THE INSURANCE EXPERT

OUR BRAND GUIDES

INSURANCE BROKER

INSURANCE BROKER BRAND GUIDES

These brand guidelines have been designed to act as a tool to assist in the process of creating Insurance Broker brand communications and ensuring that there is consistency across all outputs.

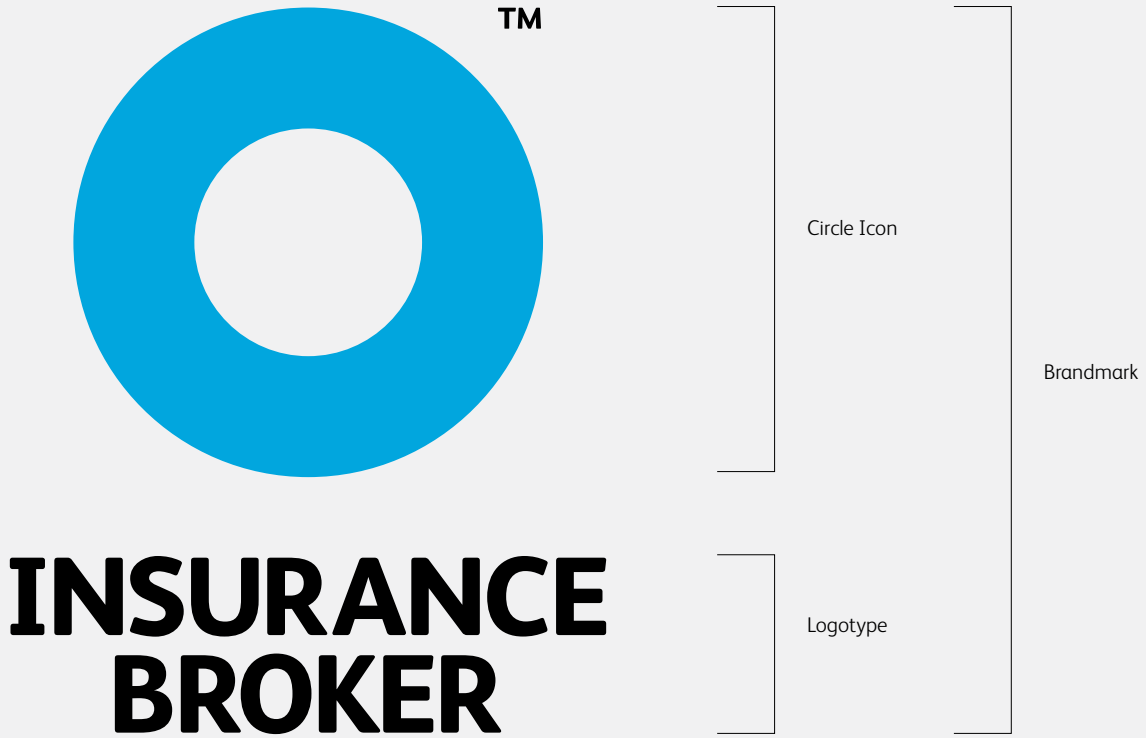
This document isn't a guide for how to design every possible outcome for Insurance Broker collateral, but rather should be seen as a guide to steer designers in the right direction, to use good practice and common design rules to create designs that make Insurance Broker stand out from the crowd and faithfully represent the brand.

Our brandmark is the most visible element of our identity. It is a universal signature across all Insurance Broker communications. A signature that unites our products and services under our values and promises.

Our brand logo, symbolised by the eternal circle, is a great metaphor for our personality and work ethic. It communicates partnership, commitment, choice, strength, reliability, and impartiality.

The mark is made of two elements, as shown – the icon and the logotype. The icon is symbolised by the eternal circle, is a great metaphor for our personality and work ethic. It communicates partnership, commitment, choice, strength, reliability, and impartiality.

The following pages cover the correct usage to ensure the brandmark always looks and communicates at its best.



BRANDMARK ORIENTATIONS

Orientation
Three formats of the brandmark have been created – Standard Stacked and Linear.

Standard Stacked is the preferred choice of format. However, the Linear format may be used for collateral that may have a restricted height.

Standard Stacked

Linear

Minimum Size
It is important to note that the minimum sizes shown are for situations where space is limited. Minimum size does NOT mean preferred size. In all situations the identity must be placed prominently on the page or screen and should not be hidden or made small whenever there is space to use the logo at a good size.

Scale and proportion should be determined by the available space, aesthetics, function and visibility

For digital and online use the minimum size is set for each logo variation as shown.

1mcm

30mm

There are only two preferred colour variations of the brand mark - Blue and Black and white mono single colour.

White is the preferred single use colour either reversed out of a solid colour background or when placed on a dark photograph.

Black and white versions of the identity should only be used when colour reproduction is unavailable.

INSURANCE BROKER™

COLOURS

All elements of the brand identity have been specially designed to work with each other across a wide variety of applications.

A colour palette has been created for the Insurance Broker brand identity. The use of colour is an essential component of the Insurance Broker brandmark.

No substitute colours can be used and this needs to be conveyed to suppliers.

Primary Colours

Pantone 299
C:79 M:7 Y:0 K:0

Black
C:0 M:0 Y:0 K:100

Web/Digital Colours

R0
G255
B255

R255
G0
B255

R0
G255
B0

Process Colours

C: 50
M: 99
Y: 2
K: 1

C: 19
M: 0
Y: 98
K: 0

C: 78
M: 9
Y: 45
K: 0

C: 0
M: 50
Y: 98
K: 0

Corporate font
Insurance Broker will use the typeface FS Albert on all design and print collateral and it is available in a range of formats. However, only particular cuts of the typeface are used within the promotional collateral.

This font is available to be purchase online for print and for use as a web font. Partner agencies working on behalf of Insurance Broker must ensure they have taken the appropriate measures to purchase the font legally.

Alternative PC font
Insurance Broker will use the font Tahoma as its alternate typeface for all Microsoft Word applications and in– house templates. It has a similar personality to FS Albert and will complement well across other publishing platforms.

The Tahoma font is freely available on all Apple and Microsoft operating systems.

Corporate font

FS Albert Light

ABCGEFGHILKLM
nopqrstuvwxyx
123456@%^&*()€£$+=~

FS Albert Regular

ABCGEFGHILKLM
nopqrstuvwxyx
123456@%^&*()€£$+=~

FS Albert Extra Bold

ABCGEFGHILKLM
nopqrstuvwxyx
123456@%^&*()€£$+=~

Alternative PC font

Tahoma Regular

ABCGEFG
nopqrstu
123456@

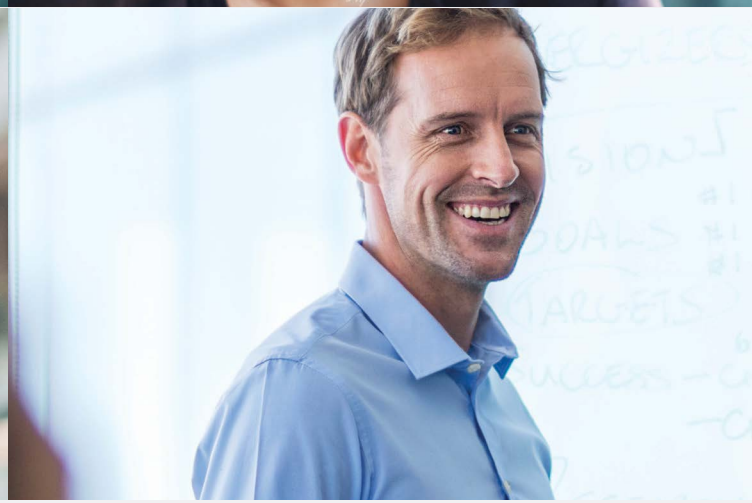
Tahoma Bold

ABCGEFG
nopqrstu
123456@

INSURANCE BROKER

PHOTOGRAPHY
INSURANCE BROKERS

One of the most powerful and engaging ways to interact with our target audience is through photography. The right type of imagery can connect with people in a way that the words never can. They can capture an idea, a feeling, a state of mind or a way of life.



PHOTOGRAPHY
SECTORS

One of the most powerful and engaging ways to interact with our target audience is through photography. The right type of imagery can connect with people in a way that the words never can. They can capture an idea, a feeling, a state of mind or a way of life.

THE CENTER OF ATTENTION

Our Brand Icon
Our main visual brand asset is the Insurance Broker circle.

We want our circle to become the recognised symbol for both Insurance and Financial Brokers. Therefore, we intend to make it as visible as possible and place it front and centre of everything that we do. The circle must also be place in the middle of any large images or graphics. It can be difference sizes, based on the type of image and other content assets that make accompany it. It

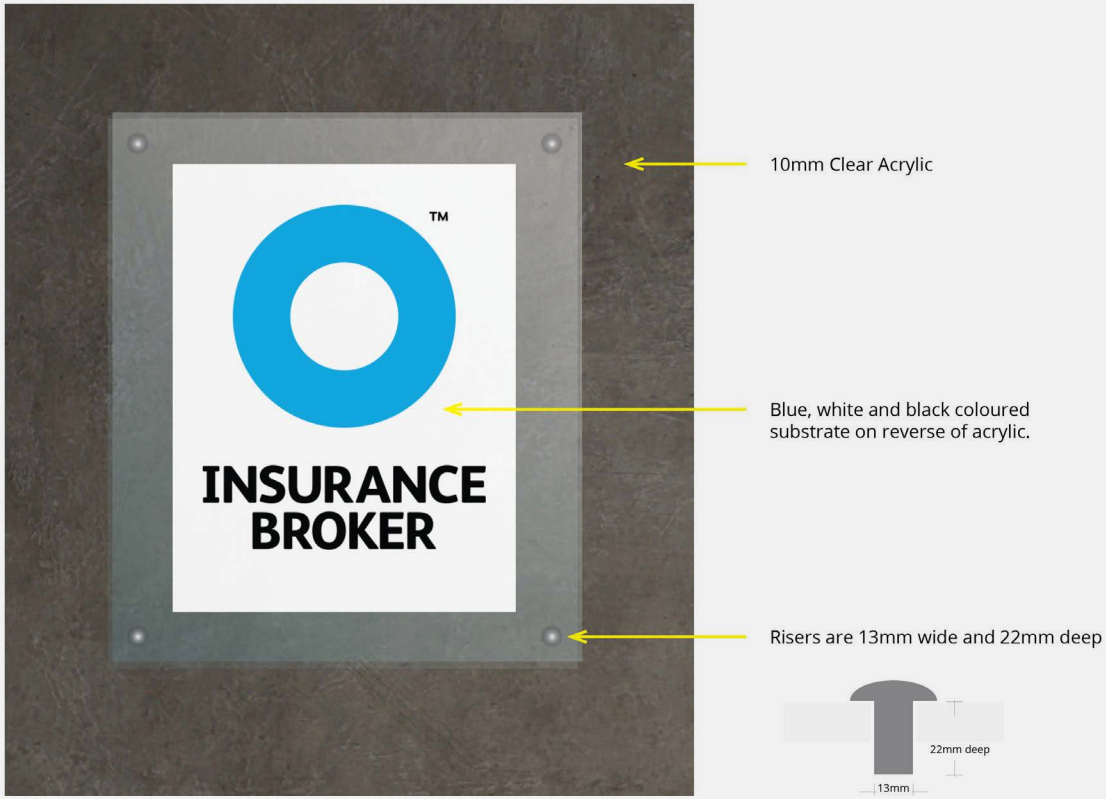
The next few pages show examples of the brand circle in action.

INSURANCE BROKER

SIGNAGE

Insurance Broker
Indoor Signage

The next few pages demostrate the installation of both internal and external signage use.



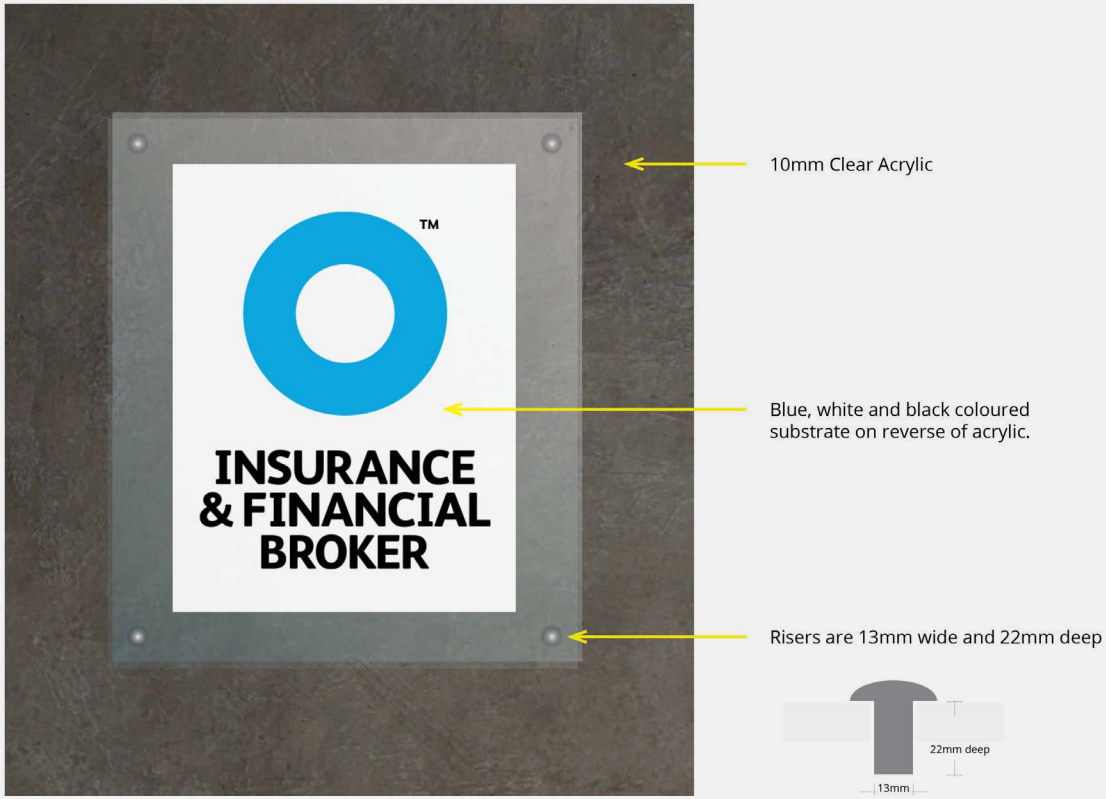
SIGNAGE

Insurance Broker
Outdoor Signage

The approx. cost of print of external illuminated signage, installation and delivery is €470 (inside Dublin) and €570 (outside Dublin).

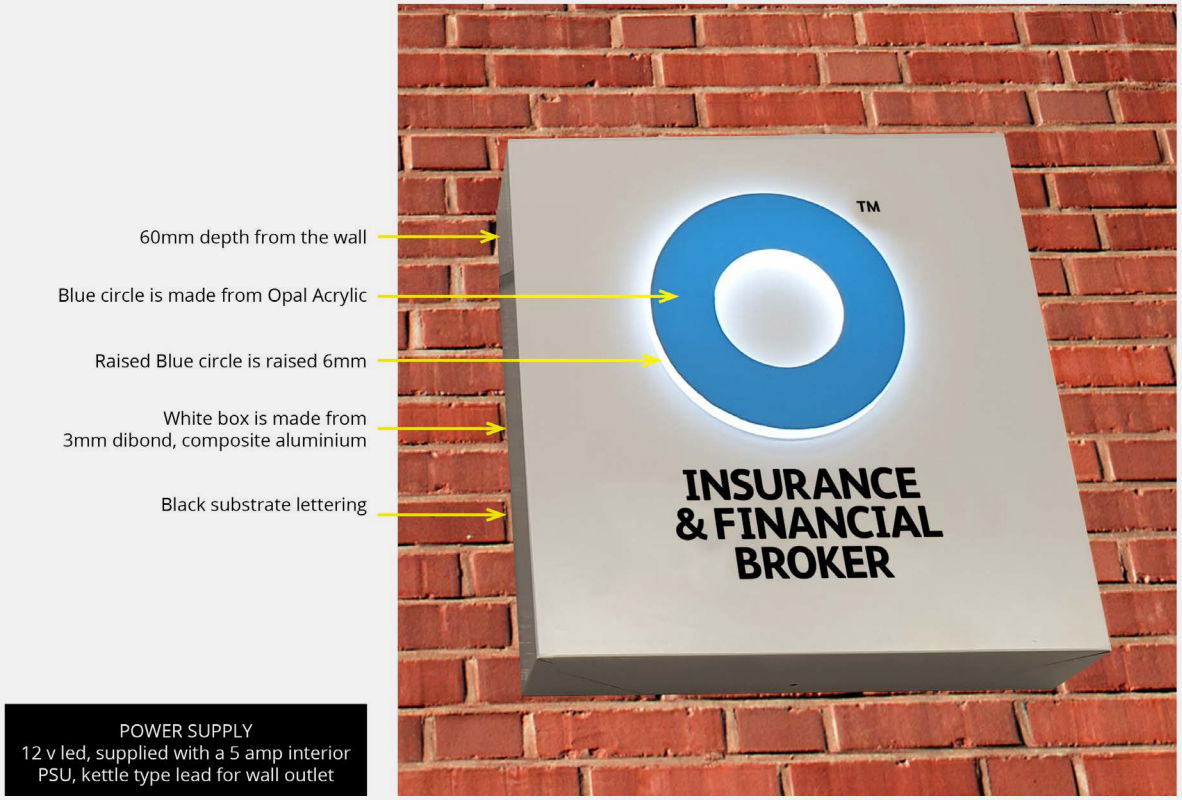
Please contact Brokers Ireland for further supplier details.

Joint Insurance & Financial Broker
Indoor Signage



SIGNAGE

Joint Insurance & Financial Broker
Outdoor Signage



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