

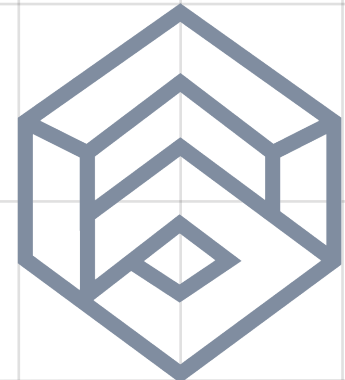
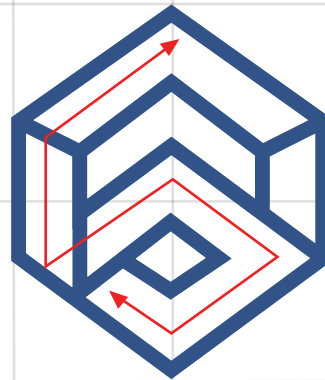


SENIOR MARKETING **SPECIALISTS**

BRANDING STYLE GUIDE

MISSION

Senior Marketing Specialists's goal is to help insurance agents become successful in the senior market. As a celebration for the 25th anniversary, we want to establish a consistent, visual presence that includes a logo transformation. The company is recognized as the experts, or *specialists*. The significance of the building block is to embody the values that the company holds: team work, strength, and education. Together working with the agents, Senior Marketing Specialists builds lasting connections while impacting the lives of people every day.



ICONOGRAPHY

PRIMARY LOGO



SECONDARY LOGO



LOGO VARIATIONS



ICONOGRAPHY

EXCLUSION ZONE

Allow the logo to have a clear space around it in order to be read easily. The exclusion zone is equal to the width of "S" in Senior Marketing Specialists.



BACKGROUND

The white version of the logo will be used on the company blue or a dark background. Colored versions will be used on white or a light background.



ICONOGRAPHY

WHAT NOT TO DO

When applying the logo onto any media, do **not** do any of the following:

1. Change the spatial relationships
2. Overlap the elements
3. Change the sizing
4. Stretch or shrink the proportions
5. Use colors outside of the brand
6. Invert the colors
7. Change the angle of the lock-up
8. Use a different typeface
9. Remove any of the elements

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SENIOR MARKETING
SPECIALISTS

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SENIOR MARKETING
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COLOR PALETTE

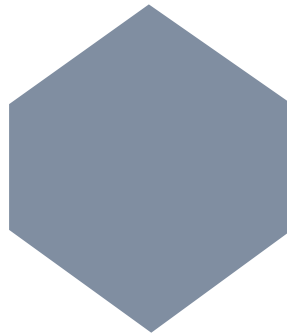
BRAND COLORS

The primary colors for the logo are Aegean and Slate. Black and White versions are optional depending on the media the logo is placed on.



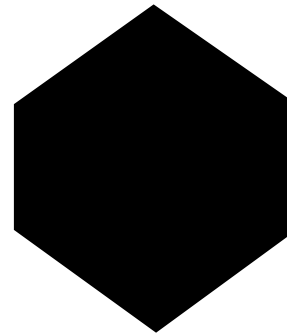
AEGEAN

#325388
CMYK: 90, 73, 21, 6
RGB: 50, 83, 136



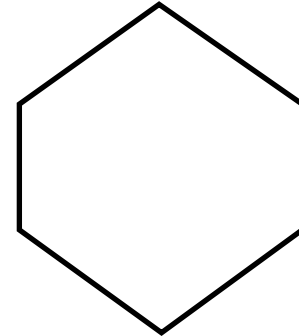
SLATE

#808ea1
CMYK: 54, 38, 21, 1
RGB: 128, 142, 161



BLACK

#000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



WHITE

#ffffff
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

TYPOGRAPHY

TYPEFACE

Open Sans is a humanist typeface designed by Steve Matteson. It is a friendly, neutral font that was optimized for print, web, and a variety of medias.

Senior Marketing Specalists uses Open Sans for headings and body text. Headers will be in ALL CAPS. Use **Open Sans Bold** to **emphasize** words and use regular for the other parts.

HEADING

This is an example of body text format.

This is an **example** of body text format using regular and **bold** styles.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*()

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*()