



BRAND STRATEGY

VIACOM BENEFITS

VENDOR BRAND GUIDE

OVERVIEW

This brand guide has been created to assist vendors working with the Viacom Benefits department in maintaining the organization's established brand identity. Adhering to these guidelines and using the associated files will ensure cohesive branding and clear and consistent communication to Viacom's employees.

If you have any questions about this guide or need additional elements or creative direction, please contact Elizabeth Romanazzi in Viacom's Creative Services department at elizabeth.romanazzi@viacommix.com or 212.846.8163.

Please note that this brand guide and all logos, artwork, photographs and associated files are property of Viacom Inc. and can only be used in materials for Viacom. Distributing these materials to any other company, agency or entity is prohibited.

CREATIVE DIRECTION

In order to achieve the goals of the campaign, we have developed a detailed creative aesthetic to be used across all Viacom Benefits pieces. It is designed to provide consistent branding to the campaign while expressing the creative spirit of the company. We have categorized the visual elements into two categories:

CORE ELEMENTS

which **MUST** always be used

ADDITIONAL ELEMENTS

which can be used as needed

CORE ELEMENTS

To maintain consistency across all communications, we have identified three core visual elements that should be applied to all pieces in the campaign. Those elements are color, logo and font.



color



logo

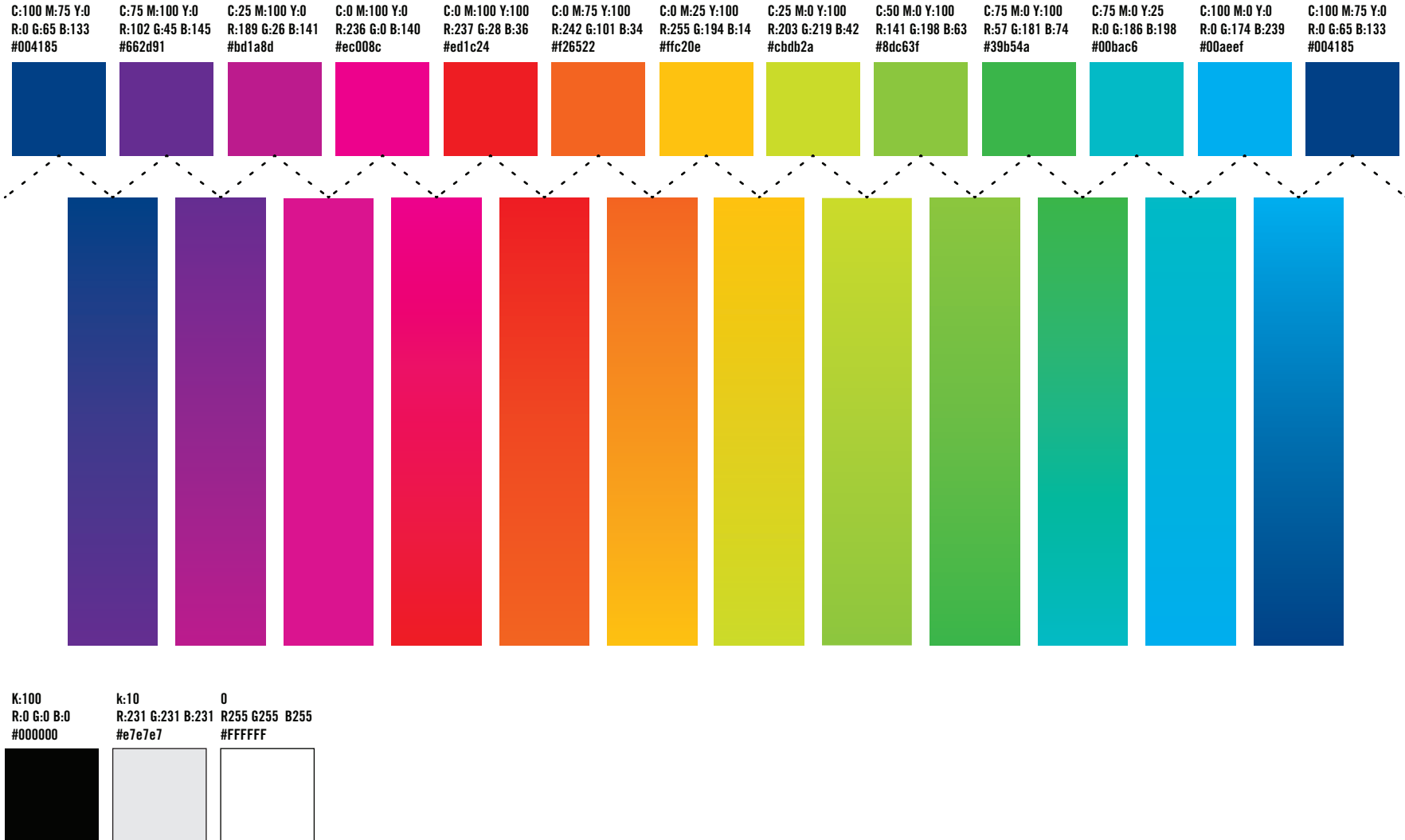
ABCDEF
GHIJKL
mnopqrstuv
wxyz123

font

COLOR

CORE ELEMENTS

The campaign uses a bright, colorful palette that conveys a sense of inspiration and optimism. Usually just one single color — often with a gradient — is used per element. The color is usually applied to the entire background of a piece. However, when the piece has a significant amount of copy — such as a website, brochure or email — the background should be white, with color used as an accent to delineate sections of content.



To download a file with these color swatches, please go to <http://media.viacom.com/benefitsvendors>

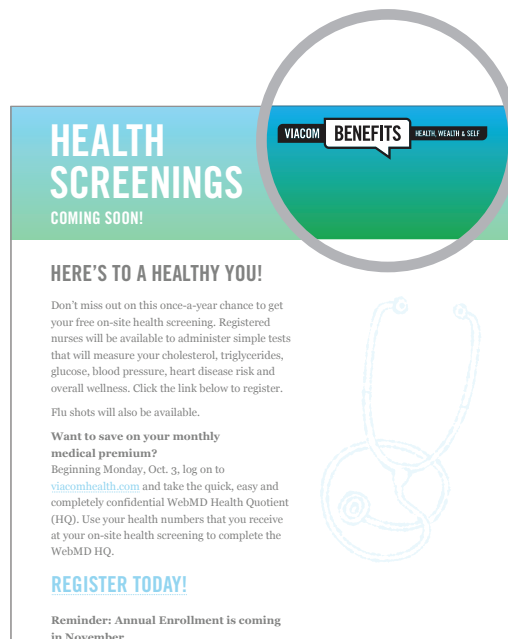
LOGO

CORE ELEMENTS

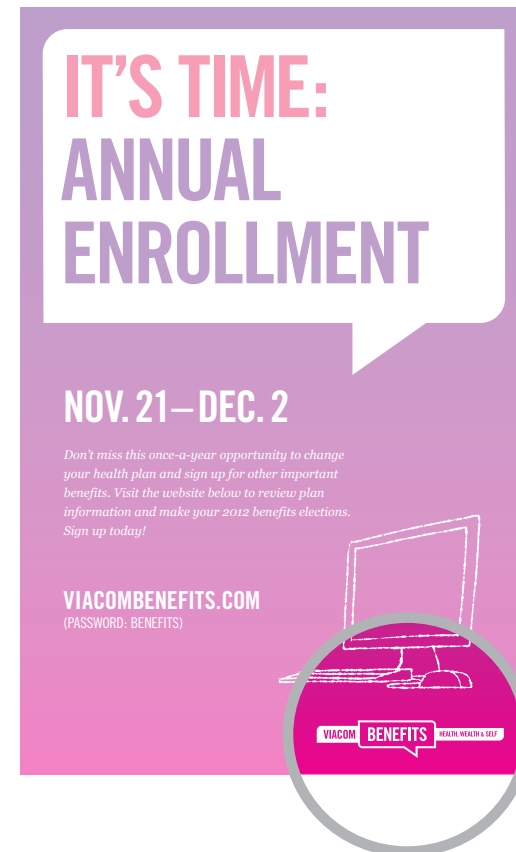
Logo files are available for print and online use. The logo should always be black and white. Do not change the color of the logo. The logo should be used on all communications. Do not alter the logo — it should always include the “Health, Wealth & Self” tab.



logo



email



poster

TRADE GOTHIC: BOLD CONDENSED NO. 20

TRADE GOTHIC: BOLD CONDENSED NO. 18

In print, the font used on headlines and pieces with minimal copy is Trade Gothic Bold Condensed 20. This font provides a bold, simple, modern look to the campaign. Headlines and minimal copy are in all caps in order to provide maximum visual impact. For subheads or secondary levels of copy, use Trade Gothic Bold Condensed 18.

Eames Century Modern

Eames Century Modern

Eames Century Schoolbook

Eames Century Schoolbook

On print pieces that have a significant amount of copy, the font is Eames Century Modern or Eames Century Schoolbook, which is used in sentence case (not all caps) for readability.

ARIAL REGULAR

ARIAL BOLD

On websites, emails and other online pieces, the font used on headlines is Arial, all caps.

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

In online pieces where there is a significant amount of copy, the font is Georgia, which is used in sentence case (not all caps) for readability.

To purchase these fonts if needed, please go to <http://myfonts.com/fonts/microsoft/arial> & <http://myfonts.com/fonts/microsoft/georgia/>

ADDITIONAL ELEMENTS

In addition to the core elements, the following additional elements can be applied where appropriate, depending upon the size of the piece, the space available and the type of communication: illustrations, speech bubbles and photographs.



illustrations



speech bubbles



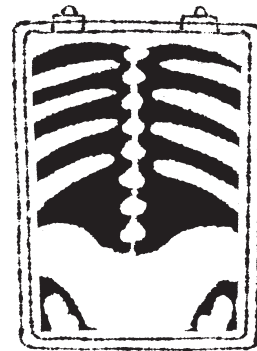
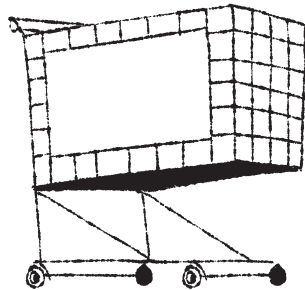
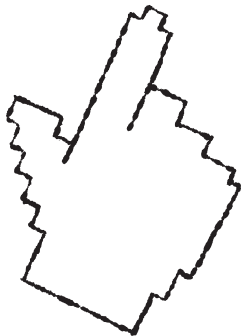
photographs

ILLUSTRATIONS

Hand-drawn illustrations provide a sense of fun, whimsy and friendliness to the campaign and are included on elements whenever possible. They are designed to draw attention to a specific benefit or practical ways in which benefits are used. Usually, just one illustration is used per piece.

IMPORTANT:

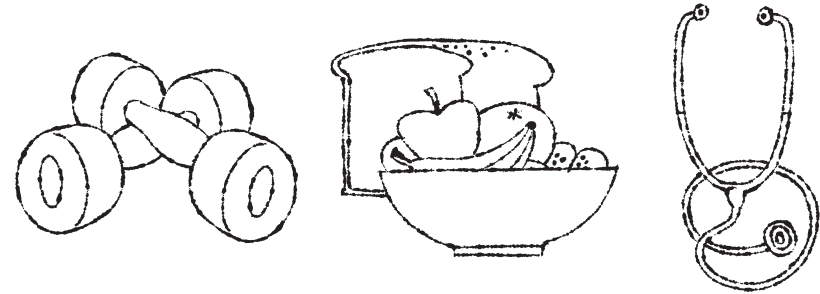
- Do not alter the illustrations in any way
- These illustrations are licensed exclusively to Viacom by the artist and can only be used on communications directed to Viacom employees
- Do not use any illustrations other than the ones provided



ADDITIONAL ELEMENTS

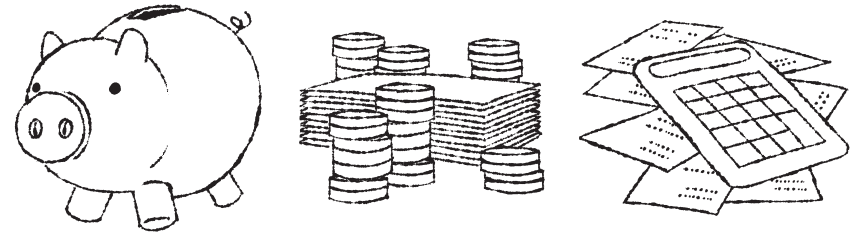
HEALTH

for communications related to health and wellness



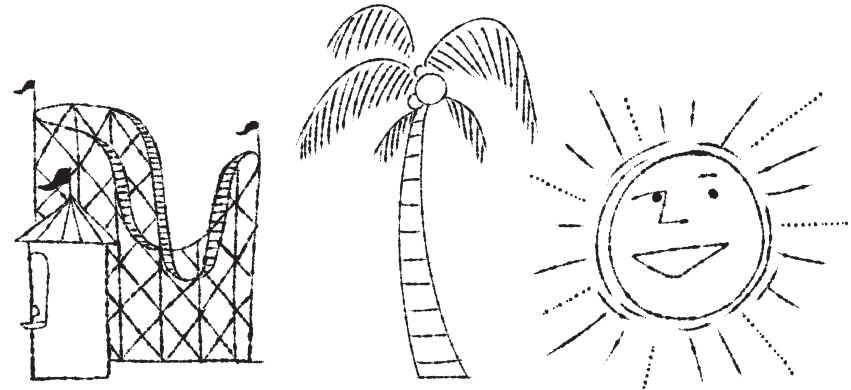
WEALTH

for communications related to money and finance



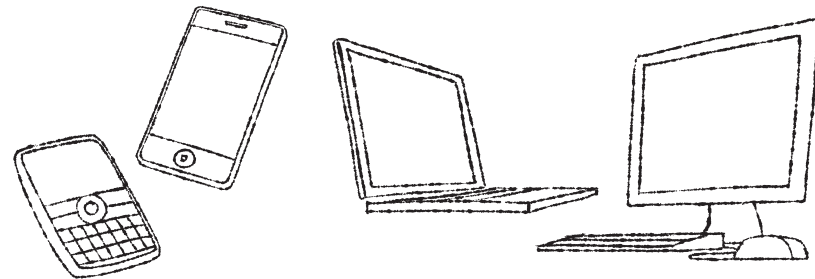
SELF

for communications related to work/life balance and personal growth



STAYING INFORMED

for communications related to access to benefits information



To download a file with these color swatches, please go to <http://media.viacom.com/benefitsvendors>

Copyright notice: Viacom retains the exclusive right to use these illustrations in its Benefits communications through 2014

SPEECH BUBBLES

Speech bubbles are used for emphasis: to call out headlines or to make sections of copy more prominent.

- Copy in speech bubbles should be ALL CAPS.
- Use no more than one speech bubble per piece.



OTHER GRAPHIC REQUIREMENTS

Use thin rules and generous margins to separate sections and create organization as needed. We aim to use as few borders or boxes as possible, allowing for an open, spacious feeling in all branded materials. Starbursts can be applied as a special callout to emphasize a point or add a punchy exclamation, but they should be used sparingly.

ADDITIONAL ELEMENTS

WE'RE PLEASED TO ANNOUNCE THE LAUNCH OF TWO GREAT RESOURCES THAT MAKE IT EASIER THAN EVER TO GET THE MOST OUT OF YOUR TOTAL REWARDS:

**24/7
ONLINE
ACCESS**

The completely revamped **BENEFITS PORTAL** now lets you access ALL of your benefits info from one place, 24/7. Check it out at:



VIACOMBENEFITS.COM

**HELP
WHEN YOU
NEED IT**

New **BENEFITS HELPLINE** lets you chat with an expert and get answers to any of your benefits questions. Just call:



877-766-7526

MONDAY

Benefits 101

Get an overview of all of our programs and services.

VIACOM **BENEFITS** HEALTH, WEALTH & SELF



CLICK IMAGE TO PLAY

THE RESPONSE TO THE VIACOM BENEFITS SURVEY HAS BEEN GREAT, BUT WITH ONLY ONE DAY LEFT TO GO, THERE ARE STILL SOME OF YOU WE HAVEN'T HEARD FROM.

**TAKES 5
MINUTES.
OPEN UNTIL
SEPTEMBER 9**

If you haven't already, please take the time to answer a few brief questions by clicking on the link below. It only takes five minutes, it will help us improve your benefits experience, and you'll also get a free gift. The survey will be open until September 9.

Thanks again, and stay well!

TAKE ME TO THE VIACOM BENEFITS SURVEY

**DVD
SALE!**

SWEET DEALS!

Check out these great DVD bargains, exclusively for Viacom employees!

VIACOM **BENEFITS** HEALTH, WEALTH & SELF

WEBSITE GUIDELINES

ADDITIONAL ELEMENTS

When creating online pieces for the Viacom Benefits campaign, please adhere to the following guidelines:

- Use a white background
- Use black for the navigation bar
- Use color to delineate sections
- Use ALL CAPS for section headings
- Use sentence case for larger blocks of text
- Avoid extraneous borders; do not put content in boxes
- To increase the legibility of tables or lists, use alternating gray backgrounds
- Use the round “GO” button as a functional graphic element when needed

VIACOM BENEFITS HEALTH, WEALTH & SELF

VIACOM BENEFITS HEALTH, WEALTH & SELF

WE HEARD YOU
VIACOM BENEFITS SURVEY RESULTS

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et felis aliquam massa ullamcorper fermentum. Mauris aliquam tristique dui, eu congue enim eleifend ut. Nunc ut urna ac nulla mattis suscipit a eu elit auctor. Praesent in condimentum massa.

VIACOM BENEFITS HEALTH, WEALTH & SELF

VIACOM BENEFITS HEALTH, WEALTH & SELF

Home My Personal Data My Benefits Work and Life Resource Library

My Benefits

My Health & Welfare

Learn About

VIACOM BENEFITS HEALTH, WEALTH & SELF

VIACOM BENEFITS HEALTH WEALTH SELF

WELCOME NEW HIRES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et felis aliquam massa ullamcorper fermentum. Mauris aliquam tristique dui, eu congue enim eleifend ut. Nunc ut urna ac nulla mattis suscipit a eu elit auctor. Praesent in condimentum massa.

ORIENTATION VIDEO

Learn all about your Viacom Benefits and how to enroll by watching this short online video.

ENROLL

Review this website thoroughly to be sure you know all of the tools and resources available to you. When you are ready to enroll in your benefits, click the link below.

If you want to participate in the following benefits, you must enroll within 30 days of your date of hire:

- Medical
- Dental
- Flexible Spending Accounts
- Optional Accidental Death and Dismemberment (AD&D) Insurance
- Long-Term Disability Insurance
- Cancer Care Insurance
- Legal/Estate Group Legal Services

SAVE ON HEALTH PREMIUMS

You can save money on your health plan premium costs by taking the WebMD Health Quotient (HQ). Go to www.viacomhealth.com and click the "Health Quotient" link. Click on "Register Now," then click on "What is my registration ID" to follow the login instructions. Complete and submit the online health quotient so you can enjoy your \$240 savings (\$120 for BCT). Please allow another week or so before registering on this site.

REVEAL PLAN INFORMATION

An information kit will be sent to your home address from JPMorgan EFS. All staff employees will be automatically enrolled in the Plan at 60 into a JPMCB SmartRetirement fund (one that is appropriate for their age) 30 days from date of hire unless the employee makes a proactive election to change or enroll earlier. Employees are encouraged to review their investment options by visiting www.viacomhealth.com. Please allow another week or so before registering on this site.

VIACOM BENEFITS HEALTH, WEALTH & SELF

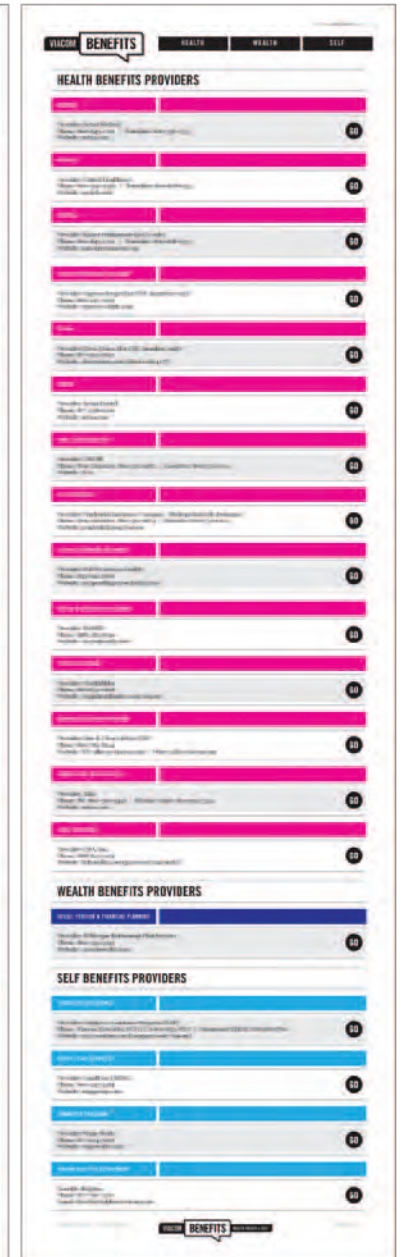
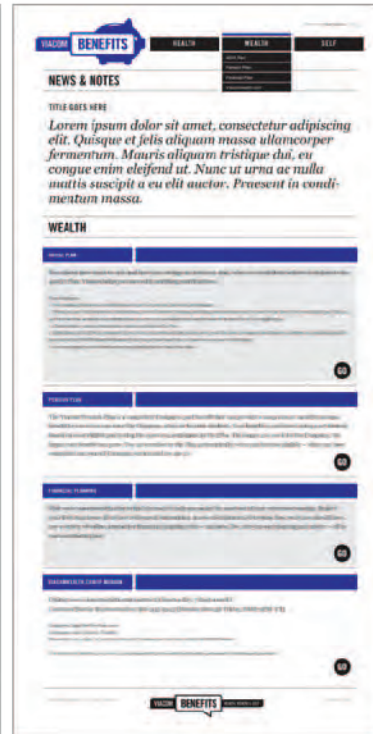
VIACOM BENEFITS Health Wealth Self

HOLIDAY SCHEDULE

2011	
January 17 / Monday	Martin Luther King, Jr. Day
February 21 / Monday	President's Day
May 30 / Monday	Memorial Day
July 4 / Monday	Independence Day
September 5 / Monday	Labor Day
November 24 / Thursday	Thanksgiving Day
November 25 / Friday	Day After Thanksgiving
December 23 / Friday	Christmas Eve (Designated)
December 26 / Monday	Christmas Day (Designated)
December 30 / Friday	New Year's Eve (Designated)
2012	
January 17 / Monday	Martin Luther King, Jr. Day
February 21 / Monday	President's Day
May 30 / Monday	Memorial Day
July 4 / Monday	Independence Day
September 3 / Monday	Labor Day
November 22 / Thursday	Thanksgiving Day
November 23 / Friday	Day After Thanksgiving
December 21 / Friday	Christmas Eve (Designated)
December 26 / Monday	Christmas Day (Designated)
December 30 / Friday	New Year's Eve (Designated)

WEBSITE EXAMPLE

ADDITIONAL ELEMENTS



PHOTOGRAPHS

The photographs of people bring a human element to the campaign and the images we select are designed to represent the diversity and demographic of the Viacom employee population.

ADDITIONAL ELEMENTS



To download a file with these color swatches, please go to <http://media.viacom.com/benefitsvendors>
If you want to use photos other than these, please contact Elizabeth Romanazzi in Viacom's Creative Services department at elizabeth.romanazzi@viacommix.com or 212.846.8163 for approval.

Viacom retains the right to use these photographs in its Benefits communications through 2013

CAMPAIGN EXAMPLES

The following section provides examples of how the various creative components of the campaign are applied to actual pieces and work together as a cohesive whole.

Source files of these examples have been provided as part of this toolkit.

To download a file with these color swatches, please go to <http://media.viacom.com/benefitsvendors>

CAMPAIGN ELEMENTS: CALENDAR

CAMPAIGN ELEMENTS

VIACOM BENEFITS HEALTH, WEALTH & SELF

2012 CALENDAR
TWELVE MONTHS OF RESOURCES FOR YOUR HEALTH, WEALTH & SELF

VIACOM BENEFITS WORK WELLER UP

YOUR TOTAL REWARDS

Viacom Benefits offers a complete package of programs and services to help you get the most out of all areas of your life. — Available, flexible and easy. Use the resources in this calendar to see how you can use your benefits to save money, stay healthy and enjoy a positive work-life balance. These benefits are designed with you in mind, to help you take full advantage of all that Viacom has to offer. Visit viacombenefits.com to learn more.

VISIT VIACOMBENEFITS.COM
TO MAKE THE MOST OF YOUR BENEFITS

BENEFITS AT A GLANCE

2012 COMPANY HOLIDAYS

January 2
New Year's Day (Mandatory)

January 16
Martin Luther King Jr. Day

February 20
Presidents Day

May 28
Memorial Day

July 4
Independence Day

September 3
Labor Day

November 22
Thanksgiving Day

November 23
Day After Thanksgiving

December 24
Christmas Eve

December 25
Christmas Day

VIACOM BENEFITS WORK WELLER UP

Choose the health care plan that's right for you. (Check your plan's summary plan description.)

Save money (and stay right on legal advice) with a flexible spending account.

Exact to whom money on health insurance?

NOVEMBER

ANNUAL REMINDER IS THE ONLY TIME OF YEAR YOU CAN SIGN UP FOR OR CHANGE CERTAIN BENEFITS. LINE YOUR HEALTH PLAN OR AN FSA. DON'T MISS OUT!

IMPORTANT CONTACTS

Plan Benefits Admin: 1-800-368-3688

Health Benefits Provider: [Table with columns for Provider, Address, Phone, Fax, Email]

VIACOM BENEFITS PROVIDER: [Table with columns for Plan Name, Description, Start Date, End Date]

SELF BENEFITS PROVIDERS: [Table with columns for Provider Name, Address, Phone, Fax, Email]

STICK TO IT!

We know you're busy and there's a lot going on, so we've included these calendar reminders to help you remember the steps and events that you don't want to miss. Your responsibility is key!

- birthday/celebration
- dental appointment
- dinner
- financial (some programs only)
- medical appointment
- night out
- personal day
- phone call
- shopping
- travel
- vacation
- wedding/anniversary
- general reminder

2012

2013

CAMPAIGN ELEMENTS: HEALTH WEEK

HEALTH SCREENINGS TODAY!

Don't forget about today's health screenings and flu shots.

Check out Rufus or Spectrum for information and registration.

HERE'S TO A HEALTHY YOU!

VIACOM BENEFITS HEALTH, WEALTH & SELF

FLU SHOTS TODAY!

Have you had your flu shot? Visit Rufus or Spectrum to sign up.

HERE'S TO A HEALTHY YOU!

VIACOM BENEFITS

HEALTH SCREENINGS COMING SOON!

HERE'S TO A HEALTHY YOU!

Don't miss out on this once-a-year chance to get your free-on-site health screening. Registered nurses will be available to administer simple tests that will measure your cholesterol, triglycerides, glucose, blood pressure, heart disease risk and overall wellness. Click the link below to register.

The shots will also be available.

Want to save on your monthly medical premium?
Beginning Monday, click > log on to [my.viacombenefits.com](#) and take the quiz, enter and complete confidential WebMD Health Questionnaire (HQ) to save your health insurance that you receive at over 60 on-site health screenings to complete the WebMD HQ.

REGISTER TODAY!

Remember: Annual Enrollment is coming in November.

Questions about the WebMD HQ and/or annual enrollment? Please email: [enrollment@viacom.com](#)

Questions about health screenings and/or the shots? Please email: [shots@viacom.com](#)

To download a file with these color swatches, please go to <http://media.viacom.com/benefitsvendors>

CAMPAIGN ELEMENTS: DIGITAL HEADERS & BANNERS

