

# Our *guidelines* AT A GLANCE



ASSURANT®

Guidelines for applying the Assurant visual identity

Refer to the online manual for complete guidelines.

Access the link on *Connect* or visit

<http://brandguidelines.assurant.com>

## Assurant Logo Basics

- The preferred version of the Assurant logo is the primary four-color version. It is composed of the corporate blue, orange and green weave symbol with a gray wordmark on a white background.
- The horizontal version of the logo should only be used when vertical space is too limited for the primary version.
- The non-color versions of the logo should only be used when color is not possible. The grayscale version of the logo is preferred to the lineart version, as it helps illustrate the “interwoven threads” concept. The solid lineart version should be used only when reproduction quality is limited, such as faxes or screen-printed items.

## Assurant Corporate Colors

**BLUE**  
PMS 300

C:100  
M:45  
Y:0  
K:0

R:0  
G:112  
B:185  
Hex Color:  
#0066CC  
Minimum  
Tint: 20%

**ORANGE**  
PMS 137

C:0  
M:40  
Y:100  
K:0

R:255  
G:159  
B:0  
Hex Color:  
#FF9900  
Minimum  
Tint: 40%

**GREEN**  
PMS 361

C:75  
M:0  
Y:100  
K:0

R:0  
G:176  
B:52  
Hex Color:  
#00CC33  
Minimum  
Tint: 20%

**GRAY**  
PMS Cool  
Gray 9

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

R:149  
G:149  
B:149  
Hex Color:  
#999999  
Minimum  
Tint: 20%

- See the online brand manual for thread colors, and guidance for embossing and tone-on-tone applications.
- Preferred metallic ink color is PMS 8001.

## Primary Logo Versions

ASSURANT®

Primary four-color

ASSURANT®

Primary Blue PMS 300

ASSURANT®

Primary grayscale

ASSURANT®

Primary lineart  
Use only when production  
quality is limited.

## Horizontal Logo Versions

Use only when  
space is limited.

ASSURANT®

Horizontal four-color

ASSURANT®

Horizontal Blue PMS 300

ASSURANT®

Horizontal grayscale

ASSURANT®

Horizontal lineart

## Logo Components



**Weave symbol** - Graphic which visually represents our tightly woven capabilities

**ASSURANT®**

**Wordmark** - Our name, Assurant

- Our Assurant logo is the combination of the weave symbol and the wordmark.
- Use only the logo artwork available in the Downloads section of these guidelines. Do not redraw or recreate the logo.
- Do not use the wordmark or weave symbol for standalone use.

## Clear Space



**Minimum clear space** equals the height of the weave symbol



**Restricted use clear space** equals the height of the wordmark

- Clear space is the area surrounding the logo that is free of text and photos. It ensures the logo will be prominent with every use and determines its distance from the document and photos. It ensures the logo will be prominent is equal to the height of the weave symbol.
- Restricted-use clear space should be used only when space is limited. It is determined by the height of the workmark “ASSURANT.”

## Assurant Fonts

TREBUCHET

*Trebuchet (Plain)*

**Trebuchet Bold**

*Trebuchet Italic*

***Trebuchet Bold Italic***

PALATINO (Palatino Linotype)

*Palatino (Plain)*

**Palatino Bold**

*Palatino Italic*

***Palatino (Bold Italic)***

- Acceptable treatments include outlining and small caps. Do not stretch, skew or distort.
- When Trebuchet or Palatino (Linotype) cannot be used due to system limitations, Arial and Times New Roman are acceptable sans serif and serif replacements.

## Helpful Hints

- Hold the shift key down when resizing a logo to prevent the logo from stretching or distorting.
- Assurant templates are available for PowerPoint, letters, faxes, memos and stationery. They are located within the online brand manual or your computer applications. If you can't find what you need, contact your brand management representative.
- Never use a PowerPoint template as a vertical cover for a document. Switching from landscape to portrait causes the graphics to distort.
- Be careful when copying graphics from the Internet to use for print. These graphics are low resolution and will appear jagged.

## Brand Design Board

Angie Makkyla  
Angie.Makkyla@assurant.com

Rich Maile  
Richard.Maile@assurant.com

Anita Akins  
Anita.Akins@assurant.com

Debbie Platt  
Debbie.Platt@assurant.com

Jorge Rendon  
Jorge.Rendon@assurant.com

Chris O'Sullivan  
Chris.O'Sullivan@assurant.com

Brady Wichmann  
Brady.Al.Wichmann@assurant.com

Michele Greenawalt  
Michele.Greenawalt@assurant.com

Jenny Rutherford  
jenny.rutherford@assurant.com

**Additional Member:**  
Lynae Bryant  
lynae.bryant@gmail.com