

Serve. Build. **Grow.**



This brand guide contains all of the information you need to properly showcase the RICH GROUP. Following this guide will insure your brand continues to reach clients, and potential business partners in the way it was originally designed.

Brand Guideline



Logo



Logo Usage



Rich Group Primary Logo

Primary logo will be your go-to option when placing your logo in designs, and marketing materials.



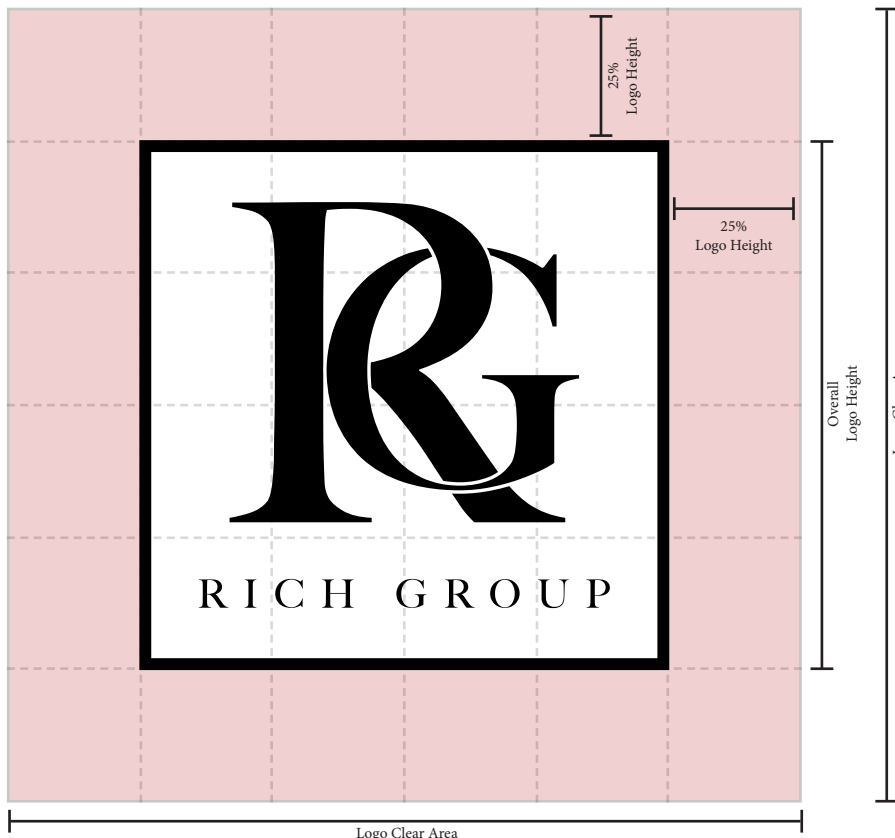
Rich Group Secondary Logo

This logo will be used along with a primary, or horizontal logo, or where the Rich Group name has already been established in a design.



Rich Group Horizontal Logo

Best logo option for letterhead or other instances where more horizontal space is available than vertical space.



Logo Clear Space

25% of the overall logo height should be free of any other designs or graphic elements (represented by the red area).

Logo Sizing



Primary Logo Minimum Size:
.5 inch overall height



Secondary Logo Minimum Size:
.25 inch overall height



Horizontal Logo Minimum Size:
.25 inch overall height



Logo Scaling

Logo should always be scaled proportionally, and never stretched or skewed in any way.



Logo Scaling

Logo is correctly scaled in this example.

Brand Colors & Fonts

Slate Navy

#293038

R: 41 G: 48 B: 56

C: 78.21% M: 67.3% Y: 56.09% K: 56.29%

Rich Group Red

#C84346

R: 200 G: 67 B: 70

C: 15.88% M: 87.44% Y: 73.54% K: 4.03%

Off-White

#F2F2F2

R: 242 G: 242 B: 242

C: 3.71% M: 2.46% Y: 2.46% K: 0%

Exo

Thin	<i>Thin Italic</i>
ExtraLight	<i>ExtraLight Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
SimiBold	<i>SimiBold Italic</i>
Bold	<i>Bold Italic</i>
ExtraBold	<i>ExtraBold Italic</i>
Black	<i>Black Italic</i>

Big Caslon

Medium

Which font to choose?

Exo SimiBold - **Black** is good for headings, or where more attention is needed.

Exo Thin- **Medium** is good for body copy and has a modern, clean feel.

Big Caslon is good for body copy where a more classy, professional font is needed.

Tagline

Serve. Build. Grow.

Rich Group is more than just a company focused on the distribution of insurance products. Rich Group is involved in **Serving, Building, and Growing** the communities that they service as a team.

As a part of the Rich Group, we are focused on the personal development of our agents. We lead by example. We expect our agents to **Serve** their teammates and other agents within The Alliance. We expect our agents to **Build** the team, and add value to the Rich Group team. And lastly, we expect our agents to **Grow** as individuals, teammates and agencies.

We are the Rich Group.





R I C H G R O U P

Serve. Build. Grow.