

healthypawsSM
a Chubb Company

Brand Guidelines

08.2025

Well, hello there.

Welcome to the Healthy Paws brand guideline. This guide is your resource for bringing the Healthy Paws brand to life consistently, confidently and with heart. Whether you're writing, designing or strategizing, these guidelines are here to help you channel the compassion, quality and sense of family that define who we are.

Healthy Paws isn't just a pet insurance company. We're a partner in care for the animals our customers call family. Everything from the colors we use to the words we choose should reflect that connection. This document will walk you through the core elements of our brand and provide practical direction on how to use them across touchpoints, inside and out.



Brand Guidelines

06. Brand Overview

- 07. Brand Essence
- 08. Core Brand Tenets

09. Brand Personality & Voice

- 10. The Trusted Companion
- 11. Brand Voice Guidance

12. Logo

- 13. Logo Anatomy
- 14. Logo Sizing
- 15. Alternate Lockups
- 16. Logo Usage

19. Color System

- 20. Core Brand Colors
- 21. Non-Core Colors
- 22. Accessibility & Contrast

26. Typography

- 27. Typography Overview
- 28. Brand Fonts
- 30. Type Pairing & Hierarchy
- 31. Color Emphasis

32. Photography & Video

- 33. Photography & Video Overview
- 34. Photography & Videography Style
- 35. Content Composition & Framing
- 36. Photography In Action
- 37. Video & Motion

38. Design Elements

- 39. Shapes & Illustrations
- 40. Iconography

41. Brand in Action

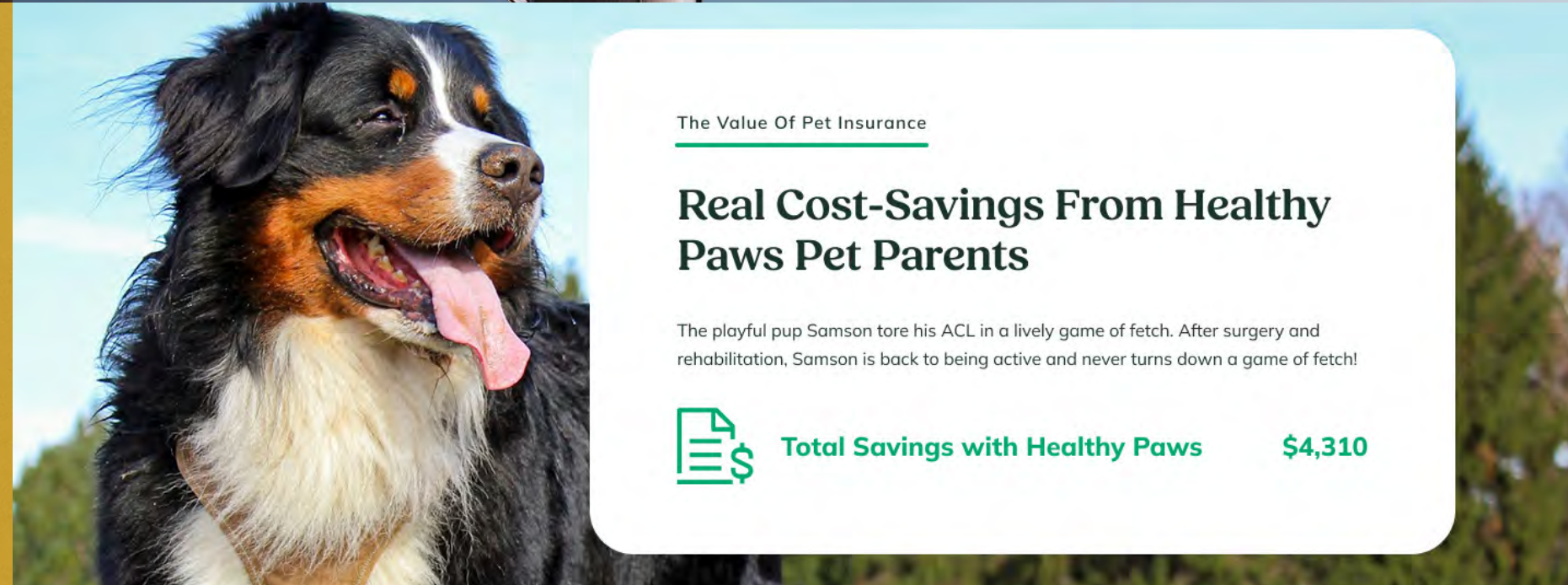
- 42. Brand Examples

43. Co-Branding & Partnerships

- 44. Logo & Language Usage with Partners

45. Resources

- 46. Legal Disclaimers
- 47. Brand Assets



Named best overall pet insurance by the New York Post and ConsumersAdvocate.org





Our brand at a glance

At Healthy Paws, we believe pets are family. **Simple as that.**

That belief drives every decision we make.

It's why we work hard to make insurance simple, claims fast, and coverage as compassionate as the care people want for their pets. We're not just here for emergencies; we're here to give pet parents peace of mind, knowing they're doing everything they can for the ones they love.



Our promise:

Protected. Like Family.

This line is more than a campaign. It's our north star. It reminds us that what we offer isn't just a product. It's a way to help families protect their pets the way they would protect each other.

Where we fit

Insurance, even pet insurance, can feel cold and complicated. We're here to change that. Healthy Paws is the warm, trusted voice in a space that often feels transactional. We're the brand that makes people (and pets) feel confident, cared for and understood.



What we stand for.

Compassion

We lead with empathy. Behind every claim is a real family and a pet they love. Our designs and messaging should reflect that warmth and understanding.

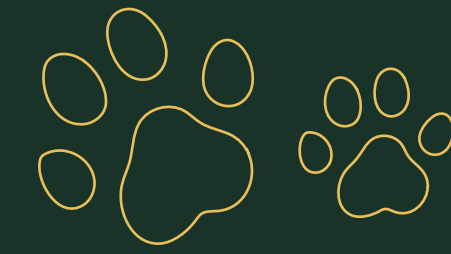
Quality

We don't take shortcuts. That means thoughtful design, consistent execution, and communication that feels clear and confident.

Sense of Family

We aim to feel like a trusted part of the home. Our brand should show the everyday ways pets are part of family life, cozy, familiar, and full of heart.

These principles guide everything about how the brand comes to life, not just our copywriting. Whether you're designing an ad, building a landing page, or writing social content, these values guide every decision. They influence color, typography, layout, photography, and voice. Every element should work together to reflect what Healthy Paws stands for.



Personality & Voice



Meet our brand voice:

The Trusted Companion

The voice of Healthy Paws is called The Trusted Companion. It's steady, thoughtful, and always there when you need it. It's the kind of voice that shows up when you need it most, offering guidance, clarity, and the occasional moment of levity that reminds you you're not alone.

We chose the word companion with care. It speaks to the role we play in the lives of pet parents, and it also reflects the quiet loyalty and warmth we see in the pets we protect. That same spirit lives in how we speak, write, and design—kind, calm, and genuinely present.

This is how Healthy Paws speaks: with heart, a little wit, and the kind of calm confidence that builds real connection.



The Trusted Companion is:

warm	but never	sappy
smart	but never	smug
witty	but never	too clever
reassuring	without	overexplaining

We sound like someone who loves pets as much as the people who care for them. We avoid language that feels robotic, over-polished, or like we’re trying too hard. Whether we’re writing a headline, designing a campaign, or drafting an email, we keep it grounded in real life and real love for animals.

When in doubt, write like you’re talking to someone who really loves their pet, and really values their time. **Make it worth both.**

We ARE

- Friendly, not fluffy
- Confident, with a smile
- Kind, clear, and emotionally grounded
- Relatable and relaxed, like a friend who knows what they’re doing

We are NOT

- Cold or clinical
- Trendy for the sake of it
- Overly cute or cartoonish
- Robotic, overly formal, or hard to follow



Logo Usage

Our logo

The Healthy Paws logo is one of our most recognizable brand assets. Use the logo with care and consistency to reflect the brand's compassion, credibility, and quality.

The logo is composed of the Healthy Paws wordmark and "a Chubb Company" signifier.

The **primary logo** breaks up the wordmark with "healthy" in Healthy Paws Green and "paws" along with the signifier in Deep Green.



healthypawsSM
a Chubb Company

Clear space

Give the Healthy Paws logo some breathing room. Keep clear space around all sides equal to the height of the lowercase "l" in "healthy."

This helps ensure clarity, visual balance and legibility.



Minimum size

To maintain legibility, don't use the logo smaller than 1 inch wide in print or 100 pixels wide on screen.



Two-color reversed logo

This alternate version of the Healthy Paws logo uses Healthy Paws Green for the word “Healthy” and white for the remaining text. It’s designed specifically for use on dark background colors, most commonly Deep Green, where the standard logo wouldn’t provide enough contrast or impact.

Use this version only when the background is dark, brand-approved, and provides enough contrast. It’s a great option for digital or partner environments where a simplified, high-contrast look is needed.

The right amount of contrast is necessary to use this version of the Healthy Paws logo. When in doubt, stick with the standard logo on a light background, or the fully reversed Healthy Paws logo outlined on the next page.



One-color logos

One-color versions of the Healthy Paws logo should be used in stances where the background reduces contrast or legibility.

The **white logo** (reversed) and **black logo** are the only alternate logo formats for the Healthy Paws logo.

The black logo should only be used in black and white executions where the background color is too light to use the reversed lockup.



Logo color use

Whenever possible, the Healthy Paws logo should be used on a core brand color (see color section for more details).

	Healthy Paws Green	Deep Green	Cream	White	Photography
Primary Logo					
2-Color Logo					
White Logo					
Black Logo					

Logo misuse

✗ DO NOT crop the logo



✗ DO NOT change the transparency of the logo



✗ DO NOT change the color of the logo



✗ DO NOT change the size or position of logo elements



✗ DO NOT distort the proportions of the logo



✗ DO NOT use drop shadows or effects on the logo



✗ DO NOT recreate the logotype using a different typeface



✗ DO NOT outline all or portions of the logo



✗ DO NOT rotate move or reflect any part of the logo



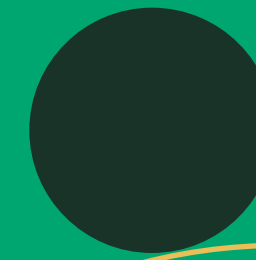
Color

The background of the slide is a solid dark teal color. On the right side, there is a decorative graphic consisting of numerous thin, light teal wavy lines that flow from the top right towards the bottom right, creating a sense of movement and depth.

A balanced palette for heart and clarity.

Our color system supports everything we say and show. It starts with a focused set of core colors, designed to anchor communications with recognition and contrast. Supporting colors play subtle but important roles in background, structure, and moments of energy.

This palette was built to work hard in design: to make legibility effortless, layout intuitive, and brand moments unmistakable.



Core colors

Our two primary brand colors are the visual core of our identity. These tones create a strong visual foundation for the brand and should be used consistently across all core executions.

Healthy Paws Green

Our signature color is optimistic, recognizable, and rooted in care. It is used to highlight key actions, calls to care, and moments of optimism.

Dark Green

Our grounding tone is used for text, graphic shapes on light backgrounds and as a dark background with reversed text. It pairs well with cream and supports accessibility in both large and small type.

Design Tip:

For maximum legibility, pair Deep Green with Cream or Primary White in high-contrast layouts. Use Brand Green sparingly, its power comes from intention.

Healthy Paws Green

CMYK: 82, 8, 76, 0
RGB: 0, 166, 111
Hex: #00A66F

Deep Green

CMYK: 81, 54, 71, 63
RGB: 26, 51, 42
Hex: #1A332A

Secondary colors

Cream

Cream is our go-to background color. It gives layouts warmth and space to breathe and keeps the tone welcoming and approachable. Most of our light-toned executions will start with this.

Earth Yellow

Earth Yellow brings energy and direction. It is primarily used in linear shape accents, photo overlays, graphic line work, and subtle emphasis in charts or infographics.

These tones balance the richness of our greens and keep the brand feeling light, bright, and human.

Cream

CMYK: 0, 1, 2, 0
RGB: 255, 251, 246
Hex: #FFFBF6

Earth Yellow

CMYK: 10, 24, 77, 0
RGB: 231, 190, 89
Hex: #E7BE59

Accent colors

Our accent colors are used more sparingly but help add variety, flexibility, and depth to branded layouts. They support secondary messaging, provide visual hierarchy, and allow us to adapt to various content types.

- These colors should never overpower our primary or secondary tones.
- Use them to differentiate sections, add structure to charts, or introduce momentary contrast within a larger layout.
- Always consider accessibility and legibility when pairing accent colors with text or background elements.

Accent colors help round out the system but should be used with a light touch.

Utility colors

Utility colors are primarily functional. These shades are not intended to be expressive but instead help organize information, guide user interaction, and provide subtle contrast in layouts.

- Use utility tones in interface elements (buttons, dividers, backgrounds) or as neutral fills when needed.
- They are especially helpful in digital products or internal tools, where clarity and usability come first.
- These tones should rarely appear in hero moments or high-visibility brand areas.

They’re here to support the brand, not define it.

<div>Dark Coral CMYK: 22, 100, 53, 7 RGB: 183, 21, 83 Hex: #B71553</div>	<div>Ocean CMYK: 84, 37, 30, 3 RGB: 22, 129, 155 Hex: #16819B</div>	<div>Orange CMYK: 15, 54, 100, 2 RGB: 211, 131, 34 Hex: #D38322</div>	
<div>Olive CMYK: 54, 31, 75, 10 RGB: 123, 139, 91 Hex: #7B8B5B</div>	<div>Mauve CMYK: 32, 56, 28, 1 RGB: 176, 126, 146 Hex: #B07E92</div>	<div>Salmon CMYK: 0, 71, 64, 0 RGB: 255, 111, 89 Hex: #FF6F59</div>	
<div>Primary Black CMYK: 75, 68, 67, 100 RGB: 0, 0, 0 Hex: #000000</div>	<div>Primary White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #B71553</div>	<div>Light Gray CMYK: 10, 7, 9, 0 RGB: 227, 227, 225 Hex: #E3E3E1</div>	<div>Blue Black CMYK: 85, 71, 55, 62 RGB: 26, 39, 50 Hex: #1A2732</div>

Using colors with confidence

Make it legible. Make it accessible.

Not all color combinations work. For headlines, buttons, and other important text, make sure contrast is strong enough to meet accessibility standards.

When in doubt:

- Use Dark Green or Black on Cream or Primary White
- Use Primary White on Dark Green or Blue Black
- Avoid using Accent Lights on light backgrounds for text

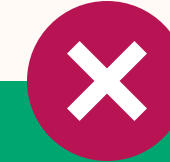
Note: We follow WCAG AA contrast standards for all online text.

Test your color combination for free at
<https://accessibleweb.com/color-contrast-checker/>



**You love
them like
family.**

**Shouldn't
they be
protected like
family?**



**You love
them like
family.**

**Shouldn't
they be
protected like
family?**



No payout limits.

Fast claims.

Coverage when it counts.



No payout limits.

Fast claims.

Coverage when it counts.

Getting the Balance Right: Color Ratios in Layouts

Color plays a big role in creating the distinctive look and feel of the Healthy Paws brand. While our palette is intentionally limited to ensure cohesion, it’s important that each color shows up in the right proportions.

These guidelines help strike that balance. Whether working with dark or light backgrounds, these ratios ensure a layout feels unmistakably Healthy Paws.

Use these general rules when creating layouts across digital and print. Keep in mind that the breakouts shown on the right do NOT account for photography used in layouts. And when in doubt, simplify.

Dark Layouts (e.g., Deep Green background):



Light Layouts (e.g., Cream or White background):



Typography



Our typography helps set the tone for **everything we say and design.**

It reflects the warmth, confidence, and clarity of a trusted companion. These fonts weren't just chosen for how they look. They also evoke feeling. Our fonts are inviting and thoughtfully expressive. Together, they help us create communication that's as easy to read as it is to relate to.



Primary type

Fields is our primary typeface, chosen for its warm, rounded forms and approachable personality. It brings a friendly energy to everything we say, while still carrying the weight of trust and experience.

We use **Fields Bold** for headlines, hero text, and short brand statements where we want to make a strong first impression.

For subheads and supporting lines that lead into body copy, we use **Fields Semibold**. It keeps things clear and cohesive while helping guide the reader naturally through our content.

When using Google Slides or other formats that do not allow custom fonts, use **Fraunces** as an alternative.

Fields Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

Fields Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

Secondary type

Mulish is our secondary typeface and the workhorse of our brand. It's easy to read and perfect for body copy, captions, disclaimers, and longer-form content across print and digital. Its simple letterforms help maintain a grounded, accessible tone, especially when paired with the warmth and personality of Fields. Because Mulish is a widely available Google font, it's also a practical choice for shared documents and platforms that don't support custom fonts.

Always use **Mulish Regular** or **Light** for body text, and reserve **Semibold** or **Bold** for emphasis or body copy headlines, never for large display type.

Mulish Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

Mulish Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

Mulish Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%^&*()

Pairing & hierarchy

Fields and Mulish work together to guide the reader’s eye and shape the tone of our message. Fields grabs attention with warmth and character, while Mulish carries the details in a calm, clear voice. Keep pairings simple, consistent, and purposeful to ensure every message feels cohesive and easy to follow.

Pairing tips:

- Use Fields for headlines or short bursts of key messaging
- Let Mulish handle body text, descriptions, and interface elements
- Use spacing and scale to establish clear visual hierarchy

Note: Always use typography at sizes that support readability across all devices and channels. For best accessibility, body text should be no smaller than 16px on digital platforms, and contrast ratios should meet WCAG AA standards. Avoid placing light text on light backgrounds or using colors that lack sufficient contrast.

Headline

Fields Bold

Subhead

Fields Medium

Body

Mulish Regular

Pull Quote

Mulish Bold

More chasing balls,
less chasing claims

Subhead copy that provides a
strong reason to believe.

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex

“

A strong testimonial quote that tugs
the heartstrings like a rope toy.

”

Using color for emphasis

Our typography system allows for subtle emphasis using color within headlines and subheads. This technique brings warmth, rhythm, and personality to our messaging when used intentionally.

In light layouts, most headlines should be set in Deep Green. For emphasis, key words or phrases can shift to Healthy Paws Green, drawing attention without overwhelming the message. On dark backgrounds, the approach is similar: use Cream or White for the main text, and Healthy Paws Green for the emphasis.

This technique works best in short, confident headlines or longer statements with a natural rhythm. Use color changes with intention. Emphasis should feel purposeful and never decorative.

This simple tool helps bring brand color into every layout while reinforcing our tone: clear, caring, and confident.

**We've got
the vet bills.
You handle
the snuggles.**

**More than
Coverage.
It's care.**

healthypaws™
a Chubb Company



Photography & Video



Healthy Paws photography and video captures the emotional heartbeat of the brand.

It's about real love, real connection, and honest moments between people and their pets.

We focus on micro moments — small, meaningful scenes that feel genuine and relatable. Natural lighting, warm tones, and unposed interaction help our images feel alive. Pets are shown as part of the family, and every photo or video clip should feel like a memory, not a marketing image.



Content tone and emotion

Our imagery and video clips should feel warm, loving, and grounded in real life. The best photos and clips show the kind of connection you see in shared laughter, a gentle nudge from a paw, or the comfort of a pet curled up beside their person.

We're not looking for perfection. We're looking for life as it is: sweet, funny, heartfelt, and sometimes messy. If it feels honest, it fits.

Do:

- Capture candid interactions
- Highlight affection and shared joy
- Reflect a range of real-life experiences, from play to rest
- Strive for a healthy mix of fun, adventurous activities and quiet, cozy moments

Avoid:

- Overly posed or artificial scenes
- Excessively styled or sterile environments
- Images that feel clinical, stocky, or emotionally flat



Framing, light & environment

Healthy Paws photography captures real moments. Our visual content should feel lived-in, natural, and emotionally grounded. That means framing shots in ways that feel intimate and authentic, whether it's a quiet cuddle on the couch or a playful pause on a walk.

Lighting should be warm and natural. Outdoor settings and softly lit indoor scenes help us create warmth and consistency. When possible, aim for golden-hour tones or filtered daylight. Our core palette is complemented by natural surroundings, so clothing and environments should support that. Hues like olive, cream, or gold help everything feel cohesive and create a connection through color to the overarching Healthy Paws brand.

Take care to avoid artificial light, harsh shadows, or sterile environments. Every element should work together to express the feeling of real life with a pet: warm, loving, and quietly joyful.



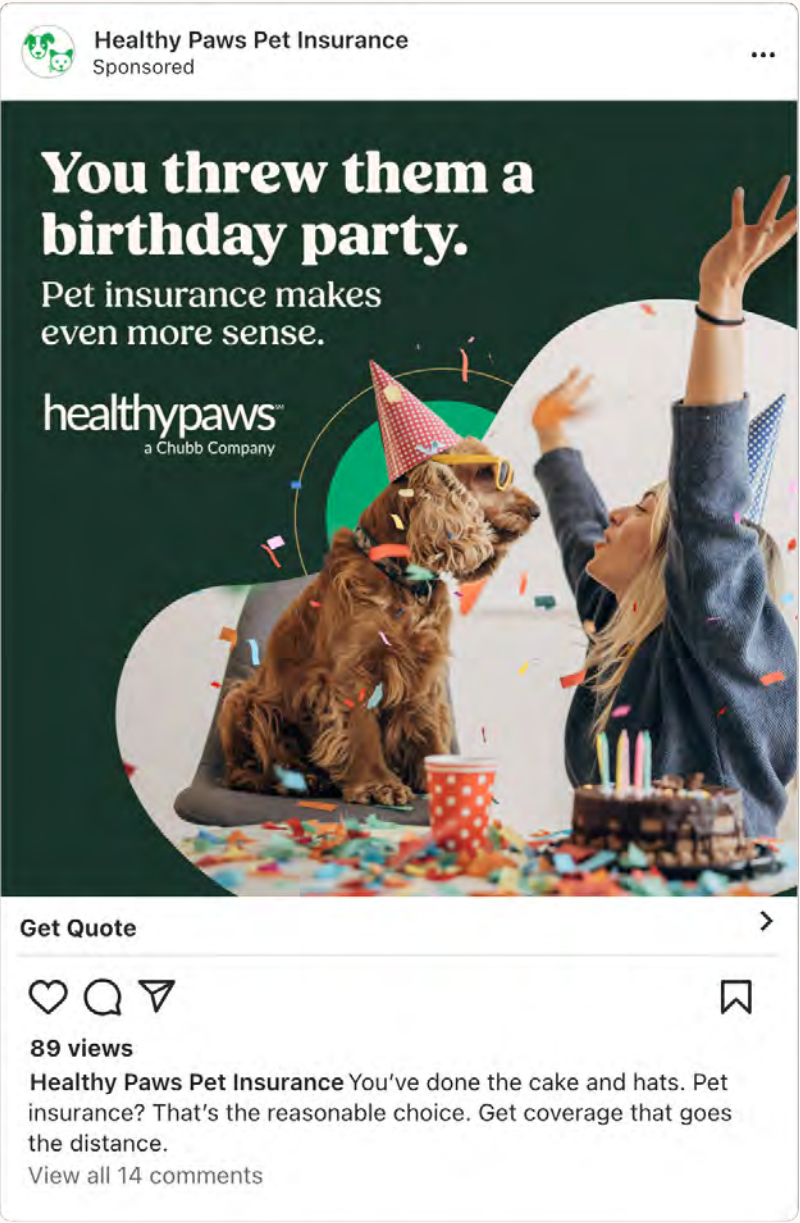
Photography examples


Our brand photography comes to life in the everyday. Whether it’s a late-night movie with the whole family (dog included) or a sunlit walk with a loyal cat tagging along, our imagery shows how pets are woven into real life.

These examples reflect our tone: warm, natural, and emotionally grounded. Notice how each photo uses light, composition, and color to support the brand while keeping the moment human and true.

Use these examples as inspiration when selecting or capturing photos for campaigns, social, web, or print.

When sourcing images, prioritize authenticity and emotion over perfect poses or studio lighting.





When looking at pet insurance, consider the following:

Coverage

Look closely at coverage and exclusions. For example, congenital and hereditary conditions, which can be very expensive to treat, are often excluded from coverage.

Deductibles


Annual deductibles typically reimburse you more during a policy year than per-incident deductibles. You just have to meet one annual deductible, not a deductible for every incident.

Reimbursement method

Not all pet insurance companies pay on the actual veterinary bill. Beware of benefit schedules or "usual and customary" policy language, as it may lower your reimbursement amounts.

Caps on payouts

Are there caps on payouts per incident, per year, or over the pet's lifetime? Healthy Paws has no caps on payouts - no per incident caps, no annual caps and no lifetime caps.



Dog & Puppy Insurance

Coverage that keeps up with the zoomies

Get a Free Quote

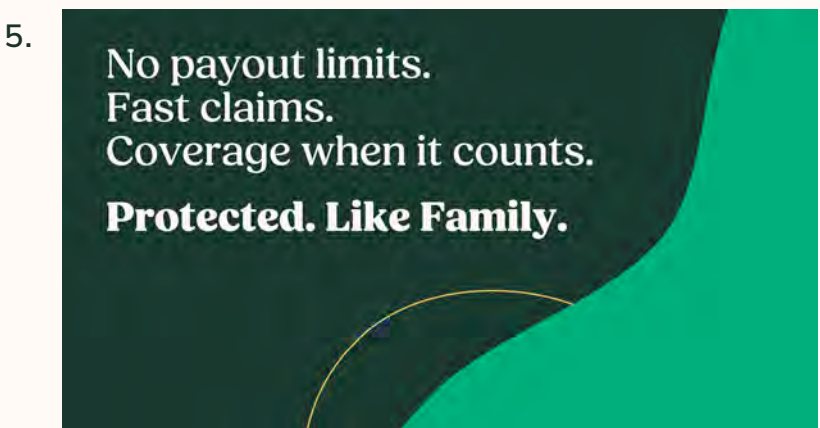
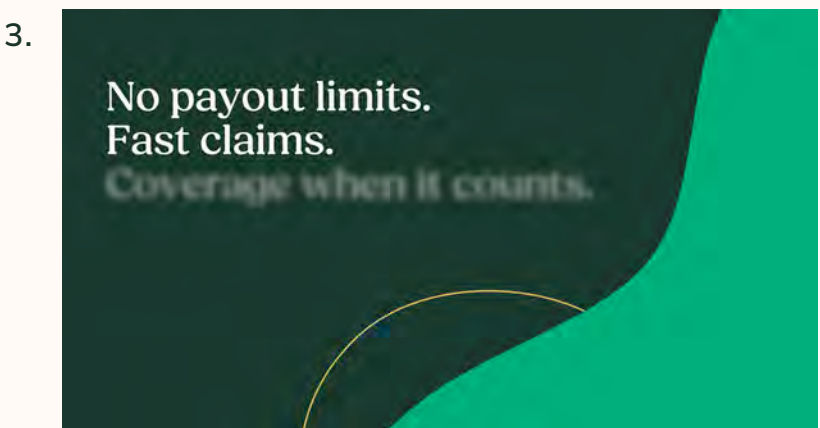
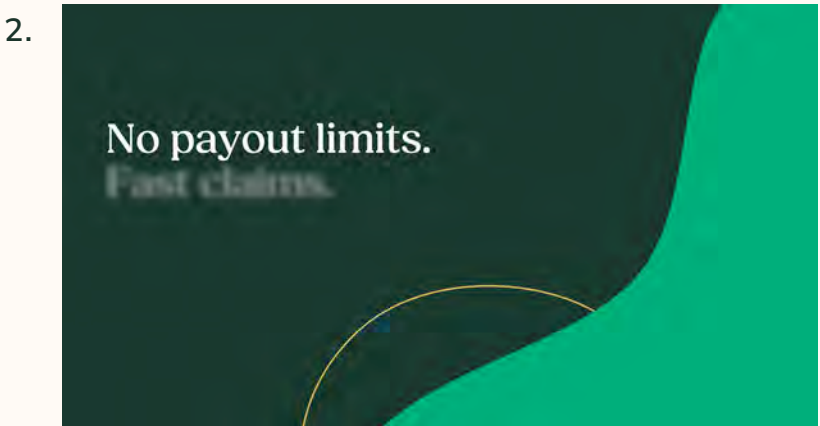
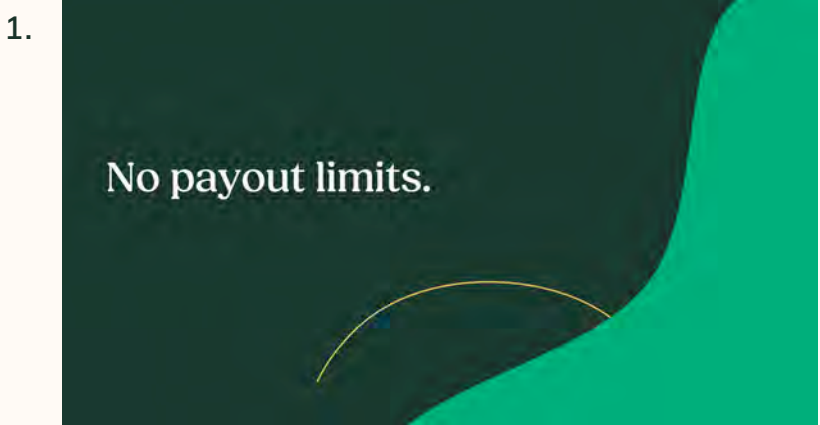
Bringing the Brand to Life with Movement

Video gives us the chance to show what protection means in motion, in moments, and in the little things that remind us pets are family.

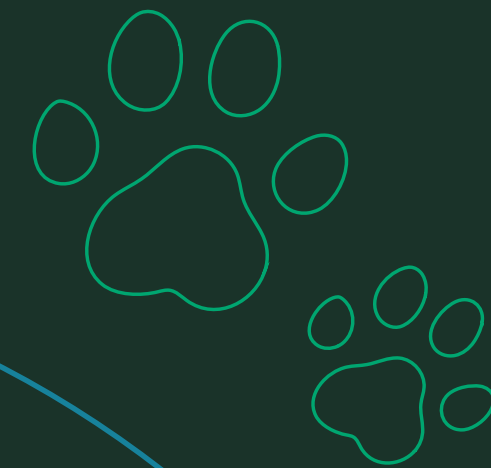
When we create videos, whether for social media, advertising, or even internal communications, we keep our storytelling honest and grounded. It’s not about high-drama edits or overly polished production. It’s about building trust through warmth, clarity, and the right amount of personality.

Video should feel:

- **Candid and heartfelt.**
Pets being pets. People being people. We aim for real-life moments that feel unstaged, unscripted, and emotionally true.
- **Grounded, not gimmicky.**
Use motion and music to guide the story, not overpower it. Avoid loud transitions or overly animated effects.
- **Warm and well-paced.**
We aren’t in a rush. Our tone is confident and calm, with space for the story to breathe.
- **Brand-forward, but never pushy.**
Introduce the brand naturally, and end with a clear message and visual tie-in. The Healthy Paws logo should be placed with care, following general logo guidelines.



Design Elements



Brand design elements

Illustrative elements in the Healthy Paws brand lean into soft, organic forms. These curves, circles, and flowing shapes feel warm, welcoming, and human. They are used to frame photography, guide the eye, and add subtle movement to layouts. They echo the round forms found in our typography and create a visual rhythm that feels approachable without being playful for the sake of it.

These shapes may be used as:

- Framing devices for photography
- Background textures or accent layers
- Brand flourishes on digital and printed layouts

Use them **sparingly** and intentionally to create flow and emphasis without overwhelming the content.



Brand icons

Icons should be clear, purposeful, and stylistically consistent with the rest of the brand. They help communicate quickly and intuitively, especially in digital environments and functional layouts.

Our icons are:

- Simple, clean, and grounded in real-world meaning
- Designed with soft, rounded lines and balanced proportions
- Drawn with consistent line weights and minimal detail
- Limited to monochrome or brand color applications

Avoid:

- Overly detailed or overly stylized icons
- Sharp or angular shapes
- Cartoonish or exaggerated styles
- Using icons purely for decoration

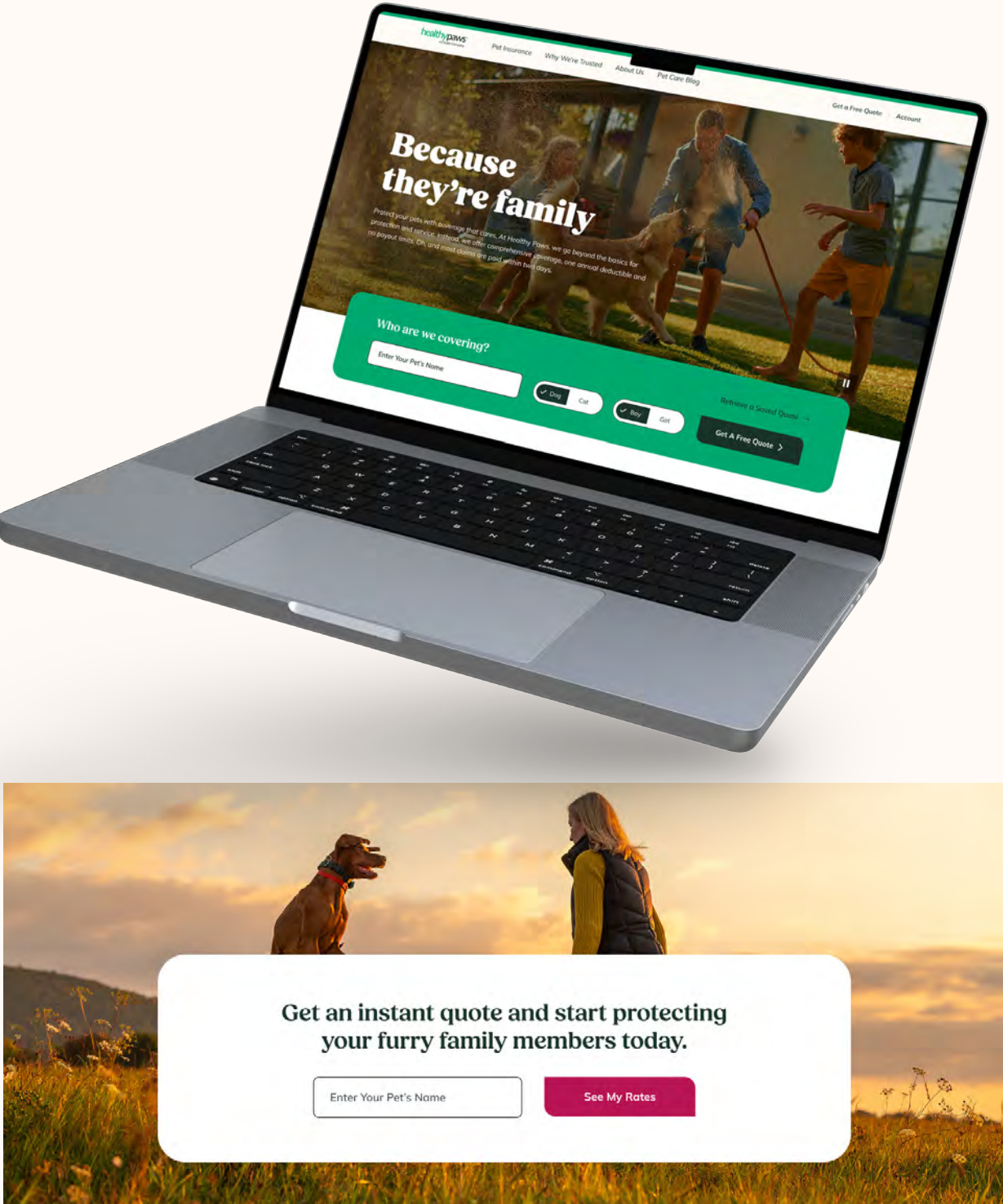
When used thoughtfully, iconography supports clarity, improves usability, and enhances the overall personality of the brand.



Brand in action

Bringing it all together

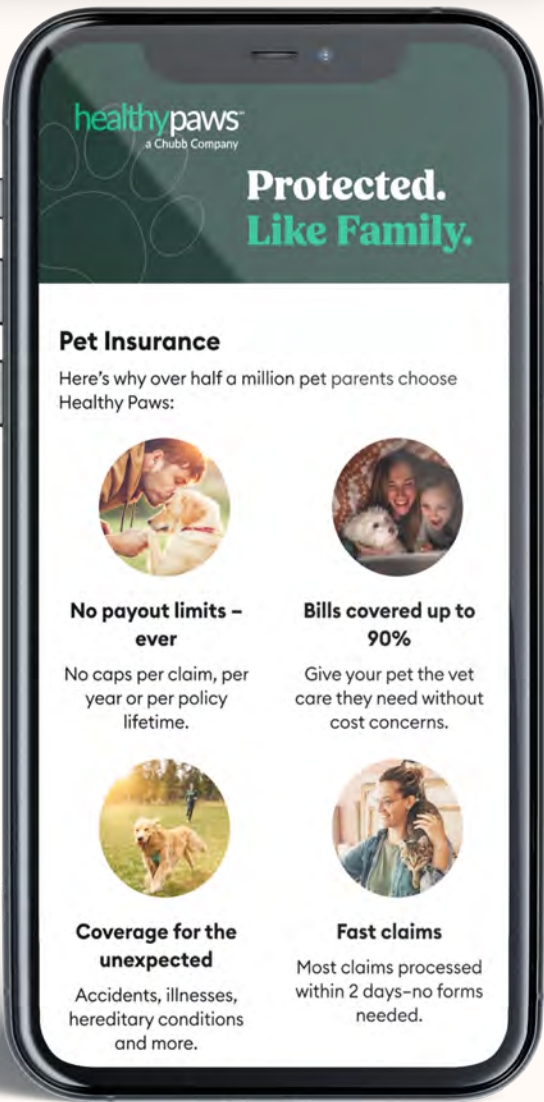
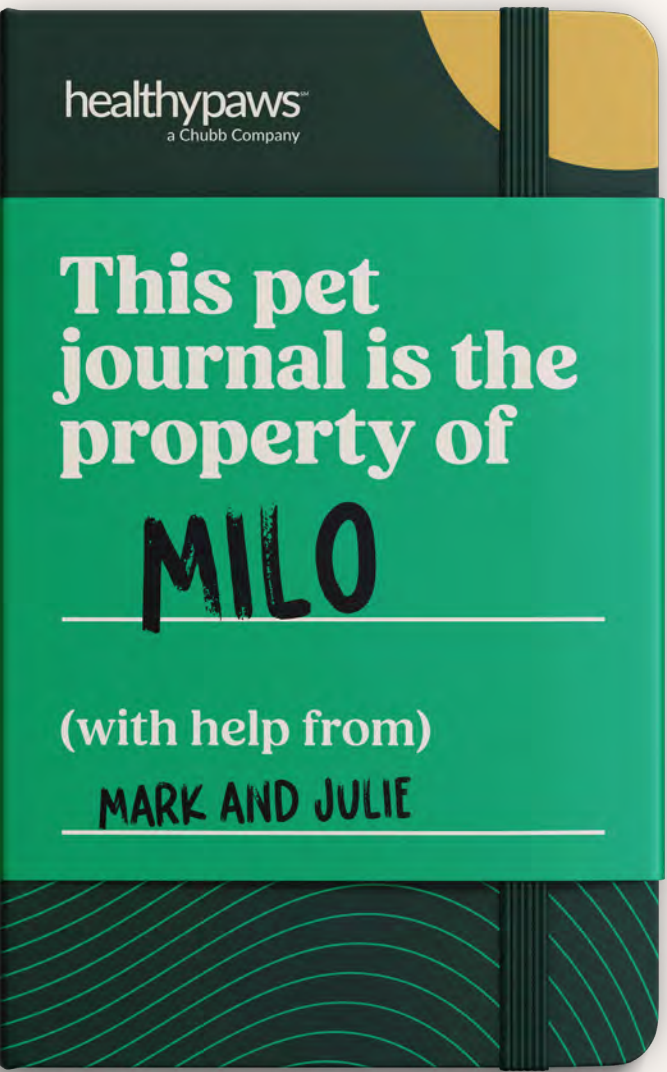
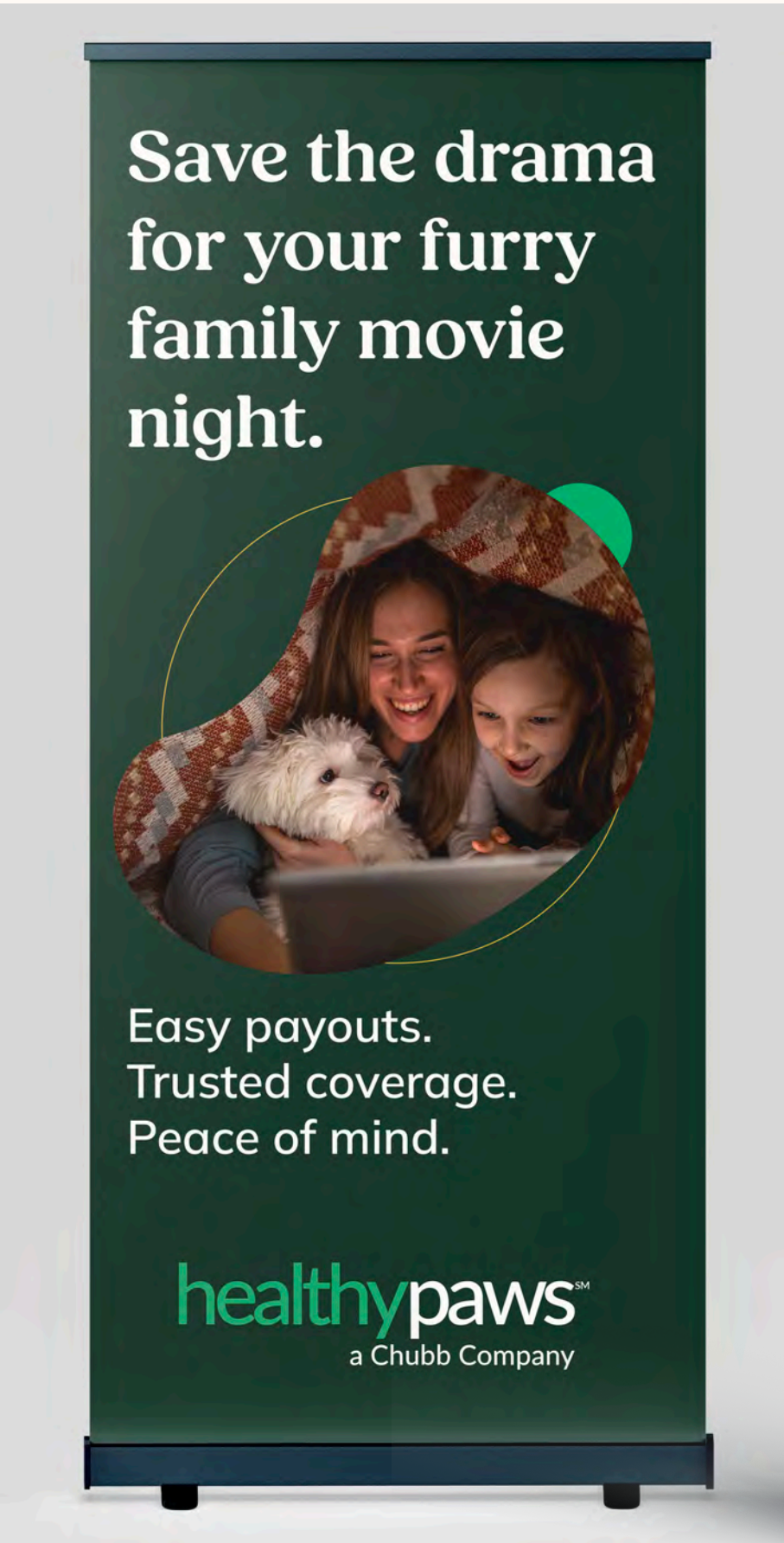
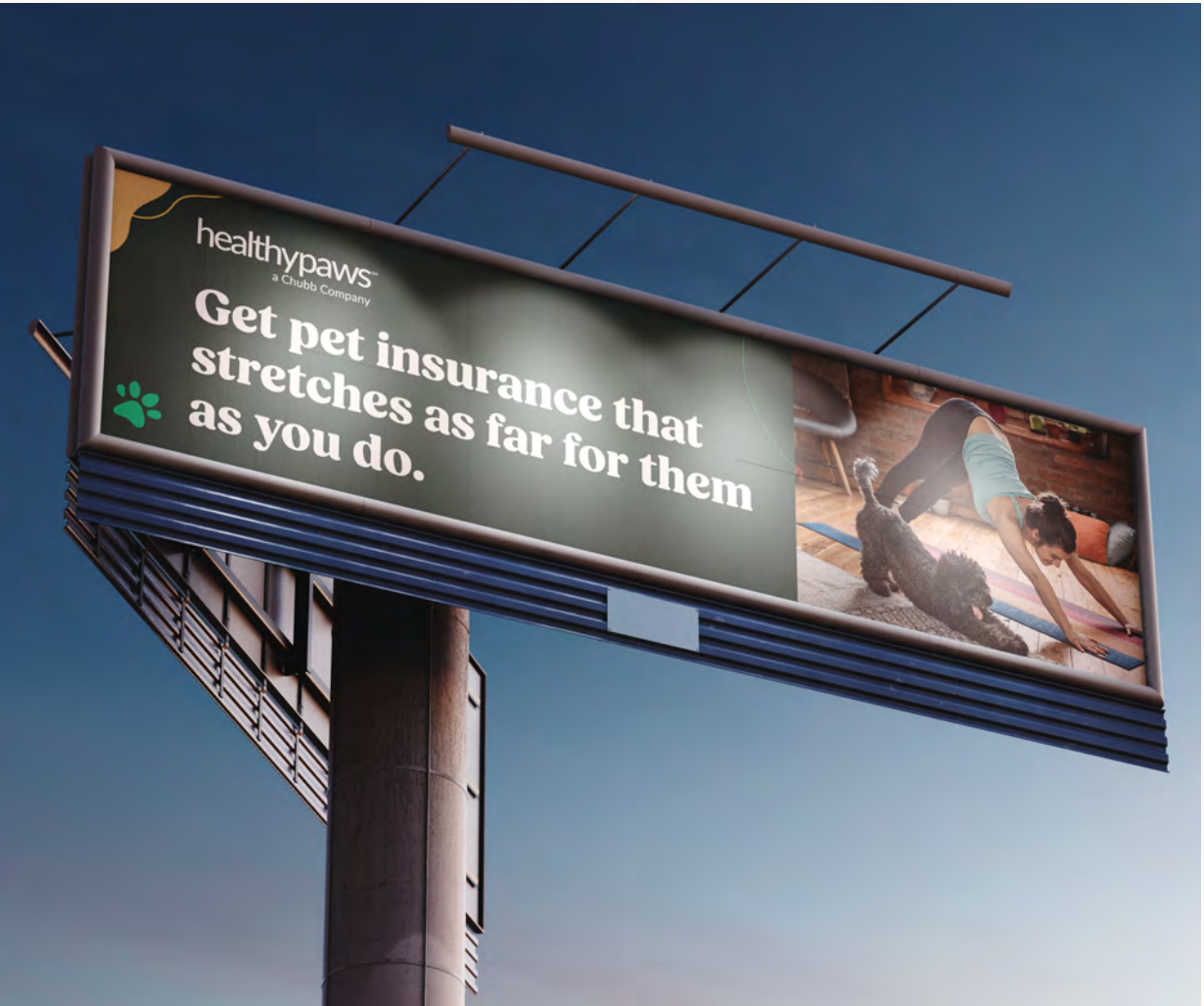
Whether it's a digital ad, printed brochure, or in-app message, every interaction should feel like it came from the same trusted place. These examples are not just inspiration — they're the benchmark for how our brand should show up in real life.



Compare Healthy Paws

How does Healthy Paws compare?

What to Consider	healthypaws	ASPCA	Embrace	Fetch	Figgo	Lemonade	Met Life	Natio
Pet Insurance Review Rating <small>PetInsuranceReview.com 2024</small>	4.9	4.7	4.9	4.9	4.4	4.9	4.6	4
No Limits On Any Plans <small>No per-incident, annual or lifetime caps on payouts</small>	✓	✗	✗	✗	✗	✗	✗	✗
All New Accidents And Illnesses Covered	✓	✓	✓	✓	✓	✓	✓	✗
No Restrictions On Hereditary And Congenital Conditions¹	✓	✓	✓	✓	✓	✗	✓	✗
Alternative Care Included	✓	✓	✓	✓	✓	✓	✓	Lin
Deductible Type	Annual	Annual	Annual	Annual	Annual	Annual	Annual	An



Co-Branding & Partnerships

Partnership logo usage

When including partner or affiliate logos in Healthy Paws communications, maintain clear visual hierarchy and ensure brand clarity. Our logo should never be crowded or diminished in size or prominence.

Always maintain at least one full “paw” of clear space around the Healthy Paws logo when placed near a partner mark.

Partner logos should appear secondary in scale and placement unless the piece is co-branded. In those cases, logos may be balanced in size, but never exceed the scale of the Healthy Paws mark.

Avoid placing logos too close to borders, typography, or other design elements. Use consistent padding for visual balance.

If using a row of partner logos, align them either by height or baseline depending on visual consistency. Do not distort or alter partner logos in any way.



Speaking about partnerships

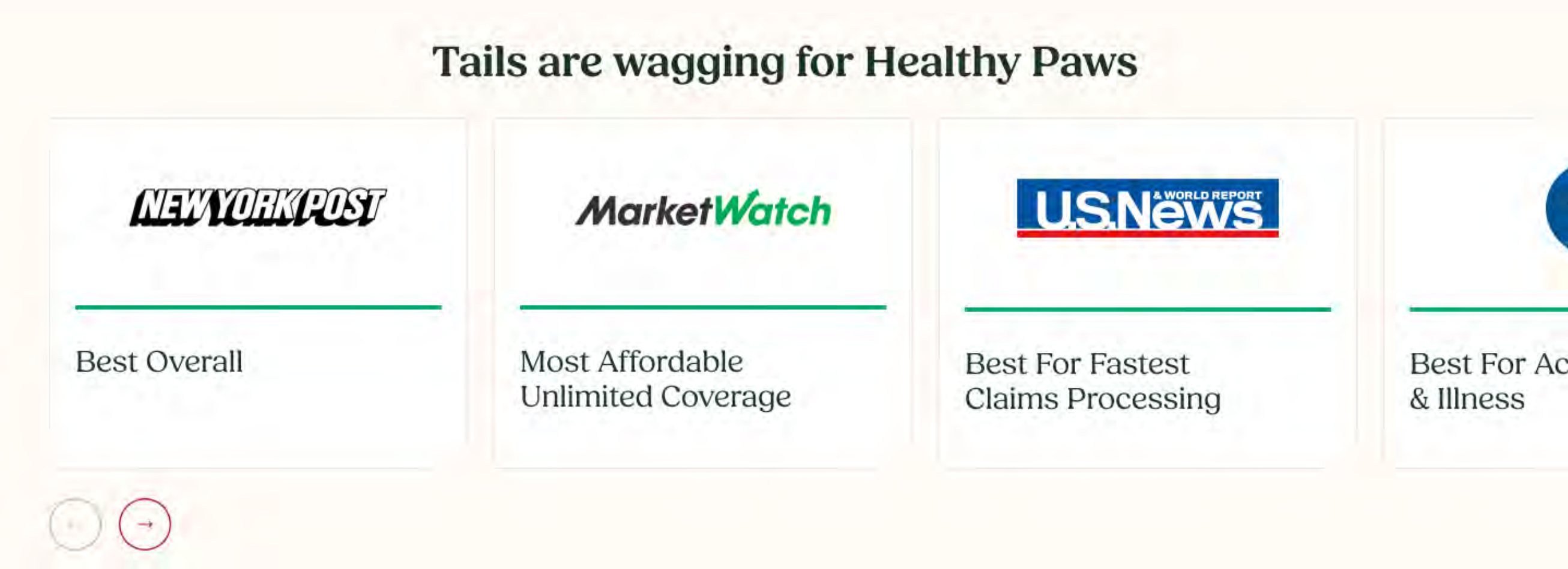
When describing a partnership or affiliation, clarity and tone matter. We represent Healthy Paws with pride and professionalism, and the same should apply when discussing our connections with others.

Refer to partnerships factually and without exaggeration.

Avoid using language like “endorsed by” or “sponsored by” unless it has been contractually approved.

When describing a joint initiative, ensure our brand voice still comes through: warm, thoughtful and clear.

Use the Healthy Paws name in full when referencing the brand in partner communications. Avoid abbreviations or acronyms.





Resources



Legal disclaimers

To ensure legal compliance
show these disclaimers in
full where indicated.

Plan coverage

Show in digital footer and any printed materials.

Plan coverage varies based on the age of the pet at enrollment and the deductible and reimbursement levels chosen at enrollment. Exclusions and restrictions apply. All descriptions or highlights of the insurance being provided are for general information purposes only, do not address state-specific notice or other requirements and do not amend, alter or modify the actual terms or conditions of an insurance policy. Please refer to the terms and conditions of the policy, which set forth the scope of insurance being provided and address relevant state requirements.

Chubb

Show in all digital and print materials.

Healthy Paws, a Chubb Company, is the marketing name used to refer to the pet insurance products underwritten and provided by ACE American Insurance Company, Westchester Fire Insurance Company, Indemnity Insurance Company of North America, ACE Property and Casualty Insurance Company and Atlantic Employers Insurance Company and one or more of their U.S. based Chubb underwriting company affiliates. Chubb is the marketing name used to refer to subsidiaries of Chubb Limited providing insurance and related services. For a list of these subsidiaries, please visit our website at www.chubb.com. This communication contains product summaries only. Coverage is subject to the language of the policies as actually issued. These pet insurance products are offered through Chubb Insurance Solutions Agency, Inc. (CISA) (California license no. 0D12120). Surplus lines insurance sold only through licensed surplus lines producers. Chubb, 202 Hall's Mill Road, Whitehouse Station, NJ 08889-1600.

Assets & brand resources

Use only approved brand assets to maintain consistency and trust across every touchpoint. This includes logos, typography, color palettes, and photography. All files are optimized for both print and digital use and should never be recreated or modified.

Available Assets:

- Primary and secondary logos in multiple formats (PNG, EPS, SVG)
- Approved color palette swatches and HEX/CMYK/RGB breakdowns
- Typography files and web-safe alternatives
- Photography library: lifestyle, pets, and environmental brand images
- Iconography and shape elements
- Presentation and marketing templates

Where to Access:

All brand assets can be downloaded from our official brand kit folder:

<https://www.healthypawspetinsurance.com/blog/healthy-paws-partner-marketing-hub>

If you are unsure which asset to use, or need something not found in the folder, contact healthypawsmarketing@westchester.com for support.



healthypawsSM
a Chubb Company