfield has invested in the development of a strong, well-defined, differentiated brand. An essential part of bringing our brand to life, regardless of audience or touch point, is our content.

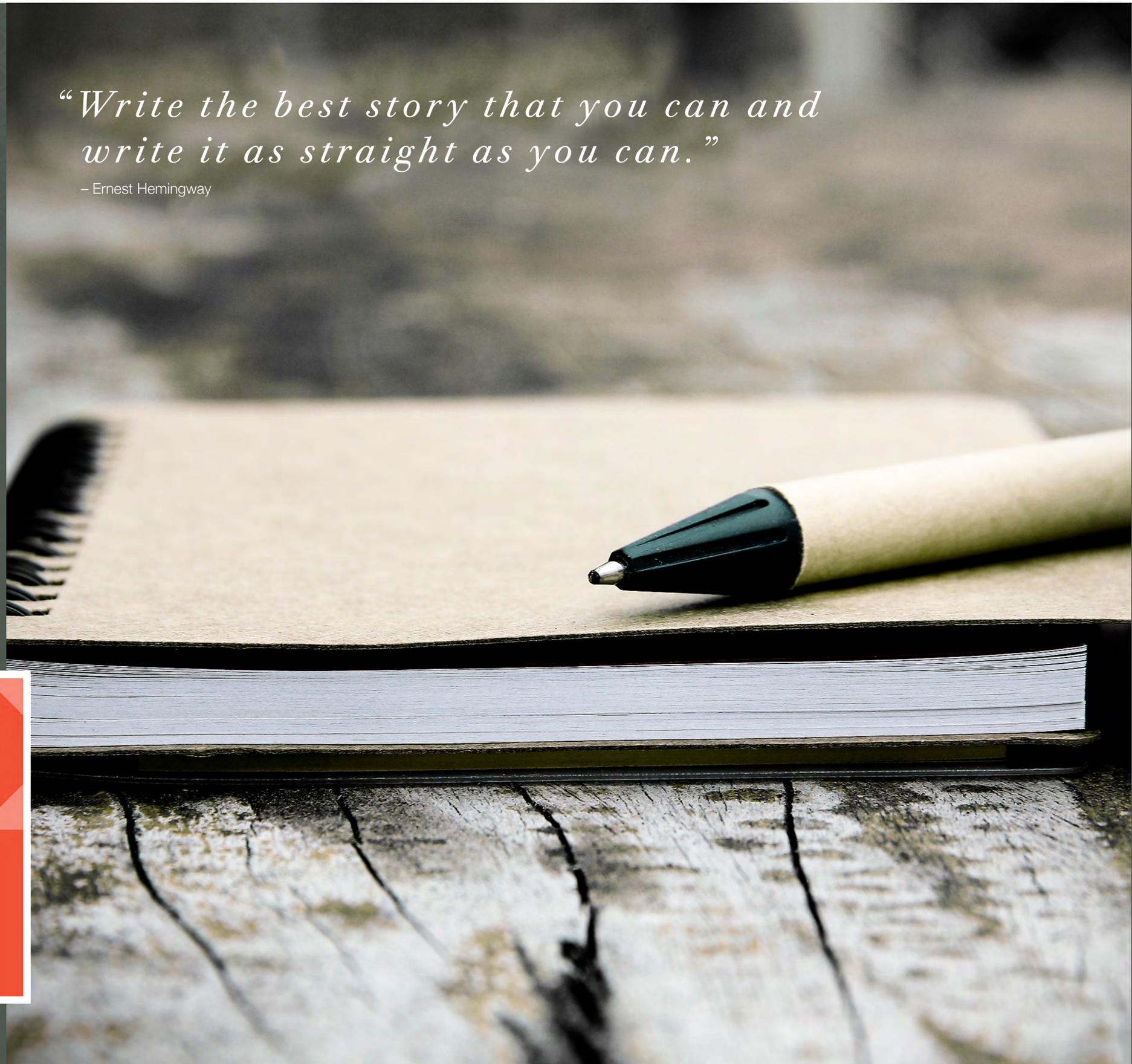
Consistent writing helps strengthen and protect our brand. It also unifies company messages so that audiences better understand Westfield. This guide was developed to support any member of the Westfield team who creates content. Whether you're writing business communications for your department or business unit or crafting marketing content, assembling an engaging presentation, or drafting a blog post, this resource can help you align your content with Westfield Style and enhance your overall writing.

For questions or editorial style issues not covered here, contact the Corporate Communications team at [corporatecommunications@westfieldgrp.com](mailto:corporatecommunications@westfieldgrp.com).



*“Write the best story that you can and write it as straight as you can.”*

– Ernest Hemingway



# Imagery

# Photography

Westfield uses an evocative photography style to illustrate our brand essence. By telling stories of everyday life, we reach out to our customers to establish a personal bond or emotional connection.

*Our photography falls into three categories with an overarching visual theme of directional light.*

**OBJECT • PORTRAIT • ENVIRONMENT**



**Directional Light:** Lighting that travels in a specific direction. While general lighting provides even, overall illumination, directional lighting highlights a specific object or work surface. It is also usually provided by a stronger light source – such as sunlight.



# Photography

## GENERAL GUIDANCE

Westfield photography should suggest everyday situations and environments. This can be established through the use of natural, directional lighting and suggesting candid, real-life moments. Images that are overly posed or staged tend to feel artificial or cosmetic, and therefore should be avoided. Symbolic, thematic and narrative visual subject matter should be used over literal interpretations of the content.

When featuring models, multiple demographics should be represented. If possible, capture talent in action to add movement and energy to the shot. Remember that images should always be consistent with the headline or primary image.

*A photograph shouldn't be just a picture, it should be a philosophy."*

– AMIT KALANTRI

# Typography, Iconography & QR Codes

# Typography

Fonts are more than mere letter forms. Typography is an integral tool that establishes a brand's tonality in the marketplace. It speaks to personality, legibility, and reinforces brand awareness. Westfield brand fonts are specifically chosen to work in correlation with the logo, further establishing our voice in both the visual and verbal sense.

Helvetica Neue T T Thin

Large Headlines / Messaging

**Helvetica Neue TT Med**

Large Headlines / Messaging

**Helvetica Neue TT Bold**

Subheads / Tier 2 Messaging

Helvetica Neue TT Light

Sans Serif Copy / Tier 3 Messaging

**Bodoni Twelve EF Book**

Serif Copy

*Bodoni Twelve EF Book Italic*

Serif Copy

**Bodoni Twelve EF Bold**

Serif Copy

**Calibri Bold**

Sans Serif Copy

**Calibri Regular**

Sans Serif Copy

*Calibri Italic*

Sans Serif Copy

Calibri is the Westfield font of choice that is to be used by individuals who do not have access to the designer suite of fonts above. When using Calibri, please use the color black instead of Cornerstone. This sans serif typeface possesses similar attributes to Helvetica Neue, and allows brand consistency to be maintained across all channels.

# Iconography

Our iconography—the use of small icons and images—is an incredibly important part of our brand design standards. The fact that most people don't notice iconography overtly only adds to their importance, since the impressions are subtle and powerful.

## **CREATING A VISUAL HIERARCHY**

Because icons stand out to the eye, you can use them to draw a viewer's attention from one part of the page to the next, almost like indicators on a roadmap.

## **ENHANCING UNDERSTANDING**

Because certain icons can be associated with commands, concepts, and ideas, incorporating them can be a great way to increase a viewer's understanding of a situation, or about what you want from them.

## **CONVEYING A LOT OF INFORMATION WITH A SIMPLE MARK**

The best thing about icons is that they are compact and very expressive. In other words, they don't take up a lot of space but can convey lots of information in a fraction of a second. Icons are subtle but powerful and versatile tools that you can use to create impressions in a viewer's mind. If there are any additional question or need of clarification on specific directions please contact us.

[WestfieldBrand@westfieldgrp.com](mailto:WestfieldBrand@westfieldgrp.com)

# QR Codes

QR codes help to strengthen the connection between consumers' physical and digital spaces. QR codes can be scanned and understood by any type of smartphone device, providing a fast and direct way to guide users to take an immediate course of action.

QR codes can be used to increase traffic to our websites, promote apps like MissionSafe, share marketing materials, and more.

There are two major types of QR Codes: **Dynamic QR Codes** and **Static QR Codes**. Dynamic QR codes are preferred when possible.

Dynamic QR Codes (preferred method) are trackable, meaning that once they are completed, records of their usage will start being tracked. This includes information such as the location of the scan, the number of scans, what time the scans took place, etc. The major advantage of Dynamic QR Codes is that they can be edited at any time. This is extremely beneficial if any mistakes in the connected information were made.

The other type of QR Code is a Static QR Code, which is an uneditable and untrackable QR Code. Static QR Codes are more suitable for a one-time use where tracking isn't important.

## Elements of a QR Code:

When possible please follow these styling guidelines for a consistent brand appearance.

### FINDER PATTERNS:

#### Rounded Corners

**Pantone®** 2028 U

**CMYK** C0 M79 Y100 K 0

**RGB** R240 G81 B54

**HEX** #F05136

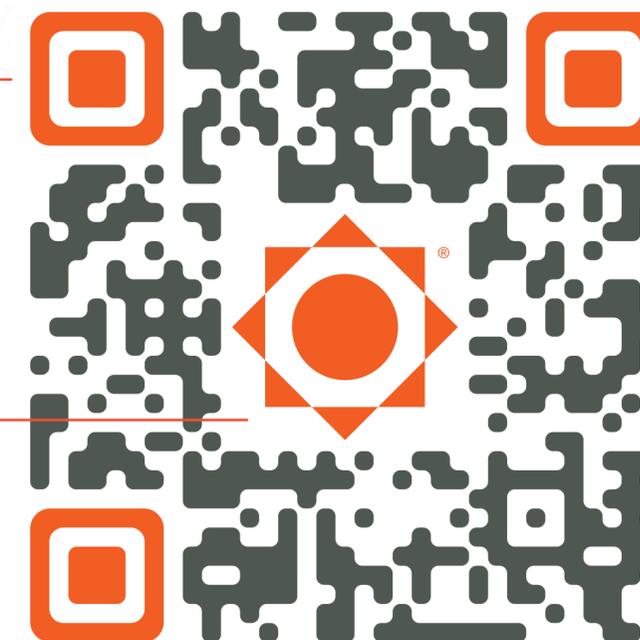
### Sun Icon Logo:

**Pantone®** 2028 U

**CMYK** C0 M79 Y100 K 0

**RGB** R240 G81 B54

**HEX** #F05136



### DATA, ALIGNMENT, & TIMING PATTERNS:

#### Smooth/Rounded Corners

**Pantone®** 447 U

**CMYK** C67 M51 Y62 K32

**RGB** R95 G98 B95

**HEX** #5F625F

### Call to Action (CTA):

**SCAN TO LEARN MORE**

Including a CTA can help improve scan rates. Keep them Simple. Use contrasting colors that stand out. For codes that may be viewed on a computer, include a hyperlink and/or make the text clickable.

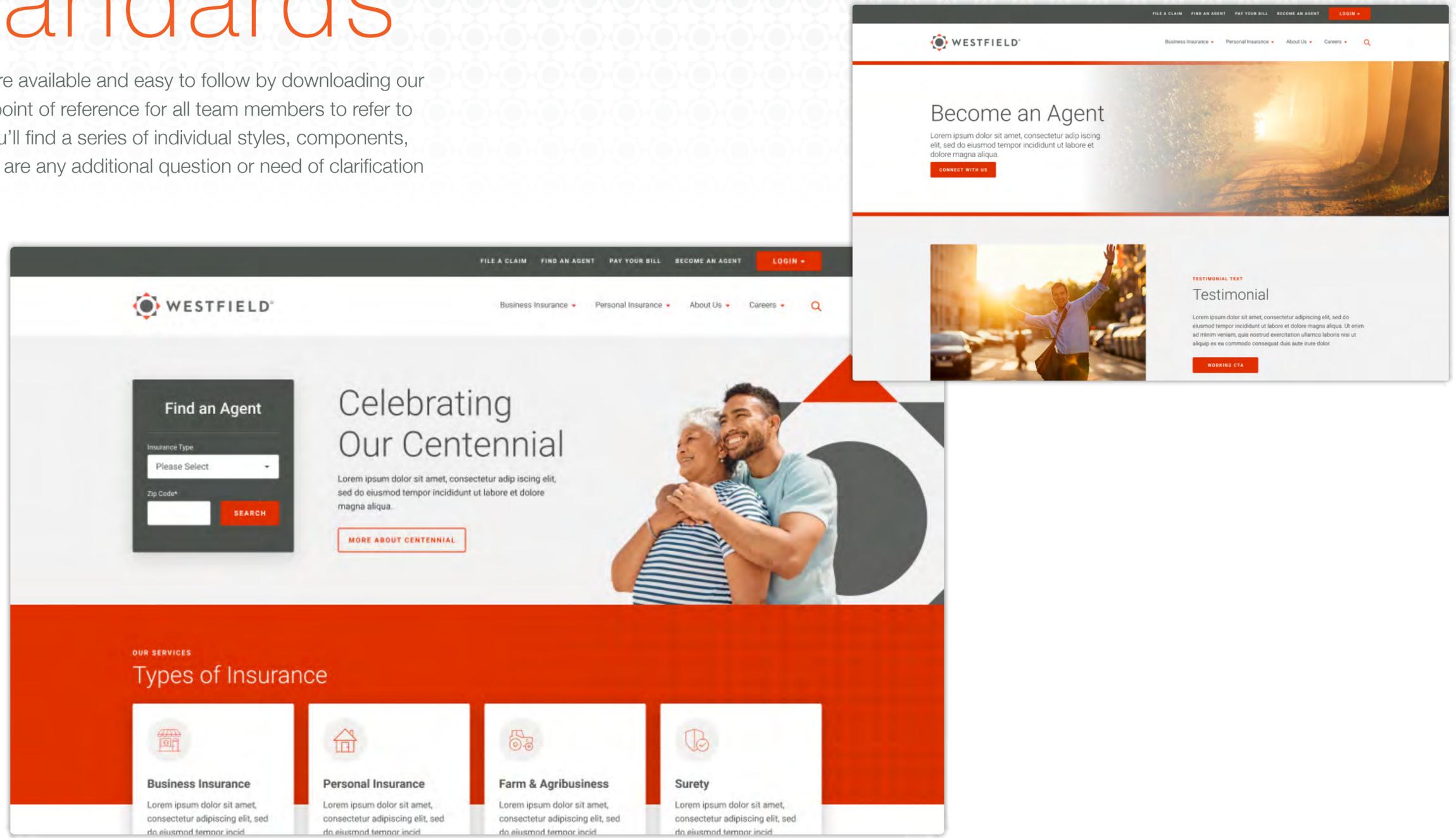
or visit [westfieldinsurance.com](https://www.westfieldinsurance.com)

# Digital Guidelines

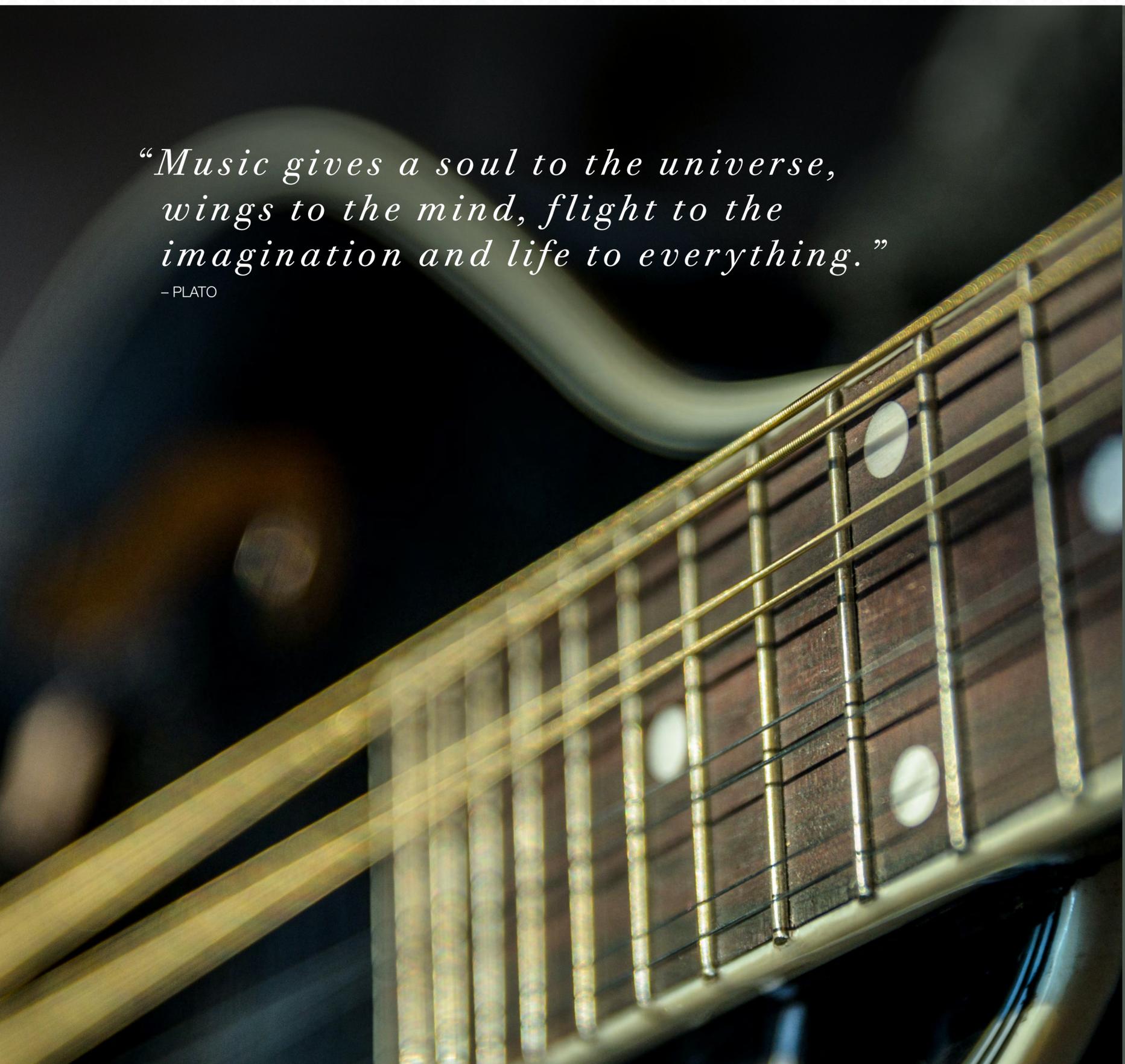
# Digital standards

Our digital assets follow clear specifications that are available and easy to follow by downloading our Digital Brand Style Guide. It is used as the single point of reference for all team members to refer to when creating content for our digital presence. You'll find a series of individual styles, components, and guidelines used for creating unified UI. If there are any additional question or need of clarification on specific directions please contact us.

WestfieldBrand@westfieldgrp.com



# Our Sonic Logo



*“Music gives a soul to the universe,  
wings to the mind, flight to the  
imagination and life to everything.”*

– PLATO

## Music and Our Sonic Logo

Brands typically focus on visual branding, rather than creating emotional multisensory experiences. Westfield is not a typical brand.

All companies create sound and music - from on-hold to advertising. Sound plays a big part in how a brand is perceived, how it differentiates itself, and how it builds emotional relationships. It even affects things like our health, product choices and office productivity.

We believe sound shouldn't be underestimated or ignored. So we've taken the step of defining how our brand sounds. We've done this to better communicate our brand values, to allow people to emotionally experience the brand, and create engaging, consistent brand interactions.



## Music and Our Sonic Logo

### **WHO IS IT FOR?**

We welcome anyone who is developing assets for Westfield, from corporate videos, apps, commercials, and telephone systems to get to know the sound of Westfield.

We have developed our sonic logo that, used correctly, defines our brand. It will be incorporated into our marketing and communications efforts moving forward. In addition to on-hold music, ear cons, and ambient workplace environment music, this sonic logo has been incorporated into music beds that convey differentiated, emotionally contextual versions for each of our 4 foundational business strategy pillars.

# Music

Each brand strength holds an emotion we want to evoke within our customers. Our new brand pillar music beds convey the emotion of each strength according to our brand standards.

## *pillar 1*

### CHAMPIONS OF PROGRESS

Through supporting our customers and their entrepreneurial spirit, we are the sun, shedding light (insights) and light (recognition) on our business customers. Musically, this is defined by the clear, celebratory ringing of a **bell**.

## *pillar 2*

### COMMITMENT TO CARING

We make sure we're responsive to our customers and their community by being there for their needs, both big and small, and providing resolution or relief through interactions that are simple, transparent, personal and convenient. This is conveyed through a **flute** in this pillar 2 music bed.

## *pillar 3*

### RISK ROADMAPS AND SOLUTIONS

Collaborating with our customers to build actionable plans that protect their lifestyle and businesses, recover their losses and drive their prosperity is our goal. We look to the horizon and see the future before our customers do, confidently guiding them to step out and trust that we will be there for them. The primary instrument to illustrate this pillar is a **french horn**, clear, sweeping and visionary.

## *pillar 4*

### TOOLS FOR REAL ADVANTAGE

We offer insights that matter most to our customers giving them the edge they need. And tools to compete and stay ahead. We chose an **electric guitar** as the primary instrument to illustrate this pillar .



# Voice

The human voice is the most powerful sound on the planet. At Westfield, our voice is an extension of who we are as a brand. We use voice to engage with our audiences and create meaningful emotional connections.

Introducing authentic voices that embody our brand personality and tone helps us to convey credibility and comfort. Utilizing consistent, recognizable voices will help us build and influence our audiences through powerful storytelling.

**MALE VOICE SAMPLE** 

**FEMALE VOICE SAMPLE** 

## *characteristics*

As extensions of the Westfield Brand, we select:

- Voices that are representative and inclusive of all the people that Westfield serves—our agents, employees, customers, partners, collaborators and communities worldwide
- Voices that are polished, experienced, confident, professional and intentional
- Voices that sound authentic, knowledgeable, conversational, approachable and helpful
- Voices that can communicate our proud history as well as our forever forward thinking

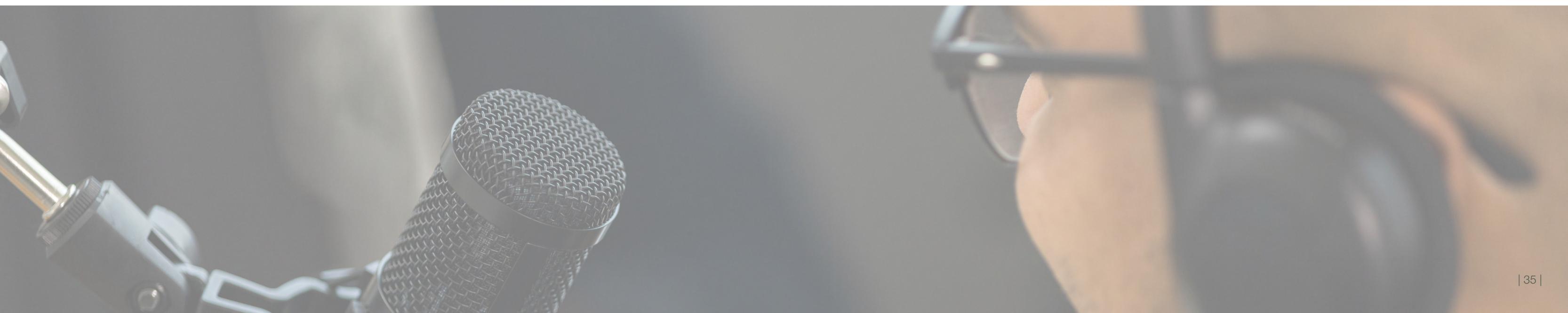
## *usage*

### **DO**

- Consider language and delivery, both are crucial to effectively communicating the Westfield brand
- Follow brand voice guidelines when creating scripted copy
- Use these voices to engage our audiences whenever appropriate
- Select the Westfield voice that best aligns with the product or project
- Include these voices across all touchpoints from videos to telephone systems

### **DON'T**

- Veer from the approved voices without consent. Please contact our Marketing Team for additional information





Is it **on brand?**



*“Your brand is the single most important investment you can make in your business”*

— Steve Forbes

## DOES IT ALIGN TO THE OUR MASTER BRAND?

Who are we as a brand? What do we look like, sound like, feel like? These things have all been mapped out in this standards guide. Imagery, fonts, color palette, brand voice in messaging, all the ways we portray who Westfield is, should work together for a consistent, unified brand implementation across all of our touch-points. Whether someone is visiting our website, or our home office, they should be met with a clear picture of the Westfield brand.



## DOES IT ALIGN TO OUR BRAND PILLARS?

Our four pillars are foundational to the Westfield brand. They are **(1) Champions of Progress,** **(2) Commitment to Caring,** **(3) Risk Roadmaps and Rewards** and **(4) Tools for Real Advantage.**

An in depth explanation of our pillars can also be found in the Brand Standards Guide. Each brand touch-point we execute should focus on one of these four pillars.





## DOES IT ALIGN TO THE CREATIVE PLATFORM?

Because each of the business units' audiences are unique, we tell the Westfield brand story in such a way that it will be relevant to that specific audience, while still holding true to the Westfield Master Brand.

Because of this we have developed creative platforms for our main business units and also specific efforts. We will do a deeper dive into our creative platforms on the next few pages. If you have additional questions, please contact us at

[WestfieldBrand@westfieldgrp.com](mailto:WestfieldBrand@westfieldgrp.com).

# Creative Platforms

## WESTFIELD SPECIALTY - POSITIONING PLATFORM

# People Make the Difference

Creativity, tenacity and fearlessness are what you need in a specialty underwriter, and that's what you get from Westfield Specialty. Our elite team offers some of the industry's deepest underwriting experience and can tackle the most complex challenges. This infusion of talent, powered by Westfield's financial strength, stability and 175-year history, makes the difference when placing tough risks. It's that robust combination of stability and boldness that makes Westfield Specialty stand above the rest.

## SPECIALTY – POSITIONING PLATFORM

# People Make the Difference

### IN YOUR CORNER:

Brokers need carrier partners who've been there, seen it all and can get to yes. Our people bring deep industry expertise to every coverage discussion. We enter lines of business based on our relevant and specific experience. We are accountable to our partners; we thrive on sinking our teeth into unconventional risks on their behalf. Our team is backed by the exceptional reputation of Westfield and delivers results.

### UNCOVER CREATIVE SOLUTIONS:

Unique risks demand unique solutions, and the talented underwriters at Westfield Specialty relish a challenge. We develop creative solutions to protect businesses and recover losses as well as drive growth for everyone in the value chain. Coverage for specialized risks requires creativity, and our team of expert underwriters has the knowledge and know-how that only come from deep expertise. That's Westfield Specialty.

### ACTIVATING THE MISSION:

Launching Westfield Specialty is a significant step forward in achieving our vision to be distinguished by excellence in commercial insurance. This enables us to expand our offerings and ultimately reach and bring value to more customers. This is Westfield at our best – seizing opportunity, leveraging our financial strength, activating our vision all while being true to our mission.

### PILLAR ALIGNMENT:

This direction embraces all four brand pillars because talented people can influence success in myriad ways. Our Specialty professionals:

- Drive creative solutions.
- Champion progress.
- Care about customers.
- Sell insurance in a non-insurance way.
- Deliver insights into protecting assets and growing a business.

## TONE

Energetic

Passionate

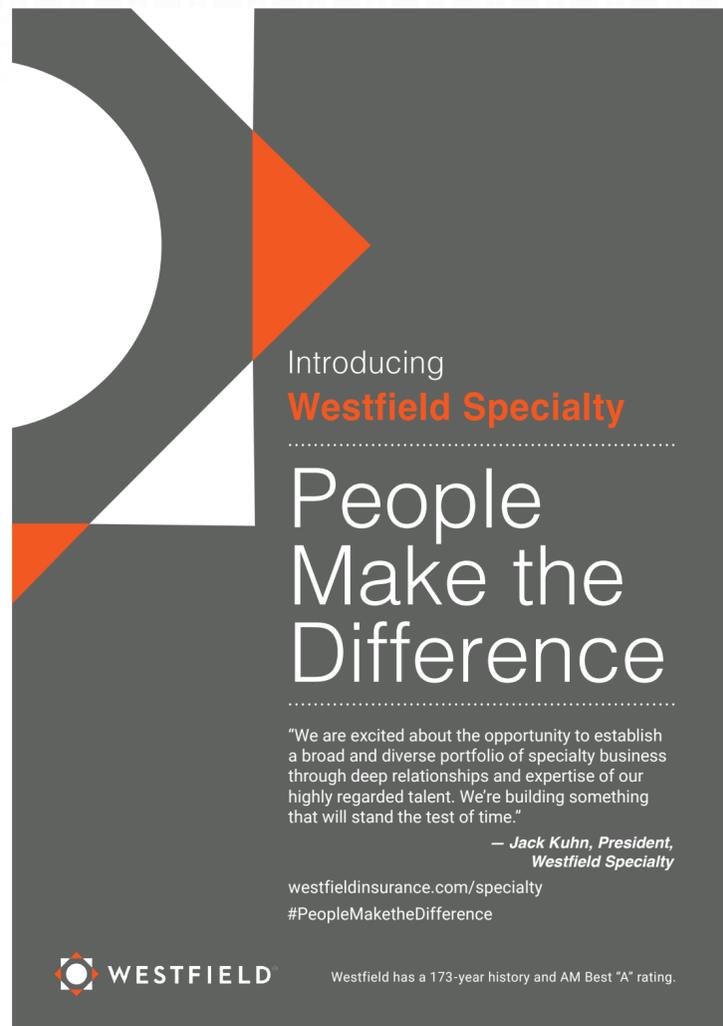
Confident

#PeopleMaketheDifference



## SPECIALTY – POSITIONING PLATFORM

# Examples



Introducing  
**Westfield Specialty**

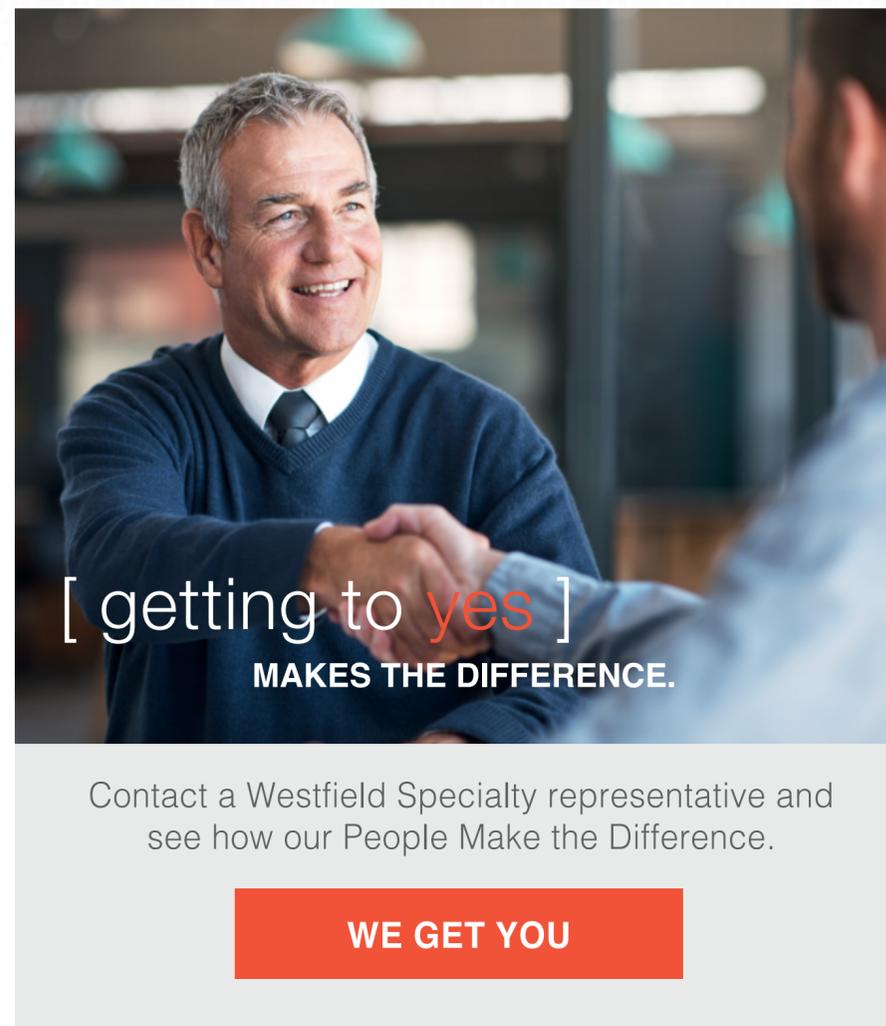
People  
Make the  
Difference

"We are excited about the opportunity to establish a broad and diverse portfolio of specialty business through deep relationships and expertise of our highly regarded talent. We're building something that will stand the test of time."  
— Jack Kuhn, President,  
Westfield Specialty

westfieldinsurance.com/specialty  
#PeopleMaketheDifference

 WESTFIELD® Westfield has a 173-year history and AM Best "A" rating.

Print Ad



[ getting to **yes** ]  
MAKES THE DIFFERENCE.

Contact a Westfield Specialty representative and see how our People Make the Difference.

**WE GET YOU**

Email Marketing



[ **derrick** ]  
MAKES THE DIFFERENCE.

Contact Westfield Specialty today and talk through your risk needs with People Who Make the Difference.

**Derrick is a claims professional based in Chicago**



[ **camilla** ]  
MAKES THE DIFFERENCE.

**91%**

of Westfield customers report satisfaction with the ease of handling their claim. Why? Because People Make the Difference.

**Camilla is an E&S excess casualty underwriter with over 30 years of experience**

Social Campaign



[ **tenacity** ]  
MAKES THE DIFFERENCE.

 WESTFIELD®

See how our People Make the Difference at [westfieldinsurance.com/specialty](https://westfieldinsurance.com/specialty).

Digital Ad

## SMALL BUSINESS - POSITIONING PLATFORM

# Right This Way

Westfield knows the passion and dedication that goes into establishing and growing small businesses. As we face the challenges of the day-to-day, we're always reframing our visions of what business should be and could be. Here, we demonstrate and celebrate and guide our customers through every inspiring—and tiring—moment of it.

## SMALL BUSINESS - POSITIONING PLATFORM

# Right This Way

### OUR WORLD:

Our perspectives are changing on the daily. Life continues to dole out challenges. Yet countless possibilities do exist. For those willing to take notice—and those willing to take the lead.

### OUR SMALL BUSINESS CUSTOMERS:

These are the people that have tapped into a passion deep down to embrace all things life and work. Our customers are brave. They're chance-takers. They go. They grow. They stumble. Then they grow and go again.

### OUR APPROACH:

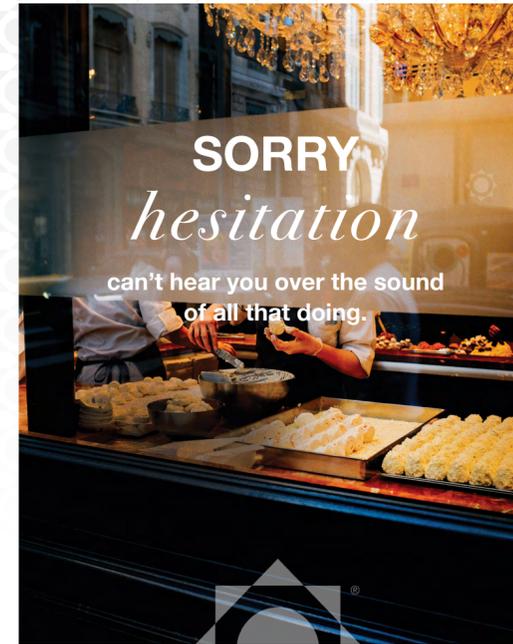
Hey future, we want what you've got. So don't mind us. We're Westfield. And we're busy turning promise and potential into absolutely-we-can. Success anyone? Right this way.

## TONE

Passionate

Real

Gutsy



# SMALL BUSINESS Examples



Desk Aid - Agent

Preferred Classes Landing Page



TV - Agent/Consumer

Preferred Classes Consumer Video

Sell Sheet - Consumer

Introducing  
**SureStep**™

**A bold, strategic solution for small business. It's a game-changer for Westfield and we think for you, too.**

Small business customers seek more than an insurance policy. They want a trusted advisor to help them round out a solid balance sheet and strategic business plan.

With SureStep, we give customers more. SureStep is our new, strategic business owner policy and it's uniquely designed to work with many types of small businesses.

**It's flexible.** SureStep is not a one-size fits all policy. It flexes with a customer by offering options to add or remove coverage and coverage limits based on how the business changes over time, at any time.

**It's inclusive.** Small business comes in many shapes and sizes - and types. That's why we've designed SureStep to include every type of business you'd expect in a business owner policy, and more; including:

- Contractors
- Distributors
- Hotels
- Non-franchised restaurants
- Offices services
- Retail
- Self-storage

That means that now you have a strong, small business solution for many types of businesses, with the same key benefits.

**It's easy.** Simple, easy and all packaged up; not to mention more efficient data entry on the Westfield Small Business Platform. Our new system uses an intuitive step-by-step process to build the right customer solution; which means no rework for you - either a SureStep business owners policy or package tailored for the customer!

**It's one policy. Just right.**

And that's SureStep. No more, no less, just the right policy for what they need when they need it.

 **WESTFIELD**  
westfieldinsurance.com

Coverage extension applies only to those locations for which business income coverage has been purchased.  
©2020 Westfield. All Rights Reserved.  
Westfield® is a trade name and registered trademark of One American Insurance Company, creating insurance and related services.  
The information contained herein is provided solely as a general overview of products and services offered by Westfield and does not reduce the terms and conditions of your actual policy language. This information is not to be considered a final offer or contract and does not constitute a binding contract. All applications for insurance are subject to normal underwriting procedures and guidelines applicable to this. For more information on coverage and limits, please contact your Westfield agent. Westfield reserves the right to change any of the terms and conditions or the availability of products and services. Products and services may not be available in all states. 02/20/2020

| Page 1 of 1 |

## FARM AND AGRIBUSINESS - POSITIONING PLATFORM

# The Core Of Us

Why do we do what we do? Farming is in our roots, our DNA, our blood, sweat and our tears. It's where we started. And where we're going. This life is so full and we have an incredible heart for it—and everything it stands for. The sun on our faces. The hard work. The comradery. The ability to feed communities. That's what drives farmers and what drives Westfield as well. Farming has and will continue to sustain everything we do.

# FARM AND AGRIBUSINESS POSITIONING PLATFORM

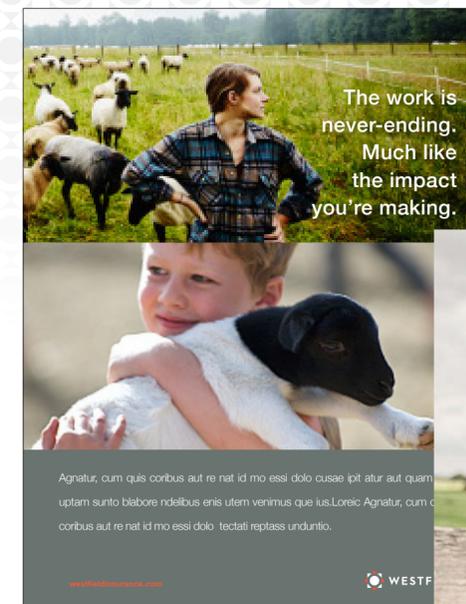
## The Core Of Us

### WE PROVIDE TOOLS FOR REAL ADVANTAGE.

Not only do we have a superior offering of products, services and knowledge, we have the same values, determination, history and belief systems. Just as farmers care for and nurture their crops and livestock, we provide them with the same encouragement and attention to detail. It takes patience, perseverance, heart and soul. And we're all in. Rolling up our sleeves and living, working, doing—non-stop until our heads hit the pillow. Just like farmers do. Every. Single. Day.

### STONE

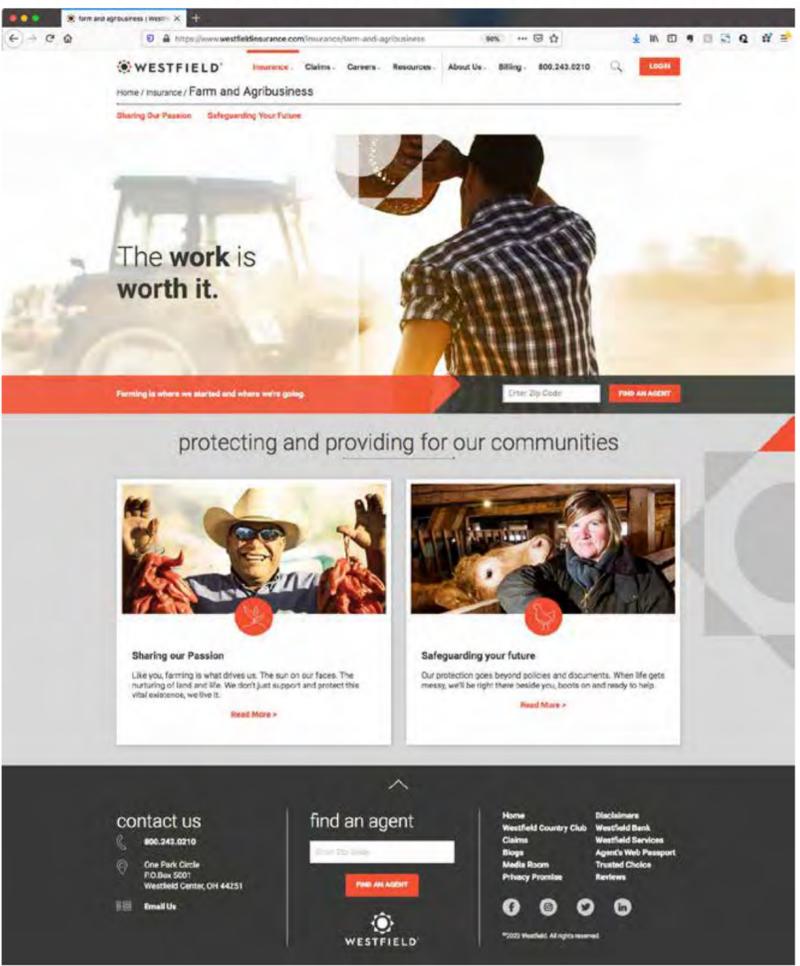
- Gritty
- Authentic
- Straight-forward



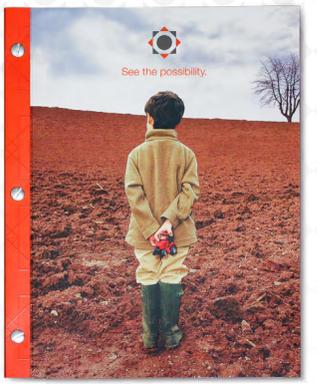
# FARM AND AGRIBUSINESS Examples



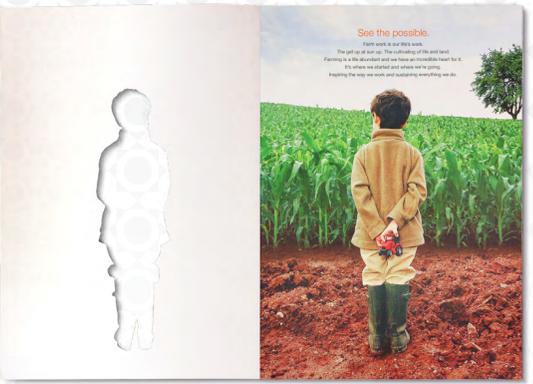
Sell Sheet - Consumer



Website - Agent/Consumer



Brochure - Agent



TV - Agent/Consumer

## PERSONAL LINES - POSITIONING PLATFORM

# We understand

Westfield Personal Lines are suited for sophisticated customers who see their property as more than property – they are personal treasures that have a high emotional and sentimental value. Customers recommend Westfield because we are uniquely qualified to support them with coverage tailored to protect their cherished assets, with service that is responsive, and with resolutions that treat customers fairly.

## PERSONAL LINES - POSITIONING PLATFORM

# We understand

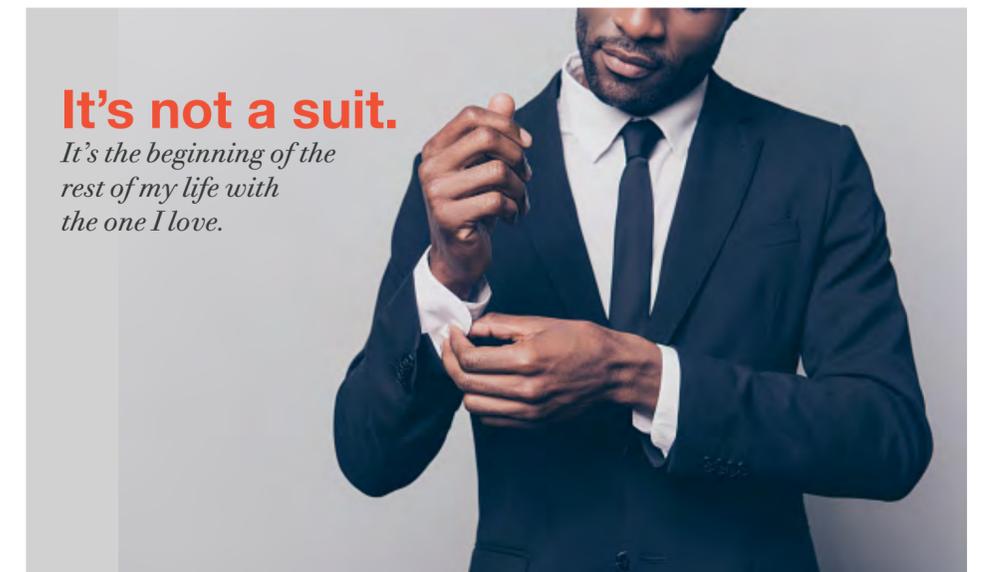
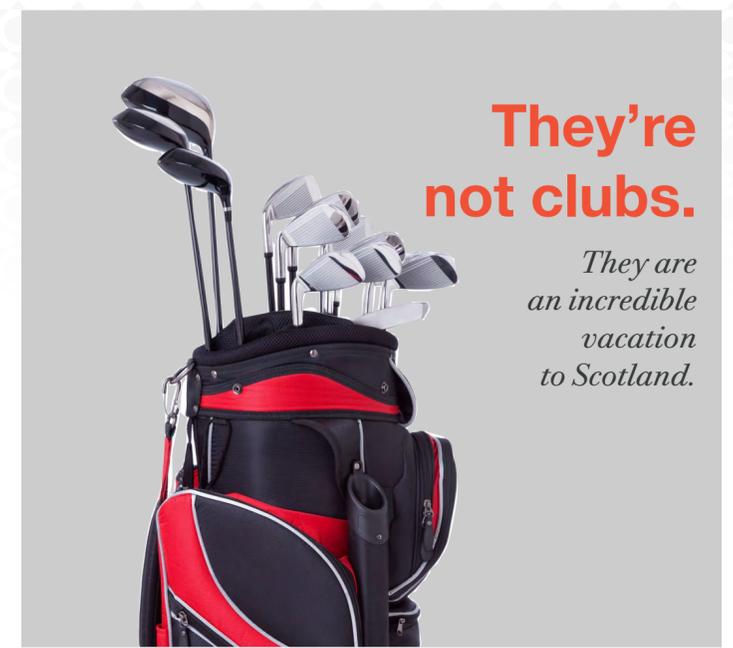


### TONE

- Sophisticated
- Intelligent
- Fun

### POSITIONING PLATFORM:

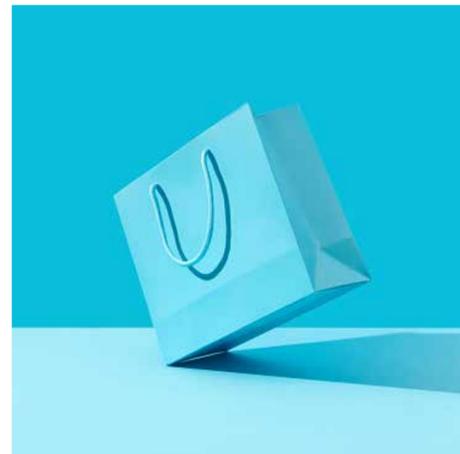
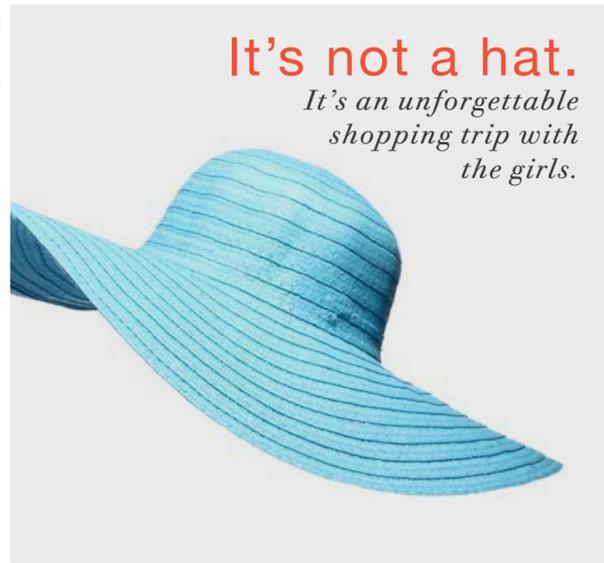
We understand that your things are so much more than just things. They're rewards for your hard work. They're symbols of your style. They're hallmarks of your passions. We get that all your things – from the home you built to the clothes you wear to the golf clubs that are just waiting to be swung – are what make you, you. And we think that's definitely worth protecting. So we offer insurance packages that fit you. We provide a resolution that is fair. And we have a claims processing system that is responsive to you. When it's all said and done, insurance isn't really about things. It's about you.



# We understand.

## POSITIONING PLATFORM:

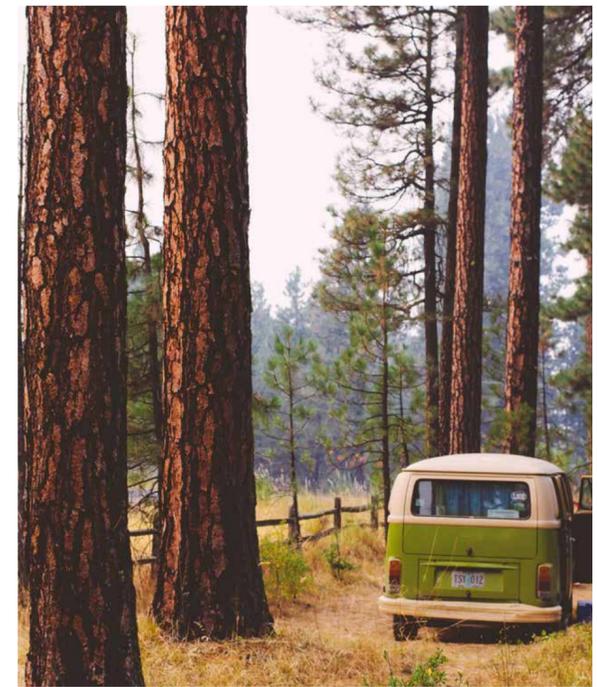
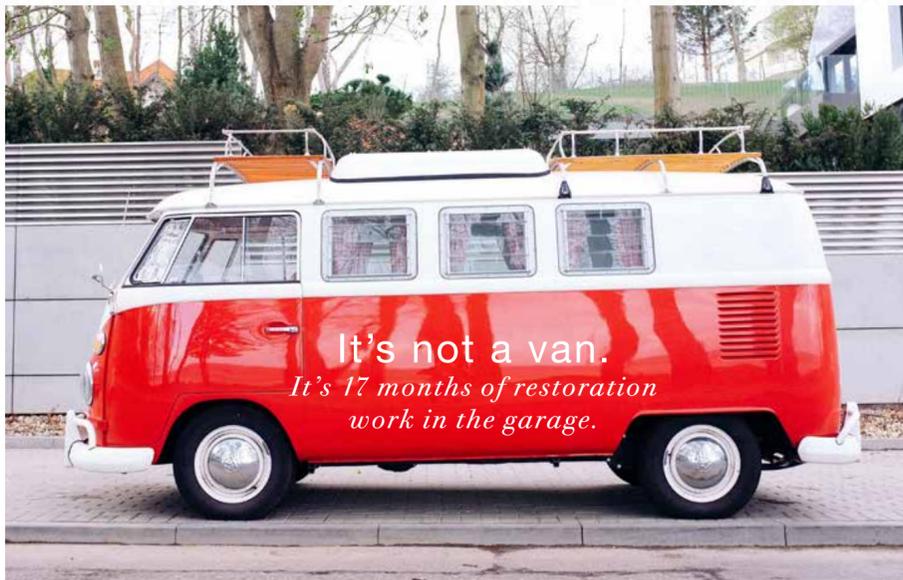
We understand that your things are so much more than just things. They're rewards for your hard work. They're symbols of your style. They're hallmarks of your passions. We get that all your things – from the home you built to the clothes you wear to the golf clubs that are just waiting to be swung – are what make you, you. And we think that's definitely worth protecting. So we offer insurance packages that fit you. We provide a resolution that is fair. And we have a claims processing system that is responsive to you. When it's all said and done, insurance isn't really about things. It's about you.



# We understand.

## POSITIONING PLATFORM:

We understand that your things are so much more than just things. They're rewards for your hard work. They're symbols of your style. They're hallmarks of your passions. We get that all your things – from the home you built to the clothes you wear to the golf clubs that are just waiting to be swung – are what make you, you. And we think that's definitely worth protecting. So we offer insurance packages that fit you. We provide a resolution that is fair. And we have a claims processing system that is responsive to you. When it's all said and done, insurance isn't really about things. It's about you.



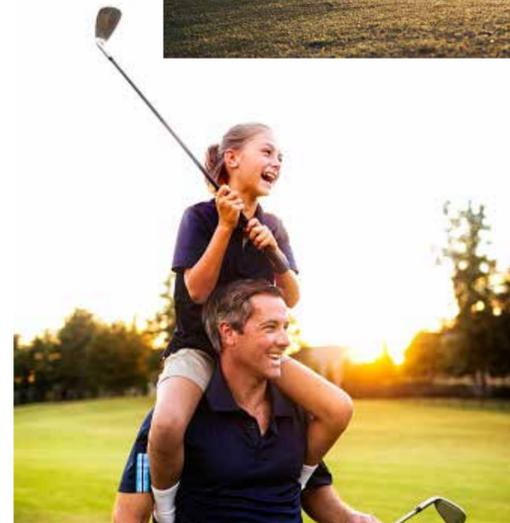
# We understand.

**They're not clubs.**

*They are learning the game from grandpa.*

*They are the first tournament I won.*

*They are an incredible vacation to Scotland.*



## POSITIONING PLATFORM:

We understand that your things are so much more than just things. They're rewards for your hard work. They're symbols of your style. They're hallmarks of your passions. We get that all your things – from the home you built to the clothes you wear to the golf clubs that are just waiting to be swung – are what make you, you. And we think that's definitely worth protecting. So we offer insurance packages that fit you. We provide a resolution that is fair. And we have a claims processing system that is responsive to you. When it's all said and done, insurance isn't really about things. It's about you.

# We understand.

## POSITIONING PLATFORM:

We understand that your things are so much more than just things. They're rewards for your hard work. They're symbols of your style. They're hallmarks of your passions. We get that all your things – from the home you built to the clothes you wear to the golf clubs that are just waiting to be swung – are what make you, you. And we think that's definitely worth protecting. So we offer insurance packages that fit you. We provide a resolution that is fair. And we have a claims processing system that is responsive to you. When it's all said and done, insurance isn't really about things. It's about you.

**It's not a suit.**

*It's the beginning of the rest of my life with the one I love.*



# PERSONAL LINES

# Examples



**Cyber Protection.**  
Coverage that's definitely worth a 🍌

- Financial loss and expenses due to credit fraud, forged or cyberstolen, including the use of stolen personal information to initiate a fraudulent wire transfer.
- Data recovery expenses and system restoration costs incurred as a result of a cyber-attack.
- Ransom monies and associated costs and expenses incurred due to a cyber extortion threat, including ransomware.
- Expenses incurred as a victim of cyber bullying, including the cost to seek counseling, childcare or caregiver expenses, temporary relocation and lost wages.
- Breach notification and credit monitoring costs incurred when your personal data of others is stolen, lost or exposed while entrusted to you.
- Legal expenses and damages incurred in lawsuits brought against you alleging liability for privacy breaches.
- Access to an online cyber resource center and personal cyber consultants to help you manage your family's cyber security.
- For small additional premium, you can get Cyber Protection Plus, which covers up to \$20,000 for costs resulting from your stolen identity and the services required to restore your good name.

**Imagine if you were...**

**Barb**  
One evening while on vacation, Barb received an alarming email warning that her credit card payment was overdue. Barb, not wanting to pay late fees, immediately clicked on the link, and made the payment. Just after doing so, she shuddered, realizing the email was a fraud!  
**Cyber Protection Coverage would cover her financial loss.**

**Derek**  
On a quiet Friday night, Derek downloaded an app to watch a movie on his tablet. Halfway through the movie, the tablet froze, and a notification appeared demanding that a ransom be paid in order to restore functionality to the device. Confused, Derek made the payment.  
**Cyber Protection Coverage would cover the money Derek paid plus the cost to remove the ransomware.**

**Lizzy**  
Lizzy was harassed by her high school peers when they posted unflattering photos of her on their social media accounts. Her parents attempted to remove the photos, but they had already been shared and reposted by other students. Lizzy left school due to emotional distress resulting from cyberbullying.  
**Cyber Protection Coverage would reimburse the cost to seek counseling and any tuition that is not reimbursed by the school.**

**Westpak, Homeowners, Homepak**

- \$25,000 limit
- \$5,000 sublimit for data recovery and system restoration
- \$500 deductible

**Westpak Estate and EstatoPak**

- \$100,000 limit
- \$15,000 sublimit for data recovery and System Restoration
- \$1,000 deductible

Print Brochure - Consumer

**Meet William**  
A potential Westpak Estate client

- Large family
- "Spoke" five kids
- Earns \$100,000+
- Into tech
- Loves to travel
- Addicted to golf
- Fashionista
- Children in college

**Meet William**

William is hard-working, fun-loving, and very involved with his family. He has a big house, lots of expensive belongings, and a thing for tailored suits. More than anything William has a huge need to re-evaluate his coverage. Here's how you can help through Westpak Estate.

- Water/sewer back-up coverage** to protect his finished basement up to \$100,000.
- Extended Non-owned Vehicle Coverage** to protect his company car when he's out and about.
- Equipment Breakdown Coverage** to protect his personal equipment.
- ID Theft Coverage** to protect his family when a breach occurs.

Persona Cards - Agent

**WESTFIELD®**

**Freedom is right this way.**  
**MyWestfield™**

It's not too late!  
Just a quick reminder to sign up for MyWestfield for 24/7 access to your:

- Claim status
- Policy summary
- Online payments
- Bills
- Auto ID Cards

**Your policy info. Your way. You're welcome!**

**SIGN UP NOW**

**Questions?**  
Call 800.243.0210 Option 6 to speak with our Customer Service Representative.  
Or ask your question [here](#) and we'll be in touch.  
We're here to help!

**WESTFIELD®**

© 2021 Westfield. All rights reserved.

**WESTFIELD®**

**My info, my time, my way.**  
**MyWestfield™**

**SIGN UP NOW**

Hello freedom!  
With MyWestfield, our new info hub, you'll have 24/7 access to your:

- Claim status
- Policy information
- Online payments
- Bills
- Auto ID Card

**Your policy info your way – that's MyWestfield.**

**SIGN UP NOW**

**WESTFIELD®**

© 2020 Westfield. All rights reserved.

Email Campaign - Consumer

Homeowners Personal  
**Cyber Protection**  
[A coverage for your connected world]

**We can help.**

As we add new devices, download new apps and subscribe to new streaming services, cyber security is becoming a growing concern for families. According to a recent study, **one in four Americans** has been a victim of **cyber-crime**.<sup>1</sup> Personal data breaches resulted in **\$149 million in losses** per year. Identify theft added another **\$100 million** to that amount!<sup>2</sup> The number of people responsible for some liability of fraud committed against them has tripled over the course of the past two years.<sup>3</sup> And when it comes to our children, a recent study showed that among students aged 12-18 who reported being bullied in 2017, 19% were bullied online or via text.<sup>4</sup>

At Westfield, we're here for you with coverages that address the needs of your family in the digital age. As a client with a homeowner policy, for an affordable premium, you can get coverage that helps protect you and your family from the damage of a cyber attack. Contact your insurance agent to add cyber to your policy.

**Connect with your agent today!**

**WESTFIELD®**

Policy Stuffer - Consumer

**Meet Deborah**  
A potential Westpak client

- 3 teenage children
- Travels abroad
- Into services
- Happy in the suburbs
- Income \$50k - \$100k
- Loves going to the movies
- Attends little league games
- Purchases a lot of technology

**Meet Deborah**

Deborah is a mom to three teenagers. She and her husband work hard to provide a good life for them. Evenings, you'll find them attending their son's activities. Weekends she's at the movies, shopping or just curling up with the latest edition of Elle magazine. Deborah's family is growing up. Their insurance needs to keep up. Here's how you can help them through the Westpak Estate.

- One policy, one bill** adds a touch of simplicity to her busy life.
- Automobile loan lease gap** covers the difference between what she owes and the assessed value.
- One year full paid car cost coverage** gives her peace of mind.
- Freezer contents coverage** reimburses her for food items up to \$750.

## MIDDLE MARKET - POSITIONING PLATFORM

# Moving Parts

The inventory. The billing. The staffing. The payroll. The payables. Whew! Who knew running a middle market business could be so complex? You did. So you took on the challenge, kept all the balls in the air, and achieved success. Now that you and your team have turned your company into a finely-tuned machine, you need a partner who will make sure no wrenches get thrown into the works. At Westfield, we can help. Our risk services and claims professionals dig deep into your business to understand every single part of it. Then we develop a plan that gives you the precise protection you need. So your business can keep humming right along.

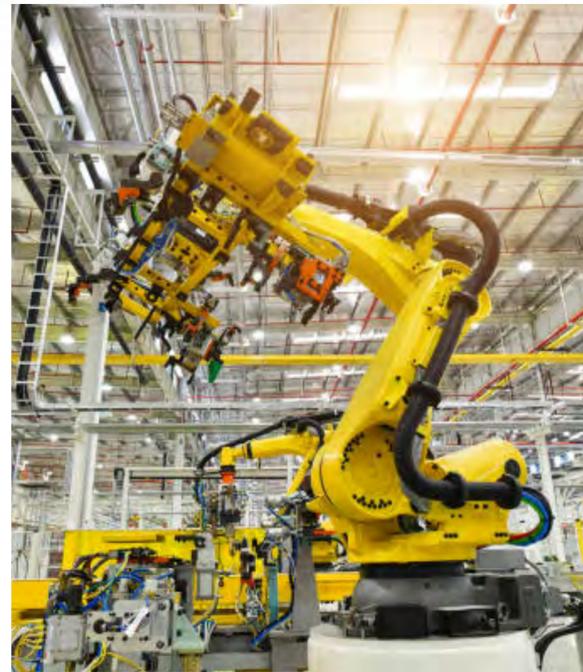
## MIDDLE MARKET - POSITIONING PLATFORM

# Moving Parts

This platform embraces the brand pillar, **RISK ROADMAPS AND SOLUTIONS** by emphasizing the collaborative approach we take to understanding a client's business intimately. By knowing every facet of a company, we can create solutions that uniquely meet their needs.



We keep your business humming and cranking and vrooming along.



**STONE**  
Energetic  
Confident  
Wise



## SURETY - POSITIONING PLATFORM

# Experienced Listeners

At Westfield Surety, we believe in the value of a conversation. To understand the nuances of their business, to get to know the team, to unearth the concerns that keep everyone up at night. These conversations, which we engage in throughout the project, go a long way in helping us provide the right surety protection and give our clients the peace of mind they need to work at the highest level. And that's not just good for company morale, that's good for profits, too.

## SURETY - POSITIONING PLATFORM

# Experienced Listeners Yield Superior Results

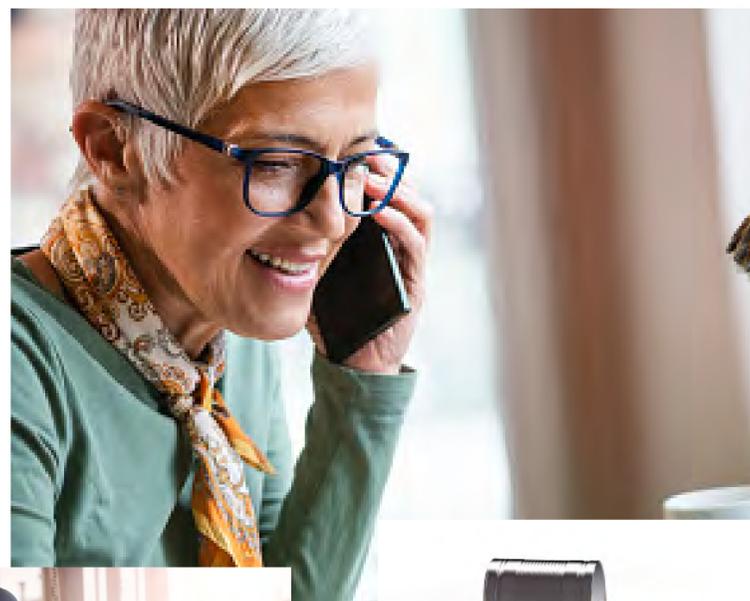
### STONE

Conversational

Direct

Intense interest

Imagine the feeling you have when  
your favorite movie comes to the part  
you love most.



## HUMAN RESOURCES - POSITIONING PLATFORM

[ see inside ]

We notice, appreciate, and embrace the little things.  
Because that's what makes people people.

It's also what makes us who we are.  
A caring company with our focus on what's most important—  
the people behind the policies.

In this concept, we get close-up on those details. In messaging,  
we call out the benefits and ideas we can gather from each  
person and experience. Visually, we feature unique snapshots  
that symbolize the human experience. As an icon, we use  
brackets to emphasize what it is that we see inside: unique  
expressions of individuality and collaboration.

# HUMAN RESOURCES POSITIONING PLATFORM

[ see inside ]

## WESTFIELD PAYS ATTENTION TO THE DETAILS.

Each approach celebrates individuals and welcomes their diverse energy and thinking.

Each presents Westfield as a great company and a worthy environment to house a complete range of talents, abilities and career paths.

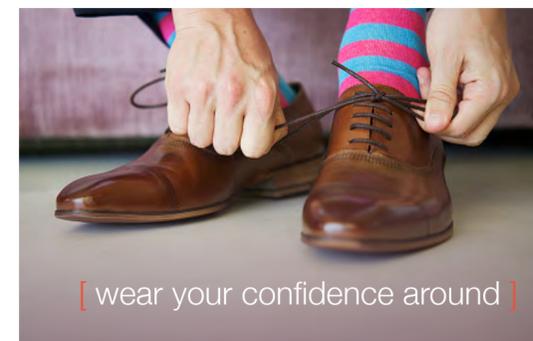
Each approach is original, heartfelt, authentic, and inclusive—with ability to reach people at every touchpoint along the employee journey.

## STONE

Heartfelt

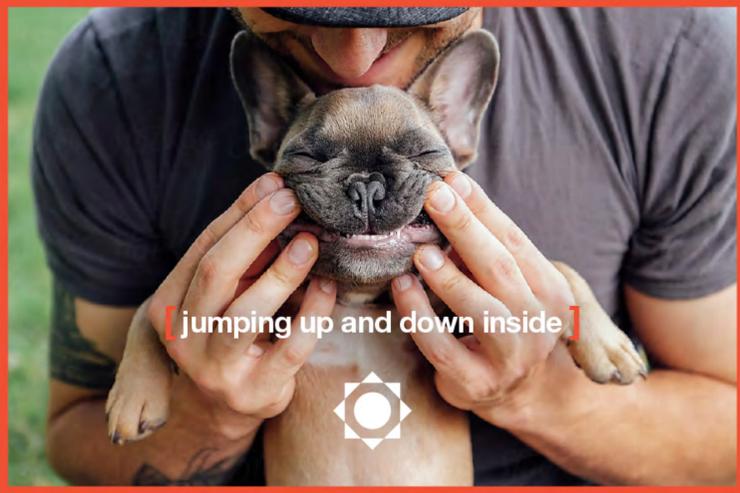
Authentic

Inclusive



# HUMAN RESOURCES

# Examples



[jumping up and down inside]

Counting down the days? Same here. We can't wait for you to join the team—to hear your ideas. To let your talents shine. To fully appreciate all the great things that make you you. Because that's what makes us us. A company focused on what's most important—the people behind the policies. Both those we serve—and all of us that do the serving.

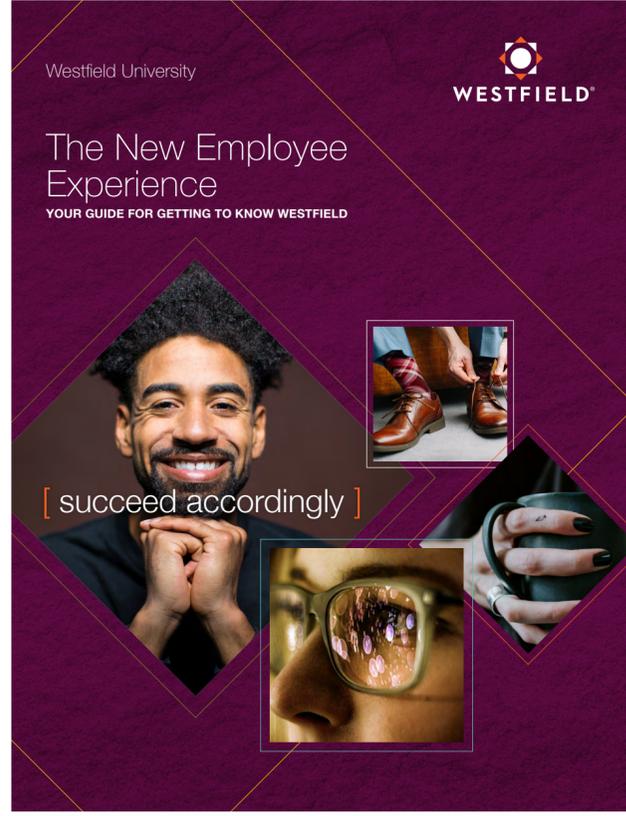
So, hello and welcome to Westfield. Please enjoy a few small gifts to kick-start our amazing future together. We're really looking forward to working with you. Let the possibilities begin!

- Everyone at Westfield

One Park Circle | P.O. Box 5001  
Westfield Center, OH 44251-5001  
westfieldinsurance.com | 800.243.0210

**WESTFIELD®**

Employee Welcome Kit Card



Westfield University

**WESTFIELD®**

The New Employee Experience  
YOUR GUIDE FOR GETTING TO KNOW WESTFIELD

[succeed accordingly]

New Employee Experience Guide



Westfield University

**WESTFIELD®**

New Employee Experience  
LEADER GUIDE

[lead the (your) way]

Good Job!!!

New Employee Experience Guide - Leadership



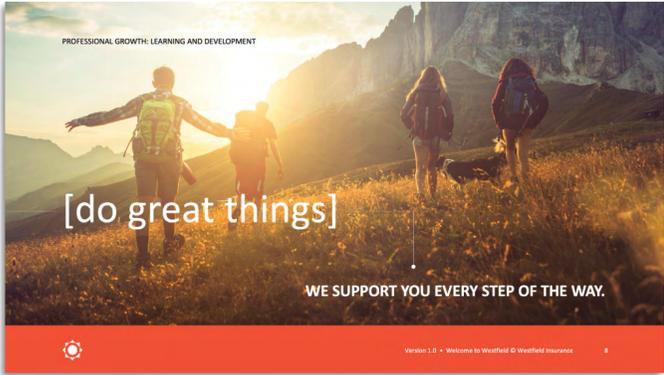
**WESTFIELD®**

WELCOME TO WESTFIELD: PART 2

We'll start soon. While you wait, introduce yourself to the group and share where you are calling from.

[see inside]

Employee Onboarding Presentation



PROFESSIONAL GROWTH: LEARNING AND DEVELOPMENT

[do great things]

WE SUPPORT YOU EVERY STEP OF THE WAY.



PROFESSIONAL GROWTH: PERFORMANCE AND RECOGNITION

[contribute greatly]

WE RECOGNIZE AND REWARD PERFORMANCE.



TOTAL WELLBEING

[find balance]

WE SUPPORT YOUR PHYSICAL, MENTAL AND FINANCIAL WELLBEING.

## **CORPORATE RESPONSIBILITY - POSITIONING PLATFORM**

# See It + Be It

At Westfield, our heart for our community shines through everything we do. The care and protection we provide goes well beyond any product or service. We've set our sights on a brighter, better future. We work hard to inspire positive changes—then make them. The messaging and imagery are connected by our logo as a representation of our efforts. Each communication will feature the many impacts we are making--from inclusivity and acceptance to environmental sustainability to giving back to our community.

## CORPORATE RESPONSIBILITY - POSITIONING PLATFORM

# See It + Be It



We're working for so much more than a company.

From conference rooms to kitchen tables, we're committed to making meaningful contributions that will positively impact family stability. Together, we can help make the world better and brighter--one child, family and community at a time.

 WESTFIELD

[www.westfieldinsurance.com/](http://www.westfieldinsurance.com/)

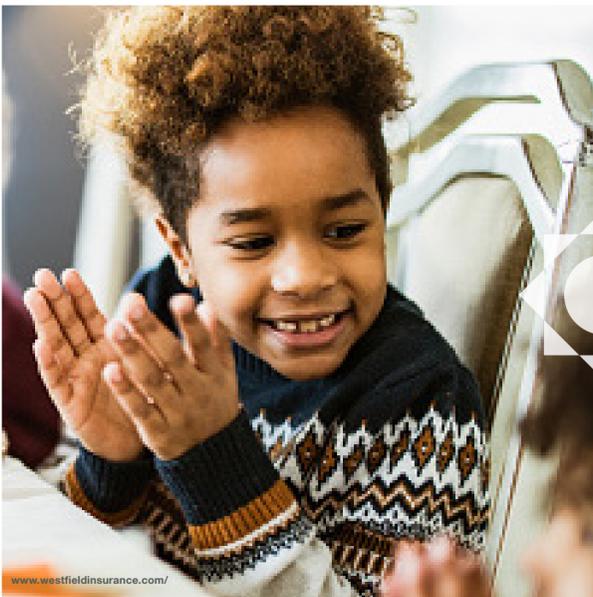


We're working for so much more than a company.

From conference rooms to kitchen tables, we're committed to making meaningful contributions that will positively impact family stability. Together, we can help make the world better and brighter--one child, family and community at a time.

 WESTFIELD

[www.westfieldinsurance.com/](http://www.westfieldinsurance.com/)



Seeing a beautiful future is the first step toward creating one.

From conference rooms to kitchen tables, we're committed to making meaningful contributions that will positively impact family stability. Together, we can help make the world better and brighter--one child, family and community at a time.

 WESTFIELD

[www.westfieldinsurance.com/](http://www.westfieldinsurance.com/)

### STONE

Warm

Thoughtful

Engaging

Witty and Wise

## COMMUNITY INVESTMENT - POSITIONING PLATFORM

# Measured in Moments

The impact of Westfield's 175-year legacy of caring is best represented one moment at a time.

To best communicate our commitment to community, we are sharing out a collection of heartfelt moments where Westfield was able to affect positive change. The moment a burden is lifted. A hand is held. A voice is heard. Through crisis, hardship and beyond, Westfield Community Investment is present. Caring, guiding and helping people through challenges and bettering lives in the process.

That kind of substantial and far-reaching assistance is often represented with dollar signs. Here, it's measured in moments.

# COMMUNITY INVESTMENT - POSITIONING PLATFORM

## Measured in Moments

### STONE

Determined

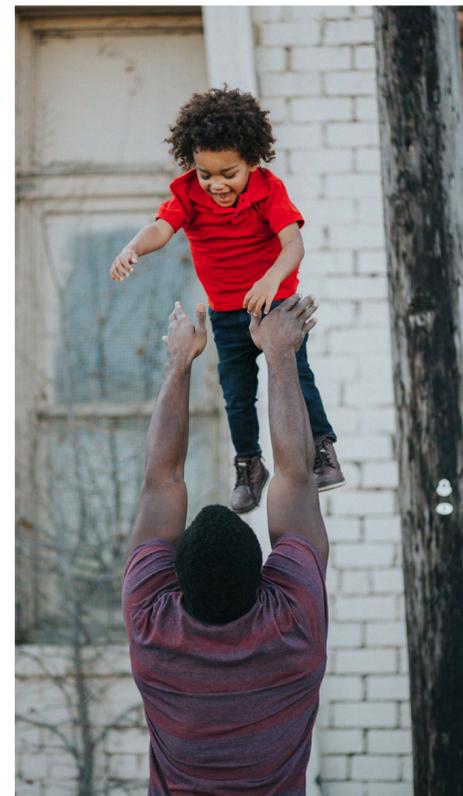
Persevering

Fiercely Protective

Wise

Humble

**Our ability to affect positive change is measured in moments, not dollar signs**



## DIVERSITY, EQUITY, INCLUSION (DEI) - POSITIONING PLATFORM

# The Power of Each

At Westfield, we have a unique culture of caring that influences everything we do. Much more than a program or framework, our approach to DEI is a company-wide commitment to embracing all people and enabling every possibility.

We recognize, appreciate, and consider the diverse needs, experiences, and talents that each individual brings to our community. We welcome and recognize each voice, identity, and story—striving to create a sense of belonging at every opportunity.

To represent our dedication to DEI as an essential part of our company culture, we created a bold, fingerprint icon. This mark signifies the power of individuals working together and embodies the power of each. Each person standing up to be heard, accepted, appreciated, and able to succeed in every way possible.



## DEI - POSITIONING PLATFORM



Our message is easily communicated with our thumbprint icon.

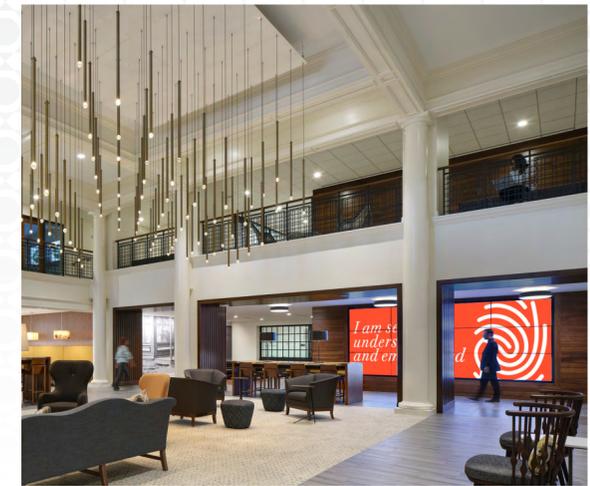


### How we say it: DEI begins with open and honest conversations.

At Westfield, we speak from the heart. So, when we say that we welcome, encourage, and appreciate each and every employee, partner, client, and family, we mean it. From a place of respect and understanding, we listen, we learn, and we lead. Taking action to ensure every person feels continually supported and inspired.

We acknowledge historic and current advantages and disadvantages and the impact they may have on our thinking. By openly identifying barriers we can continually adapt our processes, procedures, and resources to make certain every individual has access to opportunity and advancement.

DEI has always been essential to our company culture. By shining a light on these efforts, a healthy, ever-evolving community rises. At Westfield, we welcome every voice. We value every opinion. And we approach every conversation with open minds and hearts.



Our tone is candid, sincere, and engaging.



# DEI - POSITIONING PLATFORM



Our icon is a quick read that works well via text or in social media.

## How we show it:

**We created a fingerprint icon to encapsulate every aspect of our commitment to DEI in one simple mark.**

This bold yet understated symbol conveys uniqueness, individuality, representation, and the power of people. This mark will signify the fact that at Westfield, each person is seen, heard, and valued. And, aware that we contribute - and are part of – something bigger than ourselves.

This icon is part of our Westfield iconography library. Wherever this mark appears, it communicates the fact that DEI is always a consideration. It's part of us and part of everything we do. From a tiny button in our General Store to an element on our employee badge, this icon represents our mindset and our commitment to continued growth and understanding.



Adding our thumbprint icon brings an unexpected energy to DEI.



The bold meaning behind our icon can inspire out-of-the-box thinking and larger-than-life applications.



## DEI - POSITIONING PLATFORM



### How we share it:

**At Westfield, our dedication to DEI is organic. These efforts never feel like an initiative or a box to check.**

Thoughtful. Considerate. Neighborly. Champions of progress. These efforts are ingrained in our culture. They have defined Westfield from the beginning and continue to hold true today.



Respect and understanding are essential in everything we say and do. We'll make sure DEI never feels separate or forced; it's evolving.

Including the fingerprint icon in both internal and external messages will act as a subtle reminder of our commitment as an organization to lead positive change. By speaking thoughtfully and directly about our DEI efforts, our audiences will recognize and appreciate our intentional commitment to embracing all people and ensuring all possibility.



To external audiences, our thumbprint icon acts as a conversation-starter.



To internal audiences, our icon speaks to our ongoing commitment to individuality.

## ENVIRONMENTAL SUSTAINABILITY - POSITIONING PLATFORM

# Act + Impact

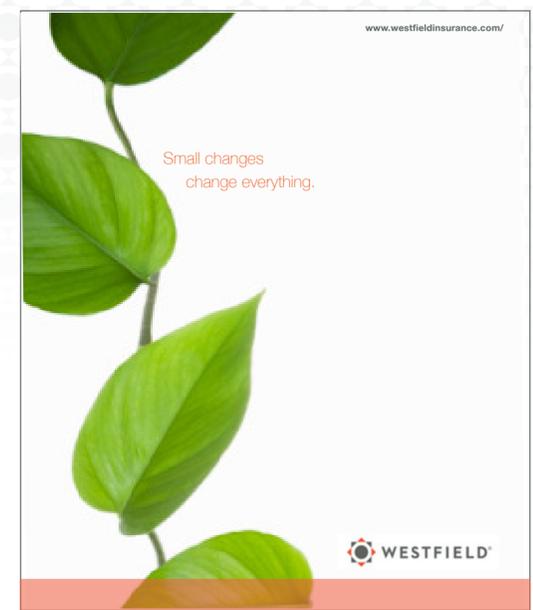
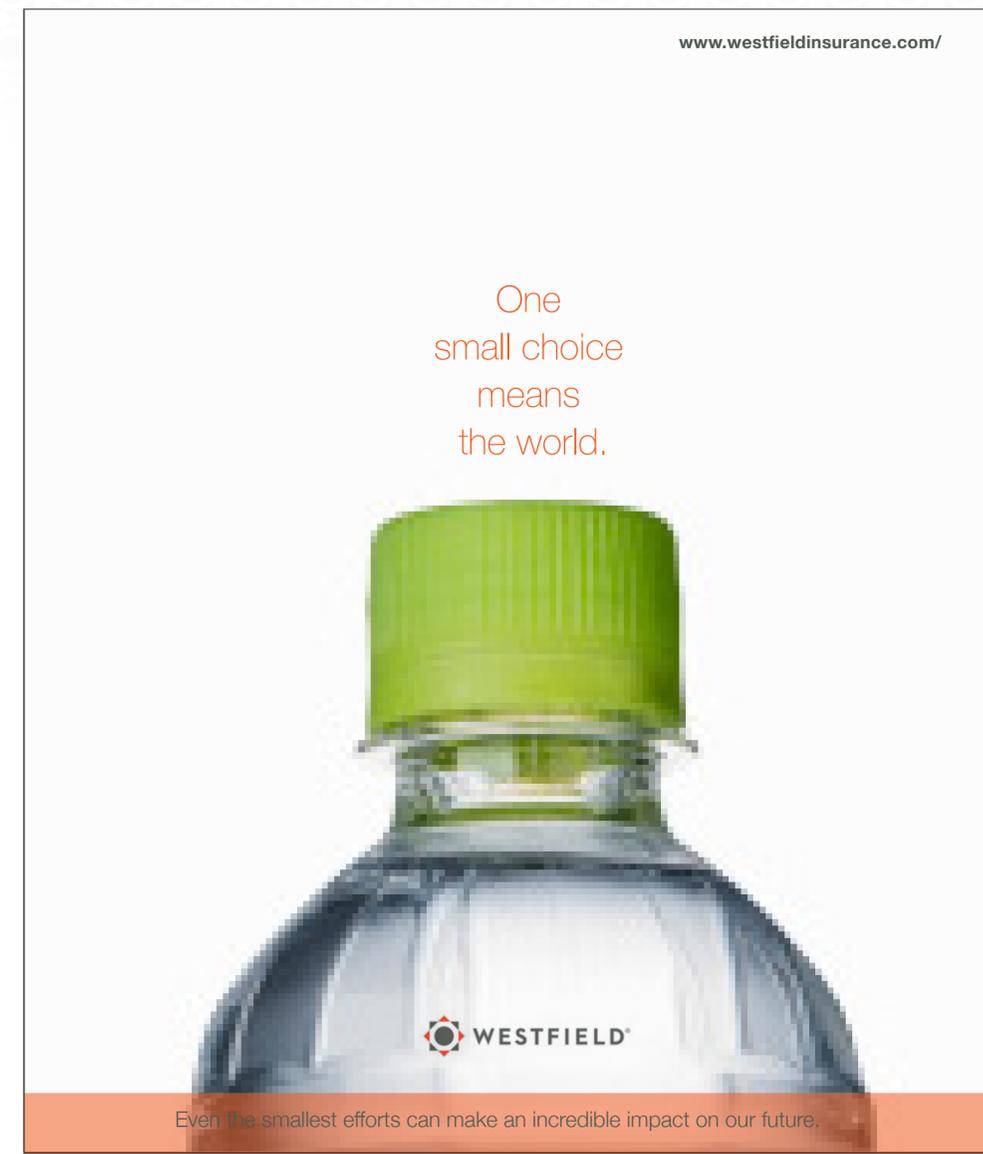
At Westfield, protecting people and businesses is our job. Taking care of our environment is an extension of that commitment. As stewards of the environment today, the effects benefit the people and planet for generations to come. This concept frames our efforts in environmental sustainability as simple, subtle, possible and doable. From recycling to conservation to wellness programs, every effort we make as individuals—and as a company—will make a positive impact on our future.

# CORPORATE RESPONSIBILITY - POSITIONING PLATFORM

## See It + Be It

### TONE

- Engaging
- Unique
- Thoughtful



### Visual Approach

The imagery features small everyday aspects of sustainable thinking magnified to make them more impactful.

### Extension

These larger-than-life visuals would make a great poster campaign throughout the home office or designed as screensavers for desktops or laptops acting as a daily reminder to recycle, etc.