



How to be a

RED UMBRELLA

P U R P O S E

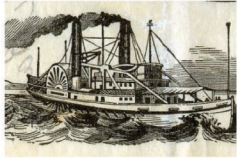
This book is dedicated to red umbrellas everywhere. The rules and guidelines set out in the following pages are meant to help manage the behavior of this great coverage ambassador.



A look into our

H I S T O R Y

For as long as we can remember, umbrellas have been used to keep people covered. Travelers has held on to this iconic image for decades, growing and changing, but always providing the kind of coverage that only a red umbrella can give.



J.G. Batterson and nine others form The Travelers Insurance Company "for the purpose of insuring travelers against loss of life or personal injury while journeying by railway or steamboat."

853

1864

1953

1912

1968

1996

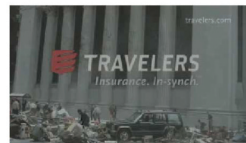
1903

Offered first combination auto policy.



1980

Developed the first automated fraud detection system as a potent new weapon in the battle against insurance fraud.



Set up the first employee-staffed claim "hot lines."

1998

2003



Launched MyTravelers.com, allowing customers to pay their bill, check claim status, and view policy information online.



2007



2004

Company consolidates under Travelers name and re-acquires famous red umbrella icon as its logo.



A look at where we are

T O D A Y



An icon



comes to life.



Fig. 1

The umbrella icon

is a **representation** of Travelers' corporate entity. It is used wherever the intent is to refer to the company of Travelers as a whole. It represents more than coverage. It stands for size, trust and stability.



Fig. 2

The dimensionalized 3D umbrella

is the **personification** of the logo, which allows the company to take on a behavior or emotion. The 3D umbrella gives the company a chance to embody more consumer-facing characteristics - like being heroic, helpful or friendly - and can help visually explore and reinforce Travelers' promise of complete coverage.

The

U M B R E L L A ' S
P E R S O N A L I T Y




Trustworthy.
Stable.
Ever-present.



Goes along with you
for the journey.




Fig. 3



Loves the things
that matter to you.



Fig. 4



Is there to
ease your mind.



Fig. 5

Anatomy of a

3D UMBRELLA

The 3D umbrella must maintain the representation of coverage, which means:



Fig. 22

1. The red umbrella will never be shown closed.



Fig. 23

2. The red umbrella will never be knocked down.

Physical Standards: Cover



Fig. 24

1. Brass Cap

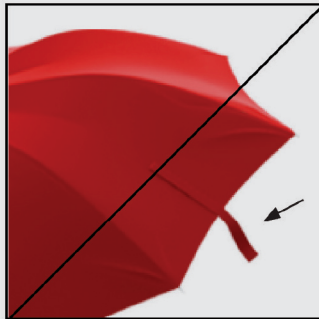


Fig. 25

2. No Tab

Physical Standards: Handle



Fig. 26

3. Wooden Handle

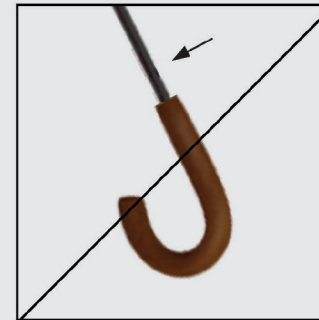


Fig. 27

4. No Latch

Let's see how the umbrella

B E H A V E S

Like any living thing, the umbrella has characteristics that make it who it is. By maintaining consistent behaviors we hope to make this umbrella the most recognizable umbrella ever.

Our umbrella always plays
the hero...



It might not have a secret identity or a fancy costume, but people know what it stands for. It is the physical manifestation of the coverage provided by Travelers' services. In every creative execution, the umbrella should be shown heroically, with just a touch of magic and wonder.

by coming in to
save the day



Fig. 6

by appearing larger
than life



Fig. 7

by removing

the worry



Fig. 8



A tale of two

U M B R E L L A S

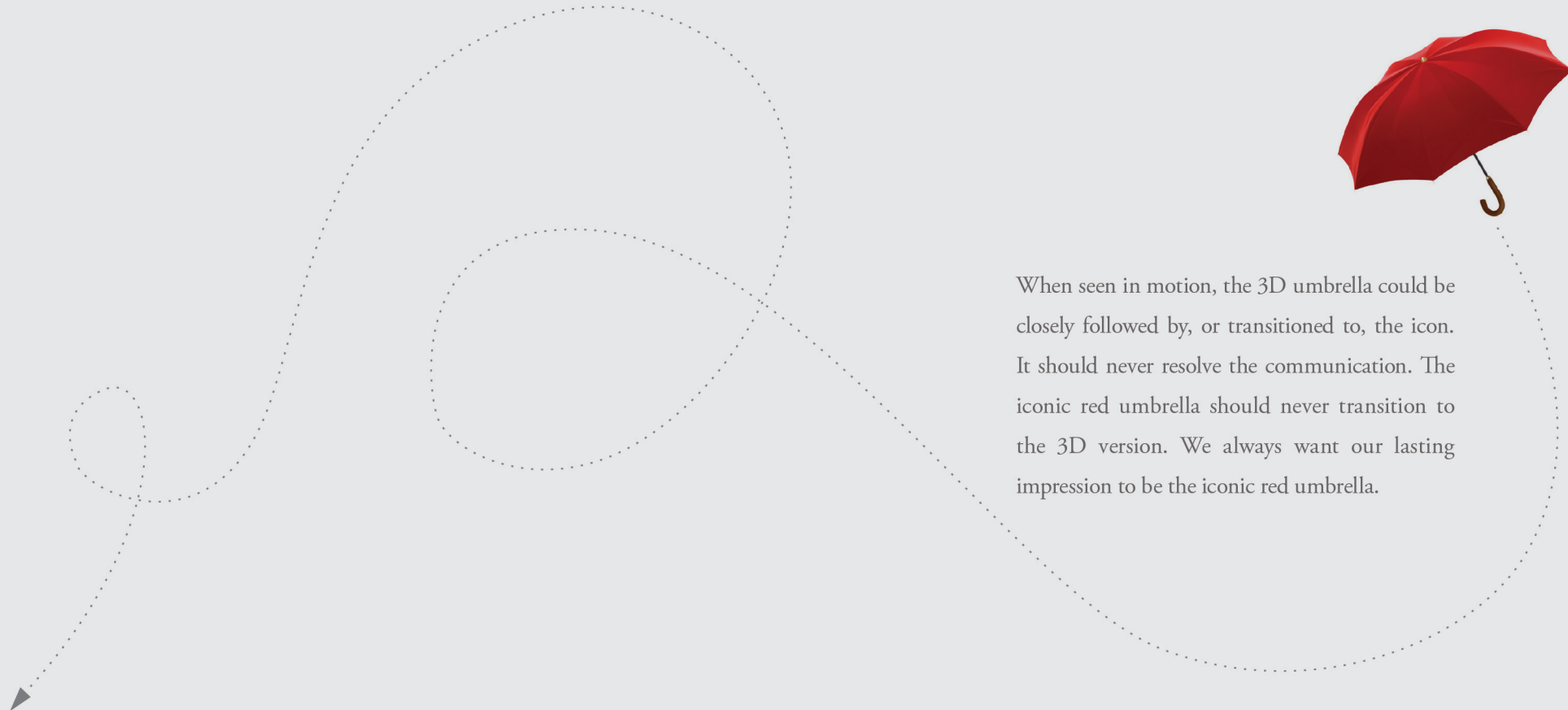
Let's explore the relationship between these two fine friends.



It's important to consider proximity to the logo when using the 3D umbrella. The umbrella icon can appear by itself to represent the company. The dimensionalized version should always appear with the icon nearby. (It gets lonely.) The 3D umbrella should never replace its iconic counterpart.



Fig. 9



When seen in motion, the 3D umbrella could be closely followed by, or transitioned to, the icon. It should never resolve the communication. The iconic red umbrella should never transition to the 3D version. We always want our lasting impression to be the iconic red umbrella.

As in this example of a TV commercial.

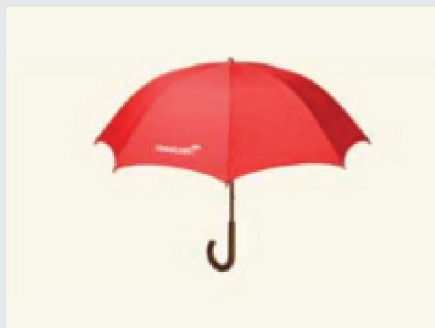
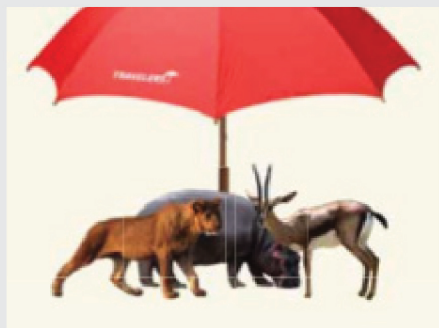


Fig. 10



When used in static formats, the 3D umbrella maintains a proximity to the icon that allows for comparison in the same field of vision. When desired or appropriate, there might appear to be more than one 3D umbrella in the field of vision, but there should never be more than one iconic red umbrella.



Fig. 11



U M B R E L L A

S I Z E & S C A L E

Exploring the umbrella and its size in relation to others. It's important to remember this is a spiritual guideline and the size and scale is meant to be flexible and allow for creative variety.

So how big
is the umbrella
anyway?



BIGGER THAN:

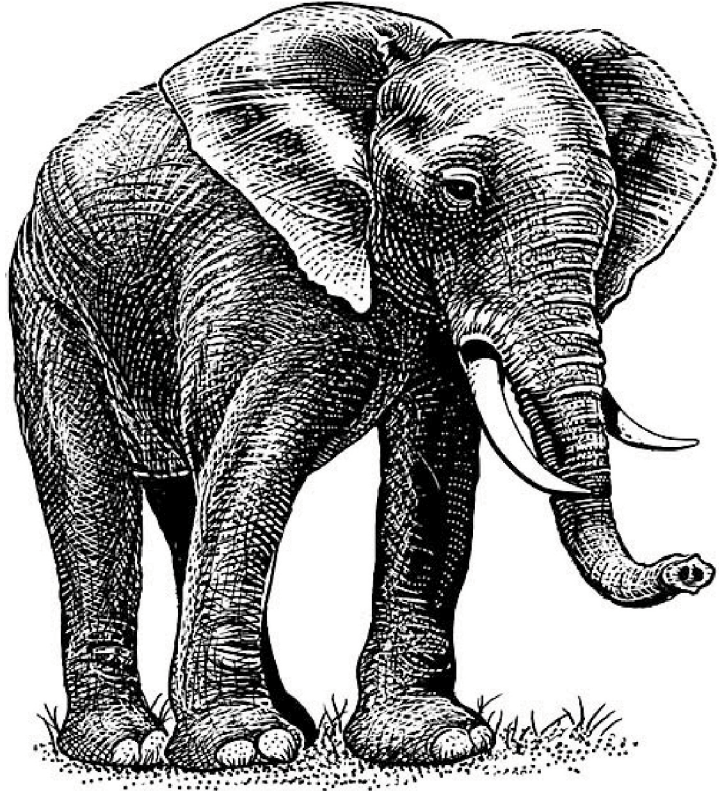


Fig. 12

smaller THAN:



Fig. 13

The umbrella
is never mistaken
for a real umbrella.



Fig. 14

How might the umbrella

M O V E ?



Fig. 21

While it is a sturdy object, it is not rigid.

It has life. It moves. When there is wind, it drifts gently with the breeze, but always stays right-side up.



The handle should never resolve to the right.

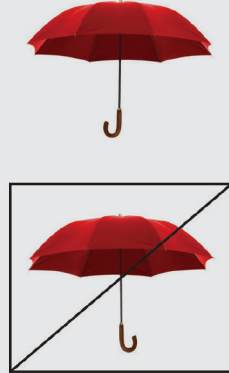


Fig. 19

The umbrella will never appear upside down.

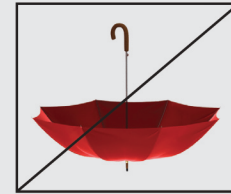


Fig. 20



It Floats
like a balloon, a cloud, a kite.





It Hovers
like a bee, a UFO, a flying car.



Fig. 16



It Glides

like a feather, a snowflake, a speck of dust.



Fig. 17



Soft, gentle, breezy

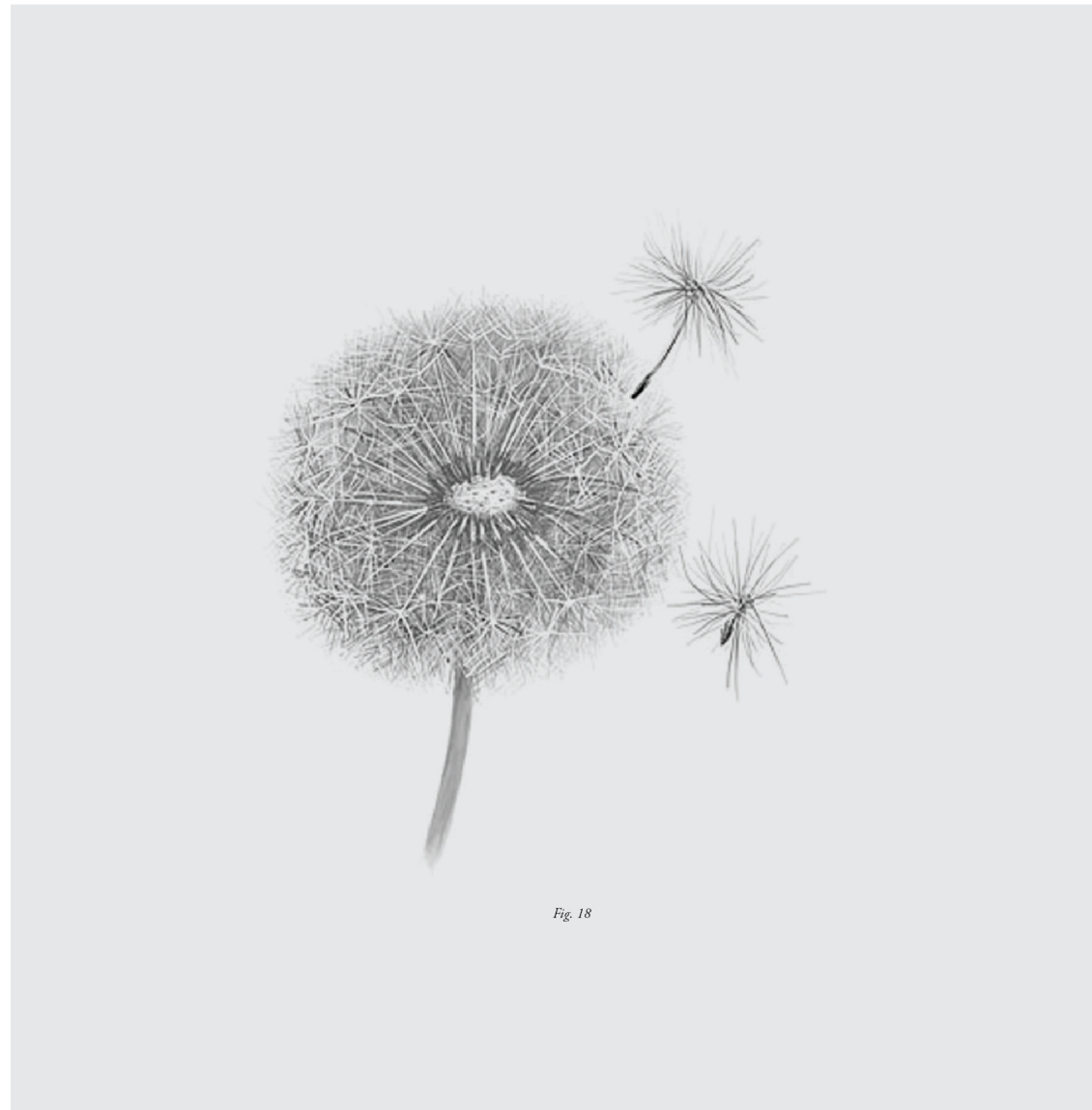


Fig. 18

Say hello
to the umbrella.













That's all you need to know to become a red umbrella. Follow these rules and we think you'll find that people really like you. Because a red umbrella is the only umbrella that sees more sunny days than rainy ones.



TRAVELERS 

TRAVELERS 