ACRISURE®

VISUAL BRAND GUIDELINES

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Logos

STACKED MAIN LOGO

HORIZONTAL MAIN LOGO

The Acrisure logo helps convey that our success is collective; that it is our partnerships which enable us to grow and reach new heights. Our logo is an important and highly visible expression of our brand identity – so please do not alter or recreate it in any way. The logo consists of the Acrisure A Triangle and logotype.

USAGE: The primary logo should be the first choice when displaying the Acrisure logo. The horizontal logo version should be used when vertical space is a consideration.

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STACKED SOLID WHITE LOGO

HORIZONTAL SOLID WHITE LOGO

USAGE: The solid white secondary logo should be used when displaying the logo on dark backgrounds. The horizontal logo version should be used when vertical space is a consideration.

STACKED SOLID GOLD LOGO

HORIZONTAL SOLID GOLD LOGO

USAGE: The solid gold secondary logo should only be used for print applications when gold foil printing is an option. It is primarily only used for corporate identity collateral like stationery. The horizontal logo version should be used when vertical space is a consideration.

STACKED MAIN LOGO

HORIZONTAL MAIN LOGO

The primary logo and tagline consists of the Acrisure A Triangle, logotype and tagline. Although this logo can be used in a variety of ways, it may be especially impactful in acquisition marketing.

USAGE: The primary logo + tagline should be the first choice when displaying the Acrisure logo. The horizontal logo version should be used when vertical space is a consideration.

STACKED MAIN LOGO

HORIZONTAL MAIN LOGO

ACRISURE®

POWERED BY EXCEPTIONAL
PARTNERSHIPS AND TECHNOLOGY™

ACRISURE®

POWERED BY EXCEPTIONAL PARTNERSHIPS AND TECHNOLOGY™
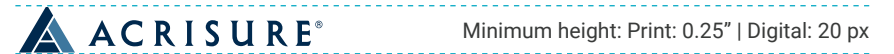
USAGE: The solid white secondary logo and tagline should be used when displaying the logo on dark backgrounds. The horizontal logo version should be used when vertical space is a consideration.

50% of the logo height

50% of the logo height

Minimum height: Print: 0.35" | Digital: 25 px

Minimum height: Print: 0.25" | Digital: 20 px

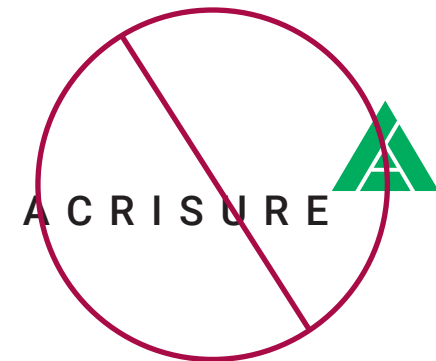**USAGE:** Always provide generous clear space around the logo when placing the logo near other objects.

USAGE: When the primary logo uses aren't appropriate, a white logo may be used on a solid background color from the Acrisure color palette (as shown). When placing the logo on an image, use the white logo and ensure there is adequate contrast and negative space.

Our logo is the most visible component of the Acrisure brand. The Acrisure logo should never be altered or shown in unauthorized colors. The above are examples of improper logo usage and pitfalls to avoid.

Agency Partner
Co-Branding Use Cases

These logos identify you as an Acrisure Agency Partner. They are to be used for cobranding print and digital properties (i.e. sales materials, websites, promotional items, wearables, etc.).

STACKED AGENCY PARTNER LOGO

HORIZONTAL AGENCY PARTNER LOGO

USAGE: The stand-alone Acrisure Agency Partner logo is used in tandem with an existing agency logo (example on following page). The horizontal logo version should be used when vertical space is a consideration.

The AP logo and the Acrisure AP logo should have vertical space between them equal to the height of the "A" logomark

USAGE: The Acrisure Agency Partner co-branding logo is used with an existing agency logo. The horizontal "Agency Partner" lockup should be scaled to fit the width of existing Agency Partner logo.

STACKED REBRANDED LOGO FOR APS

HORIZONTAL REBRANDED LOGO FOR APS

USAGE: The Acrisure rebranded logo is the primary recommendation when APs would like to align with the Acrisure brand while keeping their agency name. The logo lockup consists of the Acrisure A Triangle logomark and the agency's name set in Gotham Bold using Acrisure dark blue.

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Branded Group Logos

STACKED BRANDED GROUP LOGO

HORIZONTAL BRANDED GROUP LOGO

USAGE: Acrisure branded group logos consist of the Acrisure logo with the group name in Acrisure blue, set in Gotham Bold.

Groups with long names should be broken into two lines.

Product Logos

STACKED PRODUCT LOGO

HORIZONTAL PRODUCT LOGO

ACRIFLOOD

ACRIFLOOD

MALICIOUS ATTACK

MALICIOUS ATTACK

USAGE: Acrisure product logos consist of the Acrisure A Triangle logomark with the product name in Acrisure blue, set in Gotham Bold. Groups with long names should be broken into two lines.

Typography

Primary Font:

ROBOTO SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO SLAB BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Secondary Font

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

USAGE: Roboto Slab should be used for headline text and Roboto should be used for body and other copy.

Logo Font:

SHANGO GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SHANGO GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MS Office Applications:

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USAGE: Shango Gothic should only be used for the logotype. Gotham Bold should only be used for creating co-branded logos (see page 13).

Color Palette

The Acrisure color palette includes a dark blue (Acrisure dark blue) and medium blue (Acrisure blue) signifying strength and stability, and a brighter blue (Acrisure blue gray).
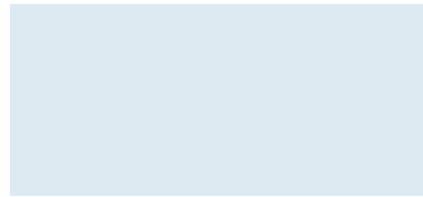
Primary Brand Colors

ACRISURE DARK BLUE
CMYK: 100 57 12 66
RGB: 0 42 78
HEX: 002A4E
PMS: 540 C

ACRISURE BLUE
CMYK: 78 46 20 5
RGB: 54 116 157
HEX: 36749D
PMS: 2150 C

ACRISURE BLUE GRAY
CMYK: 12 4 3 0
RGB: 221 233 240
HEX: DDE9F0
PMS: 290 C

Secondary Brand Color

ACRISURE GOLD
CMYK: 0 25 56 51
RGB: 133 113 77
HEX: 85714D
PMS: 872 C

Tertiary Brand Color

ACRISURE GREEN
CMYK: 89 0 45 72
RGB: 0 81 81
HEX: 004F51
PMS: 7722 C

Additional Colors for Charting

ACRISURE DARK GRAY
CMYK: 69 63 62 60
RGB: 49 49 49
HEX: 313131
PMS: COOL GRAY 11C

ACRISURE NICKEL SILVER
CMYK: 28 20 20 1
RGB: 178 180 178
HEX: B2B4B2
PMS: 421 C

ACRISURE PURPLE
CMYK: 52 58 8 8
RGB: 124 105 146
HEX: 7C6992
PMS: 667 C

ACRISURE BURGUNDY
CMYK: 2 97 43 33
RGB: 155 39 67
HEX: 9B2743
PMS: 194 C

USAGE: The **Acrisure dark blue** and **Acrisure blue** are the defining colors of our brand. Secondary and tertiary brand colors should be used to complement and expand the Acrisure brand (i.e. chart colors, accents on Acrisure dark blue graphics, etc.).

Iconography

ICONOGRAPHY

Acrisure employs iconography to give visual cues to the user, communicating core ideas without words.
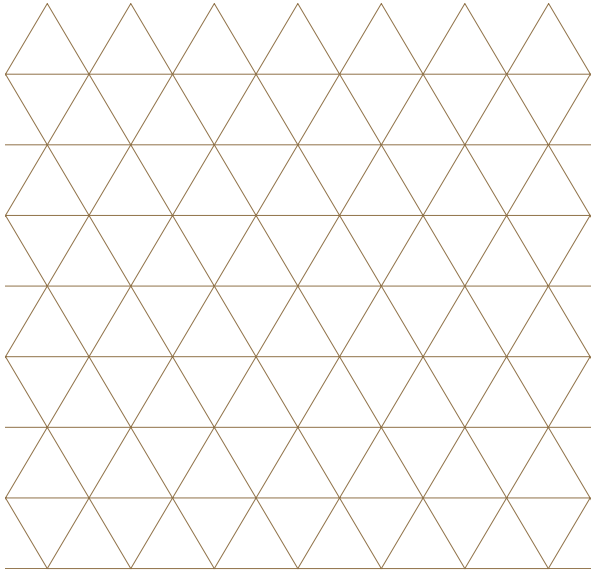
USAGE: The Acrisure iconography style is simple, friendly and two-color (Acrisure dark blue and Acrisure blue).

Patterns

PATTERNS

PATTERN GOLD A

PATTERN GOLD B
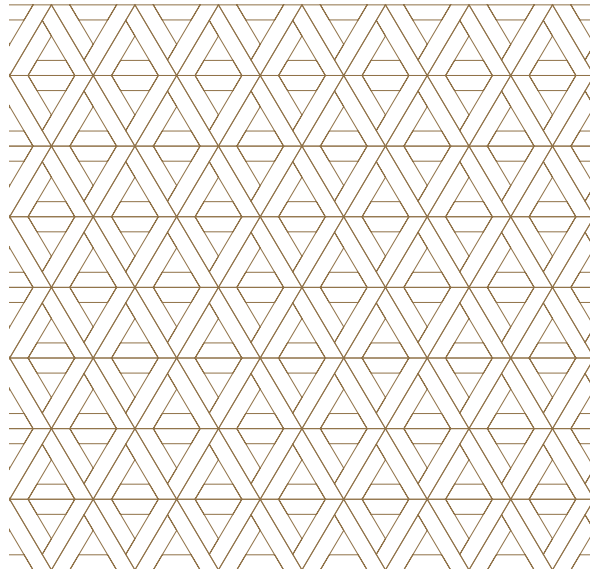
PATTERN GOLD C
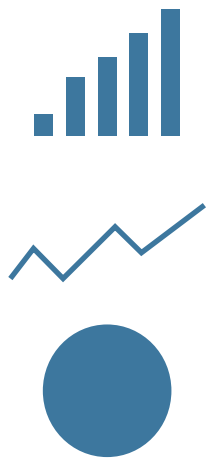
PATTERN BLUE A

PATTERN BLUE B
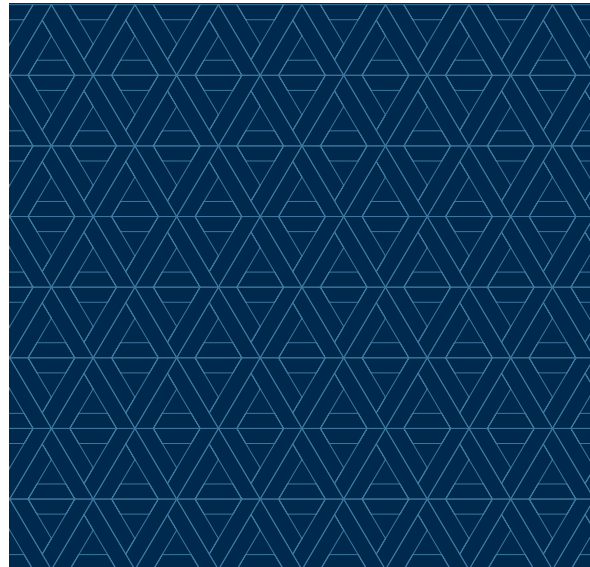
PATTERN BLUE C

Data Visualization
& Tables

DATA VISUALIZATION

One Category

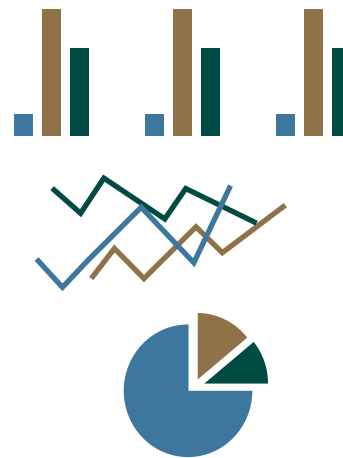For one color instances, use Acrisure blue.

Two Categories

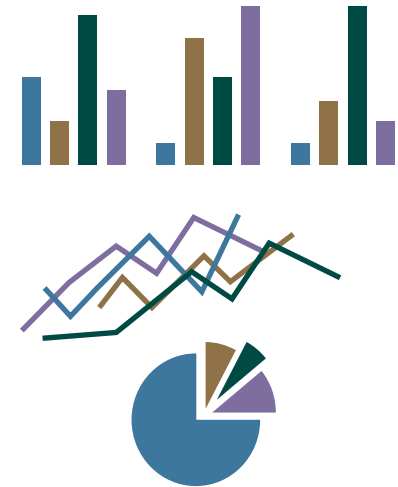For two color groups, use Acrisure blue and Acrisure gold for the highlight.

Three Categories

For three color groups, use Acrisure blue, Acrisure gold and Acrisure green.

Three+ Categories

If another highlight color is needed, use Acrisure purple.

TABLES

Use Acrisure blue and Acrisure dark blue for table headers. Row background colors should alternate between white and Acrisure blue gray.

Group	Title						
	2013	2014	2015	2016	2017	2018	2019
Item	100%	100%	100%	100%	99%	98%	99%
Item	71%	50%	58%	45%	56%	57%	54%
Item	100%	88%	93%	86%	88%	74%	83%
Item	100%	92%	75%	69%	54%	54%	63%
Item	100%	96%	96%	95%	95%	98%	96%
Item	71%	54%	59%	50%	62%	42%	51%
Item	57%	58%	54%	58%	57%	43%	48%

Photographic Style

PHOTOGRAPHIC STYLE

The Acrisure photographic style is modern, inviting and unstaged business-related imagery. Images of people are key, as they are a core attribute of what makes Acrisure special and help bring the brand to life. Use images of diverse people engaged in an activity and avoid images of people looking directly into the camera.

USAGE: A gold, hard light filter adds a unifying look and feel and ties images to the Acrisure brand. Add a layer fill of #85714D (RGB 133, 113, 77) to all imagery, with the opacity effect of Hard Light. Have any questions? Contact us at Marketingdept@acrisure.com.