

BRAND STYLE GUIDE



COLOR PALETTE

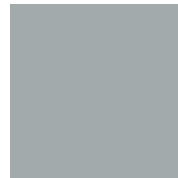


The primary color palette is confident, clean and optimistic. Pantone 2925C is the primary Trusted Choice brand color and should always be used to keep our look consistent.



Pantone 2925C
C 76 M 25 Y 0 K 0
R 0 G 155 B 222
WEB #009bdf

Our secondary colors are Pantone 429C, Pantone 287C, Black and White. These colors can be used as compliments to the primary color for backgrounds, font colors, navigational bars online, etc.



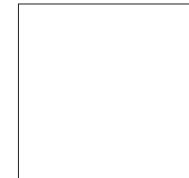
Pantone 429C
C 38 M 27 Y 27 K 0
R 163 G 170 B 174
WEB #a3aaae



Pantone 287C
C 100 M 87 Y 20 K 11
R 0 G 47 B 135
WEB #002f87



BLACK
C 0 M 0 Y 0 K 100
R 255 G 255 B 255
WEB: #000000



WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
WEB #ffffff

Our accent color is Pantone 158C, which is to be used for special circumstances such as web buttons, where a specific differentiation from brand colors is needed. If Pantone 158C is already in use and a second accent color is needed, use Pantone 186C.



Pantone 158C
C 2 M 67 Y 100 K 0
R 238 G 116 B 33
WEB ee7412



Pantone 186C
C 12 M 100 Y 91 K 3
R 207 G 16 B 45
WEB cf102d

LOGO USAGE



PREFERRED LOGO

The Trusted Choice logo is the primary visual element of the identity program. The logo is synonymous with the organization and should be used prominently on all communications.

The logo can be used in its two-color or one-color form. The PMS 2925 is most preferred. When brand colors are not available, use the black only option.

Do not use this logo any smaller than the minimum size indicated. For smaller usage, use the "small logo" on the following page.

NOTE: It is very important to use the words "Independent Insurance Agents" with one of the approved lockups wherever possible, as Trusted Choice alone does not have enough meaning to consumers. Doing so will help reduce confusion that Trusted Choice is a carrier itself, and will allow the Independent Agency brand to co-exist.



minimum size

LOGO USAGE



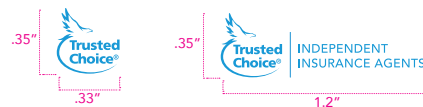
SMALL LOGO

Use this logo in smaller spaces when the minimum size of the preferred logo (see previous page) cannot be adhered to. This allows clear legibility of the words, "Independent Insurance Agents."

This logo should not be used any smaller than the minimum size indicated here.

LOGO BUG

For smaller spaces, the Trusted Choice bug may be used alone. This option should be withheld for unique circumstances such as unusually small spaces. Do not use the bug any smaller than the minimum size indicated here.



minimum sizes



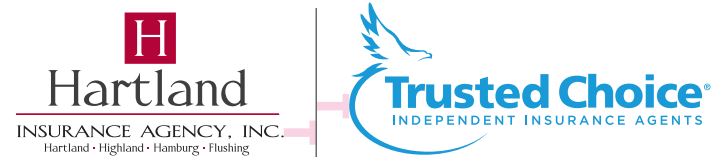
LOGO USAGE



LOGO GROUPINGS

There may be occasions where the logo will be coupled with an agent's logo. Follow these guidelines on how to position the agent's logo with the Trusted Choice logo.

The space between logos and the line or vertical space between the top and bottom logos should equal the height of the capital "T" from the Trusted Choice logo.

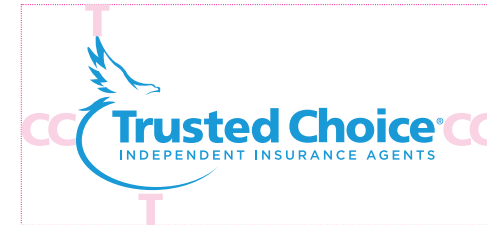


LOGO USAGE



LOGO CLEAR SPACE

The Trusted Choice logo should not be crowded. Other logos, graphics and type should not be placed too close to it. Follow these guidelines for spacing around the logo.



Lorem ipsum dolor sit amet, consectetur.



INAPPROPRIATE LOGO USE



Do not change color of logo under any circumstances.

Do not add drop shadows to the logo.

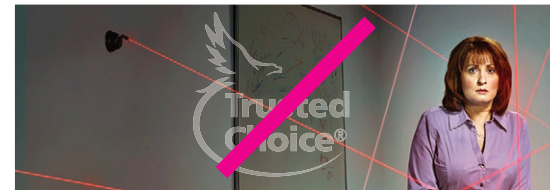
Do not use the logo as a watermark for any reason.

Do not emboss the logo.

Do not put the logo inside of a graphic element such as a starburst, etc...

Do not separate the eagle from the lockup.

Do not add words or graphics to the logo.



Please follow the typography guidelines when creating any campaign-related material, ie: Posters, Print Ads, Collateral Pieces and Online Materials.

The campaign typeface is AVENIR. Avenir is a geometric sans-serif typeface. It is a very contemporary font that has a classic and stable look with a future forward feel. The word avenir is even French for “future.”

If you need to purchase the AVENIR font, it can be purchased here: [fonts.com](https://www.fonts.com)

Our alternative typeface is FUTURA. It should primarily be used for Word documents and PowerPoint presentations if AVENIR is not available.

Options for alternate web fonts are FUTURA and ARIAL.

AVENIR 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890{}?!/@#\$%&

AVENIR 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890{}?!/@#\$%&

AVENIR NEXT

AVENIR 65 MEDIUM OBLIQUE