



**insureline**

# **InsureLine Trademark & Graphics Standards**

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# Overview

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At InsureLine our goal is to provide simple insurance solutions for Canadians.

Strict compliance with the following guidelines are imperative for InsureLine to meet all these aims and maintain the strength and clarity paramount to the growth and integrity of the InsureLine brand.

InsureLine offers all major 'LINES' of insurance, and was developed as a one-stop-shop for Insurance Shoppers in Canada. The InsureLine name also represents the 'onLINE' technology that we power all our franchises and members with.

# Brand Name

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On all written and typed occasions the InsureLine brand name **must be spelled with a capital I and a capital L**. This should never be diverted from under any circumstance.

# Logo

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The masthead of InsureLine is our logo, it is essential that all franchisees, agents and external designers/developers adhere to the guidelines presented here, deviation can lead to brand dilution.

## LOGO PRESERVATION

Colour consistency, placement within the correct spacing and logo usage at determined dimensions must **ALWAYS** be respected.

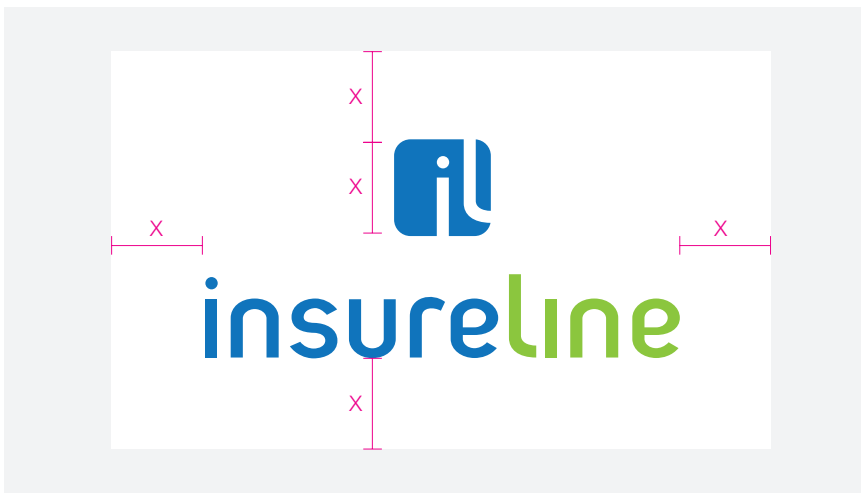
## CO-BRANDING USAGE

The use of your own co-branding must be used in the relationships stated on in the following guide to ensure the InsureLine brand maintains prominence and exposure across all collateral.

# Logo - Without Tab

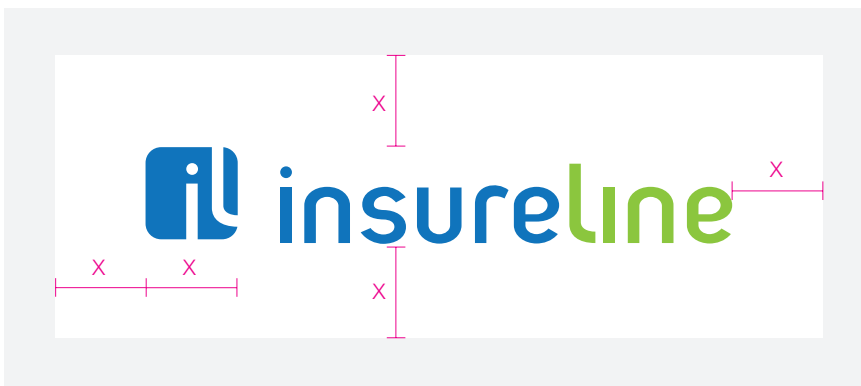
The InsureLine logo consists of a rounded corner cube as it's designated watermark and the company name in an outlined font that cannot be edited in any manner.

## Logo usage on a white background



The logo must always be used with the designated amount of clear space. The clear space is defined by the width/height of the watermark.

For information on using the logo with co-branding please refer to page 10.



The InsureLine logo has 2 variations, the usage of which is dictated by the available space and dimensions of the collateral being produced. Whenever possible the stacked version should be implemented to strengthen the branding and prominence of the company.

## Logo without Watermark

On occasion, the InsureLine logo can be used without the Watermark, when this is the case the logo should obey the following white space.

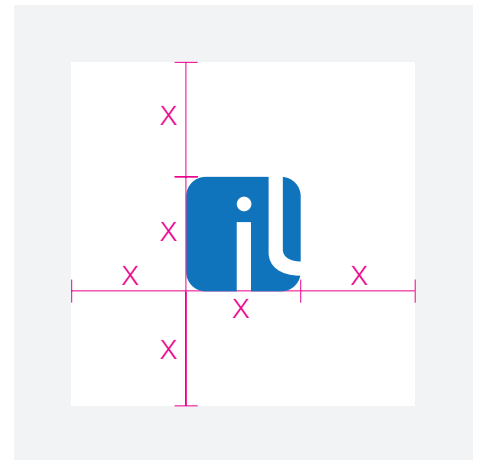


The clear space for the logo without the Watermark is defined by the height of X where X equals the height of the “i” in InsureLine.

## Watermark without Logo

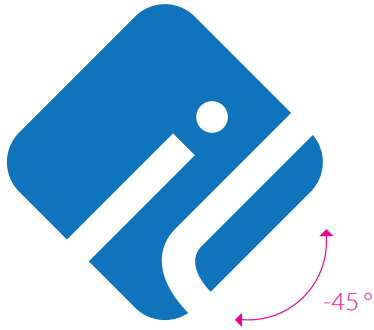
The InsureLine Watermark can be used independently of the Logo Type treatment.

The clear space for the Watermark without the logo is defined by the height of X where X equals the height/width of the icon.



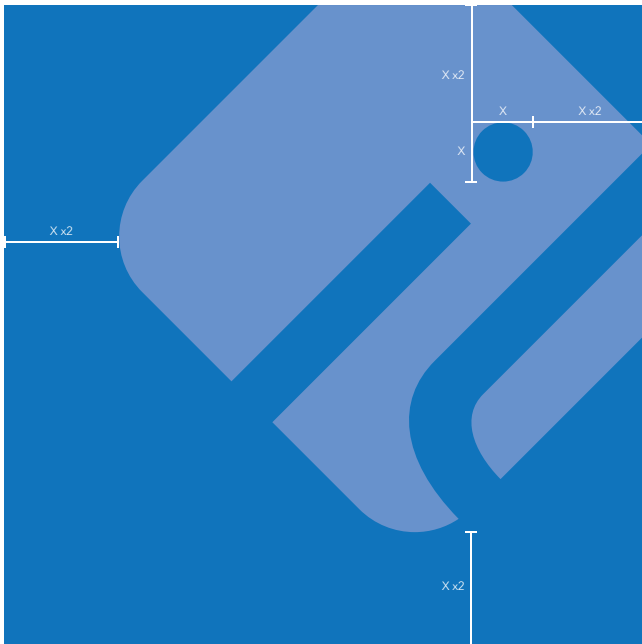
# Watermark as a Design Element

The InsureLine watermark can be used as a design element. However there are rules to how it should be implemented to maintain consistency.



The Watermark can be used on the solid brand Blue or photography/video. In these instances it can have an opacity of 30% or 100%, but no other incrementation.

It must maintain an angle of -45 and be used in the top right of the design piece. The placement must be as follows:



The dot of the i must be 2x X from the edge, where X is the dots height. The bottom and left must be at least 2x X from the edge of the background.



# Logo - With Tab

When the logo is used in conjunction with photography, video or dark backgrounds the logo must be used within the Tab element.

Both the top and bottom Tab elements **MUST ALWAYS** be taken directly from the brand resources located at [www.insureline.com/resources](http://www.insureline.com/resources). They must never be replicated or doctored.



## Top Tab

The appropriate 'Top Tab' image must be used when placing the Tab at the top of a page. This ensures the correct shadow angle and spacing.



## Bottom Tab

The appropriate 'Bottom Tab' image must be used when placing the Tab at the bottom of a page. This ensures the correct shadow angle and spacing.



## White Background

The Tab element must never be used on a solid white background.



## Logo - Monotone

The InsureLine logo can be used in monotone, this should be undertaken conservatively and must only be done on solid colours, specifically the brand Blue (as referenced on page 12 or varying degrees of black/white).

Only when production of a two-colour logo is not possible, the InsureLine logo may be reproduced in black and white. This is only applicable to print materials and signage restrictions.



When the logo is being used on the solid brand Blue, the monotone white version of the logo is always to be used.



If the black value is 26% or higher, the white version of the logo is always to be used.



If the black value is 25% or lower the black version of the logo is always to be used.

## Logo - Minimum Size

The logo must always be clear and legible, in order to maintain this clarity the logo must not be produced below the dimensions stated below.



The stacked logo must never be created at a size below 1.5 inches in width.



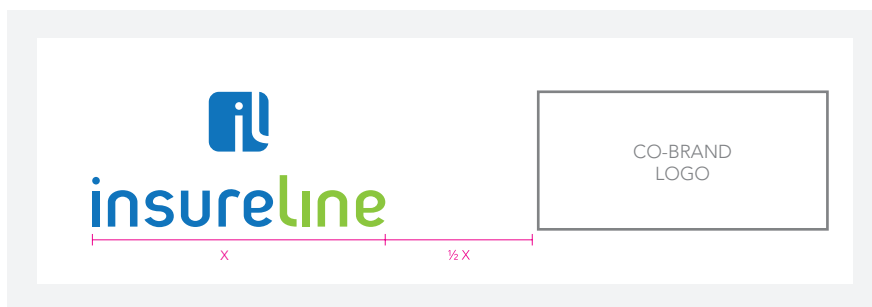
The horizontal logo must never be created below 2 inches in width.



The logo without Watermark must never be created at a size below 1.5 inches in width.

# Logo - Co-Branding

When the InsureLine brand is being used in conjunction with another brand in a marketing piece or sponsorship, such as when co-branding with a Mortgage Brokerage, Real Estate Brokerage, Law Firm, Notary, or any other brand, the following relationships must be honored with no exceptions.

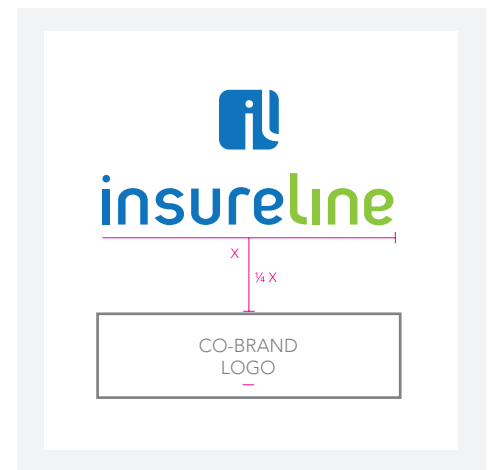


The co-brand logo **MUST NEVER BE MORE THAN 100%** of the width of the InsureLine logo.

The co-branding logo must always be at least half the length of  $X$  to the left of the InsureLine logo where  $X$  is the width of the InsureLine logo.

Or

At least a quarter of the length of  $X$  distance below the InsureLine logo where  $X$  is the width of the InsureLine logo.



# Logo - Incorrect Usage

Below are some examples of how NOT to use the logo in any circumstance.



The logo must **NEVER** be stretched horizontally or vertically.



The logo should **NEVER** be used with any transparency.



The logo must **NEVER** be displayed in different colours.



The logo must **NEVER** be used inside an alternative tab.



The logo must **NEVER** be obscured by imagery.



The logo must **NEVER** be displayed on different background colours.



The logo must **NEVER** be tilted on an angle.



The logo must **NEVER** be cropped.



The logo must **NEVER** be colour on a solid colour background.



# Brand Colours

The InsureLine brand has 3 colours which should always be the only colours used in all aspects of marketing and collateral, divergence is strictly prohibited.

These colours are the brand Blue, the brand Green and the brand Grey



## Blue

The brand Blue is the main colour that is used on all collateral

### PANTONE

BLUE 300C

### CMYK

C: 85% M: 50% Y: 0% K: 0%

### RGB

R: 27 G: 117 B: 187

### HEX

#1b75bb



## Green

The brand Green is the secondary colour to be used on collateral.

### PANTONE

GREEN 375

### CMYK

C: 50% M: 0% Y: 100% K: 0%

### RGB

R: 140 G: 198 B: 62

### HEX

#8cc63e



## Grey

The brand Grey is used for all text and monotone collateral.

### CMYK

C: 0% M: 0% Y: 0% K: 60%

### RGB

R: 128 G: 130 B: 132

### HEX

#808284



# Typography

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The brand font is Lato – styles are outlined below.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Lato Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato Regular

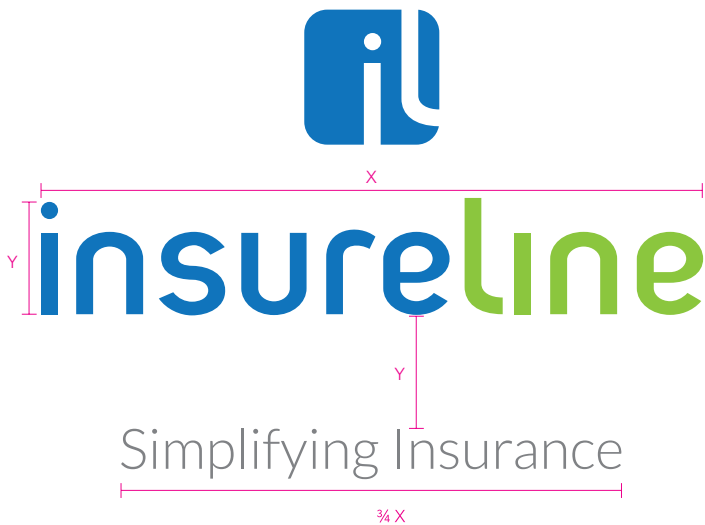
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Lato Light

# Tagline

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InsureLine uses a Tagline to summarize the company values and market placement in a clean concise manner.



When the Tagline is used in conjunction with the logo, the Tagline must always be  $\frac{3}{4}$  of X, where X is the width of the logo. It must be centred under the logo.

It must also be Y in distance below the logo where Y is the height of the 'i' in the logo.

# Icons

## Mission statement icons

The InsureLine brand contains 4 icons that portray the company’s core values and mission. These 4 icons should never be doctored in any way and should be used as a key visual stimuli to further the brand proposition. The order they appear must always be consistent and the brand colour scheme must always be adhered to.

The icons must always be displayed in the rounded corner cubes, the descriptor (e.g. ‘SAVE TIME’ must also always be within the rounded cube.).



The icons can be used in the brand Blue



The icons can be used in the brand Green



The icons can be reversed out white on the brand Blue.



The icons can be reversed out on the brand Green.



# Icon Sets

To ensure brand consistency, the icons used throughout collateral need to follow the same flat, monotone, design style.

## Main Services



Home



Auto



Travel



Business



Recreational



Health &  
Dental



Pet



More

## Key Sub-Services



Condo



Rental



Motorcycle

## Additional Services



Property



Roadside



Collision



Comprehensive



Medical



Commercial  
Auto



Baggage

# Photography

As with all aspects of the InsureLine brand, the use of photography and the language it speaks is of vital importance.

The photography used should portray the insurance services offered and prospective clients.

## Good examples of Photography



Photos should be rich in colour without the use of filters (ie. no acid wash, vintage, or other filters).



Photography without people as the focus should be interesting and contain strong, dynamic symbolism.



Use of multi-ethnicity is recommended to reflect the ethnicity mix in the general market.

# Photography - Incorrect Usage

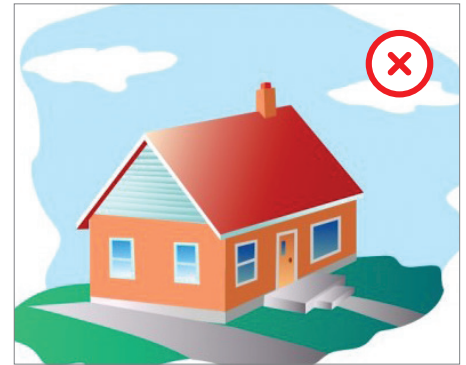
Usage of photography must follow the previous set guidelines. Below are some examples that do not meet brand compliance.



Photography must be high resolution and appear crisp and clear.



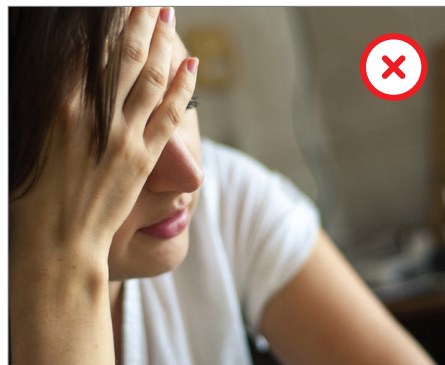
Image overlays must be in the brand Blue or brand Green.



Use of 'clip art' imagery is strictly prohibited.



Watermarked images, or images that the license has not been purchased for must never be used.



Images with sad/negative connotations must not be incorporated.



Images with any sexual/drug alcohol references are never allowed within the InsureLine brand.

# Shapes and Graphics

To maintain brand strength and clarity the same style and shape of graphics is to be used across all media. Below are examples of what is brand compliant.



Rounded corner cubes are a major part of the InsureLine brand, and whenever possible should be used. Cubes can either be straight up or tilted to -45°.

For design flair elements we provide 2 design styles, these elements are to be used as background touches and should never be deviated from. They can both be found in our resources at ([www.insureline.com/resources](http://www.insureline.com/resources)).



This is an example of how the design flair can be used in a piece of marketing collateral.

# Signage

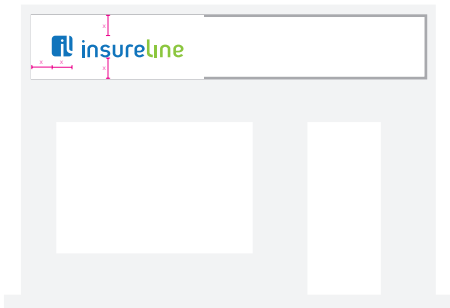
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It is essential before commencing signage that you adhere to the following rules to ensure brand consistency and integrity.

It should also be noted that your tenancy or leasehold agreement and building regulations may contain specific signage requirements that must be followed (some sites only allow a business name to be advertised). Please contact head office if you have any questions or concerns.

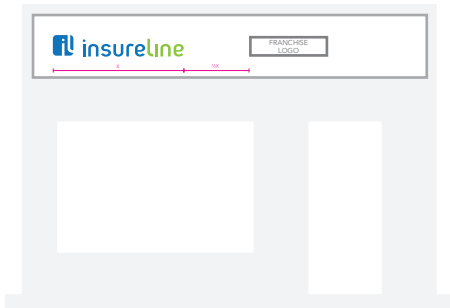
## Store font signage (awning)

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The same rules as referenced on page 6 for whitespace for the logo must be adhered to. The horizontal logo format is required on storefronts to maximize the clarity of the type element.

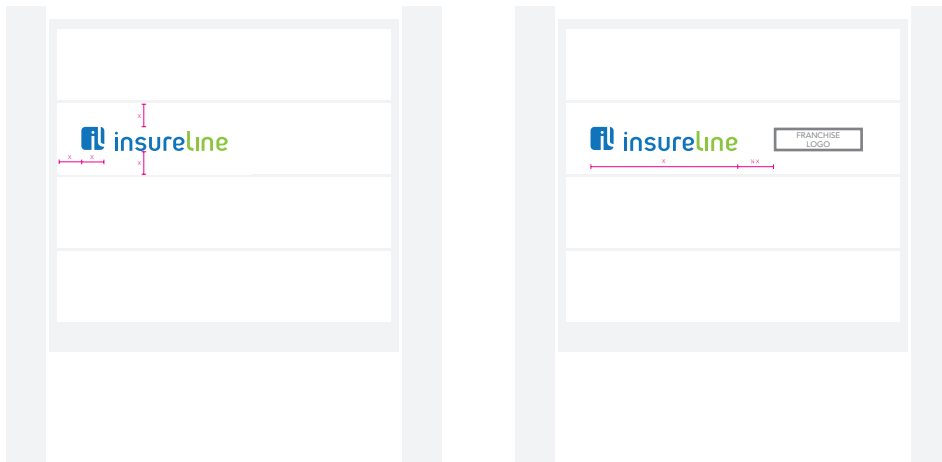
In all signage the logo must be in colour using the brand Green and brand Blue. The background must always be white.



The use of co-branding must also follow the whitespace rules outlined on page 10.

## Signage - Pylon

On pylon signage (such as strip malls) the same white space is required as per all other collateral with the exception of co-branding.



When Co-branding is used for pylon signage the franchise logo distance can be brought down to a  $\frac{1}{4}$  of X where X is the logo width.

## Signage - Sandwich Boards



Sandwich board signage maintains the same dimensions and relationships as the main logo guidelines, please refer to pages 6 and 10 for more details.



# Signage - Interior

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All interior signage plans should be approved before production with InsureLine head office: 1-888-806-8090



insureline

**1.888.806.8090**

Download all the Resources  
[insureline.com/brand](https://insureline.com/brand)