

Logo Guidelines



APPLIED UNDERWRITERS

The Applied Underwriters
brand is confident,
conveying strength,
dependability and quality.

Primary Logo

Having built strong equity within our industry over time, the Applied logo is our key identifier.

It was refreshed in 2019 to reflect the future vision of the company company as a leader and innovator within insurance, risk management and finance.



Positive



Reversed

Logo Construction

The Applied Underwriters logo is made up of three components:

- A. The logo icon
- B. The logo type
- C. The registration mark

These three components are always placed in a fixed relationship and should never be altered, modified or reproduced in any way. When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors.



Logo Color

When placed on a white or light background, the black or blue logo should be used. When placed over a color or dark area of an image, the reversed version of the logo should be used.

Horizontal



Reversed Out



1-Color PMS 541

Vertical

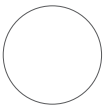


Reversed Out



1-Color PMS 541

Color Specifications



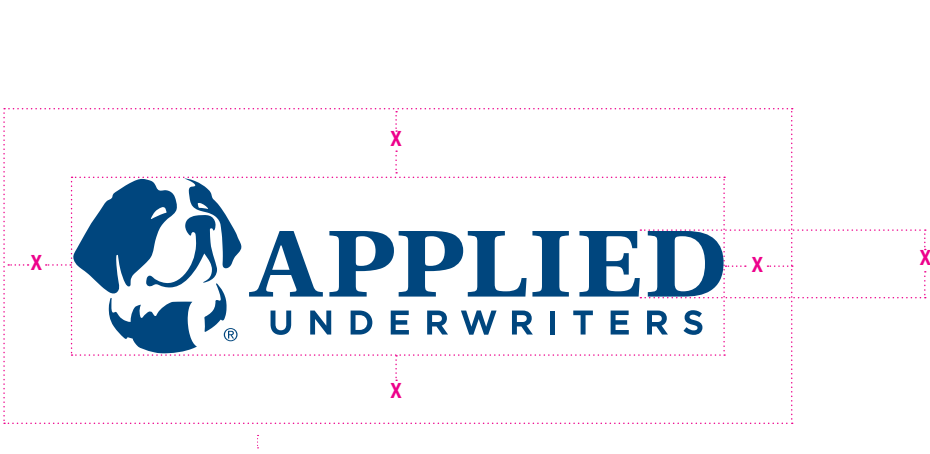
White



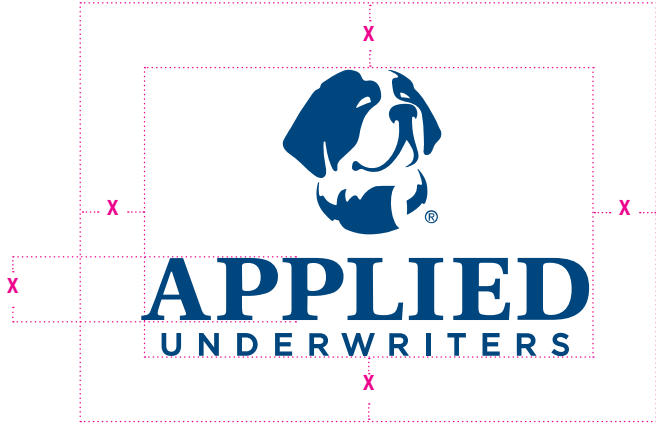
PANTONE: 541
CMYK: 100 / 57 / 0 / 38
RGB: 0 / 70 / 127

Clear Space

When using any of the Applied logos, be sure to allow clear space for maximum impact and legibility. The diagrams below define the minimum amount of clear space needed around each logo lockup.



Primary



Secondary

Minimum Size

Minimum size requirements are important to maintain legibility. Otherwise, there are no predetermined or maximum sizes for the logos.



Horizontal Format
Size Requirements:
1.5” width or greater

Small Scale Version
Size Requirements:
.75” - 1.5” width



Vertical Format
Size Requirements:
1.5” width or greater

Small Scale Version
Size Requirements:
.75” - 1.5” width

Logo - Do

The Applied identity has been carefully crafted to render accurately for production techniques across print, digital and three dimensional application.

Please do not manipulate the identity in any way and adhere to all guidelines to ensure the brand is accurately represented.



Positive



Reversed

Logo - Do Not

Below are some examples of what not to do with the logo.



Do not stretch



Retain all attributes



Adhere to color guidelines



Retain legibility



Don't change font



Don't change lockup



Adhere to color guidelines



Don't use positive logo on dark background