

logo
usage

PRIMARY LOGO



This is our new primary logo. To maintain visual consistency, this logo should be used on all applications (letterhead, business cards, apparel, marketing materials). A minimum margin of one 'G' should be kept around the logo at all times. This logo should never appear smaller than 1" wide.



ONE-COLOR – BRIGHT BLUE OR BLACK

The above one-color logos are an approved alternative only when the full-color logo cannot be used. Approved colors are GuideOne bright blue and black.



ONE-COLOR – REVERSE

The above one-color reverse logo is to be used minimally, only when neither the full-color nor one-color bright blue or black options cannot be used.

SECONDARY LOGO



This secondary logo is an approved alternate when the stacked logo does not fit well within the available space. A minimum margin of one 'G' should be kept around the logo at all times. This logo should never appear smaller than 1.5" wide.



ONE-COLOR – BRIGHT BLUE OR BLACK

The above one-color logos are an approved alternative only when the full-color logo cannot be used. Approved colors are GuideOne bright blue and black.



ONE-COLOR – REVERSE

The above one-color reverse logo is to be used minimally, only when neither the full-color nor one-color bright blue or black options cannot be used.

LARGE FORMAT LOGOS

These large format logos are to be used ONLY when the logo will appear larger than 3" wide for the vertical logo, or larger than 4.5" wide for the horizontal logo. The trademark has been downsized to look more proportional to the logo in these instances.

Examples of large format use include, but are not limited to, billboards, vehicle graphics, large tradeshow graphics and banners.

All other logo guidelines mentioned for the primary and secondary logos should still be followed.



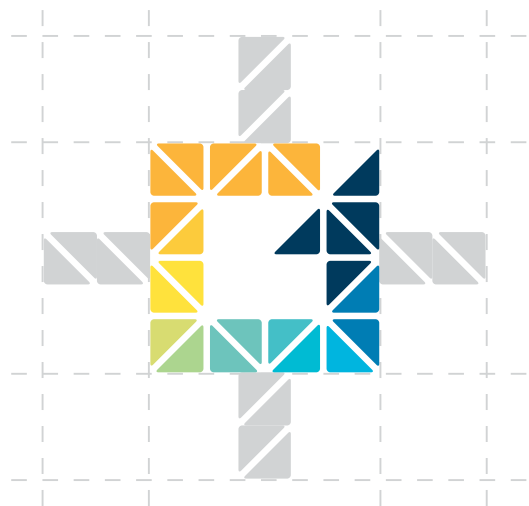
SOLO MARK USAGE

Do not use the GuideOne mark alone, without the additional "GuideOne Insurance" text, with these exceptions:

- Favicon
- App icon
- Animated SVG file
- Social media profile picture
- Swag items and apparel

Keep white space around the logo at all times. White space should be the equivalent of two blocks unless the logo is appearing smaller than 50 pixels wide, such as on a favicon or a social media profile picture. A small margin of white space should still remain around the logo in these instances. NEVER crop the mark.

Only place the mark on a white or light neutral background for thumbnails.



INCORRECT LOGO USAGE



DO NOT change the colors of the mark or logotype.



DO NOT stretch the logo.



DO NOT tilt the logo.



DO NOT rearrange the lockup.



DO NOT add elements to the logo.



DO NOT use the logo in a sentence.



DO NOT place on a full-color image.



DO NOT place on a similar colored background.

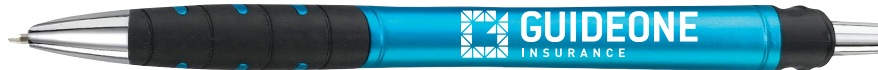
LOGO USAGE ON PROMOTIONAL ITEMS

Promotional items with a logo printed on them (t-shirts, pens, water bottles, etc.) usually require a one-color version of the logo for production. GuideOne's logo on promotional items should always be one of the three one-color versions: bright blue, black or white (reverse). The logo color should NEVER be changed to a non-brand color to match the item being purchased. **If none of the three approved one-color logos can be used, please work with Corporate Communications for approval.**

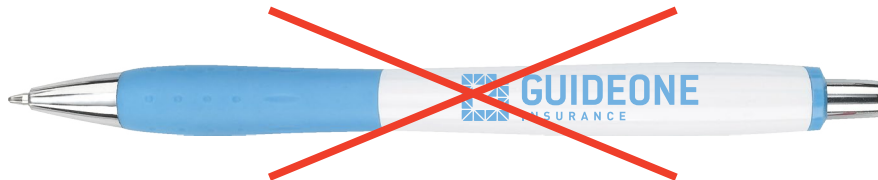
In the case of fabric embroidery, a one-color version of the logo should be used, even if embroidery allows for multiple colors. The logo will read more clearly as a one-color version in this instance.

See the following page for all the approved PMS colors that can be used for promotional items.

CORRECT USAGE



INCORRECT USAGE (LOGO IS NOT AN APPROVED BRAND COLOR)



LOGO COLOR BREAKDOWN

