



Brand Standards Guide

Contents

- 1** *Using This Guide*
- 2** *Brand Overview*
- 3** *Logo Configurations*
- 4** *Brand Colors*
- 5** *Color Builds and Variations*
- 6** *Gradations and Graphics*
- 7** *Color Ratio*
- 8** *Typography*
- 9** *Font Samples*
- 10** *Logo Size and Spacing*
- 11** *Logo Misuse*
- 12** *PowerPoint Template*
- 13** *Contact*

Using This Guide



Our Brand

The logo, colors, and visual representation of NICB is a crucial opportunity to reinforce who we are, what we do, and how we show up as an organization. The purpose of this Brand Standards Guide is to provide basic guidelines for the use of this new logo, color palette, and typography set. Careful adherence to these guidelines will enable users to apply the brand elements in a variety of applications to ensure a consistent look to our communications and to add a level of professionalism to all we do.

Consistent Use

The cohesive teamwork that we want to express as NICB is only made possible when elements of our brand are used according to these guidelines. For that reason, it is vital that every aspect of communication, both internal and external, follows consistent brand guidelines. When our visual representation of our brand is consistent and clean, it promises to our audiences that our work is consistent and clean.

Brand Overview

The Logo

The logo is comprised of a slanted type treatment and a distinctive 'N.' Logo configurations can be found on page 4.

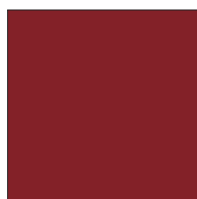


Color

The primary colors of the NICB logo are NICB Blue, NICB Red, and white. For specifics on color usage, see further information on pages 5-8.



NICB BLUE
PMS 2766



NICB RED
PMS 208



WHITE

Typography

A library of fonts has been selected to support the NICB brand through all of its communications. The main font family is Montserrat. Georgia and Roboto should be used as support fonts. A guide to appropriate typography uses can be found on page 9.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Logo Configurations

In addition to the full-color NICB logo, alternate configurations of the logo may be used, including a black and a white version.

Vector Files for Print Applications

- For clarity, use a vector logo when possible for printing (eps, pdf, ai).
- If using an image file (jpg or png), make sure the file is 300 dpi.

Image Files for Online Applications

- For online applications, use an image file (jpg or png).



FULL-COLOR LOGO



BLACK LOGO



REVERSED WHITE LOGO

Brand Colors

Primary Color Palette

Blue, red, and white are the official colors of NICB and must be the primary colors used on all marketing tools and online applications.

Secondary Color Palette

Gray and rich black are secondary accent colors and can be used in materials to complement NICB's signature blue, red, and white. Gold and mid-blue should be used minimally. Mid-blue must never be used in place of or in larger applications than NICB primary blue. Please see the corresponding color usage ratio chart on page 7. Secondary colors may never replace the primary colors. All colors and their corresponding builds must not be altered.

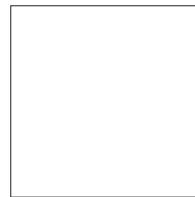
Primary Palette



NICB BLUE



NICB RED



WHITE

Print and Online Applications

- *When printing PMS colors is not practical, the corresponding CMYK builds should be used.*
- *Online applications should use RGB builds.*

Secondary Palette



GRAY



RICH BLACK



GOLD



MID-BLUE

Color Builds and Variations

Primary Color Builds



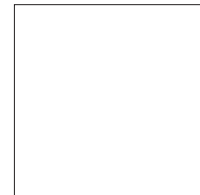
NICB BLUE

PMS 2766
100C 80M 0Y 55K
R0 G33 B91
HEX: #00215B



NICB RED

PMS 208
0C 85M 60Y 55K
R131 G35 B42
HEX: #83232A



WHITE

0C 0M 0Y 0K
R255 G255 B255
HEX: #FFFFFF

Secondary Color Builds

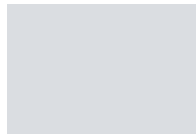


GRAY

PMS 431
63C 45M 34Y 25K
R88 G104 B119
HEX: #586877



PMS 431
50% TINT
31C 22M 17Y 12K
R159 G165 B174
HEX: #9FA5AE



PMS 431
15% TINT
10C 7M 5Y 4K
R216 G218 B222
HEX: #D8DADE



RICH BLACK

PMS BLACK 6
100C 40M 0Y 100K
R0 G0 B22
HEX: #000016

Print and Online Applications

- When printing PMS colors is not practical, the corresponding CMYK builds should be used.
- Online applications should use RGB builds.

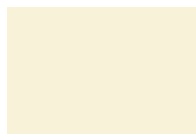


GOLD

PMS 612
4C 5M 100Y 17K
R211 G193 B6
HEX: #D3C106



PMS 612
40% TINT
2C 2M 40Y 7K
R234 G224 B161
HEX: #EAE0A1



PMS 612
15% TINT
0C 1M 15Y 3K
R247 G240 B214
HEX: #F7F0D6

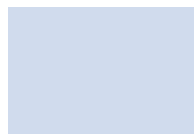


MID-BLUE*

PMS 293
100C 75M 0Y 9K
R0 G77 B153
HEX: #004D99



PMS 293
50% TINT
50C 33M 0Y 4K
R124 G149 B199
HEX: #7C95C7



PMS 293
15% TINT
15C 8M 0Y 2K
R206 G216 B235
HEX: #CED8EB

* Mid-blue is to be used sparingly (i.e. in charts and graphs only). It **must not** be used in place of NICB Blue.

Gradations and Graphics

Gradations



Two gradation combinations may be used sparingly.

NICB BLUE

PMS 2766
100C 80M 0Y 55K
R0 G33 B91
HEX: #00215B

NICB RED

PMS 208
0C 85M 60Y 55K
R131 G35 B42
HEX: #83232A



NICB BLUE

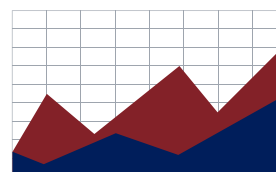
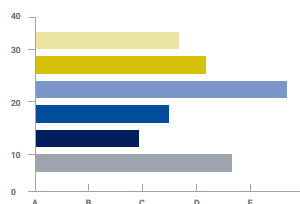
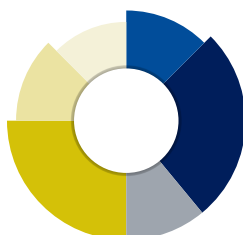
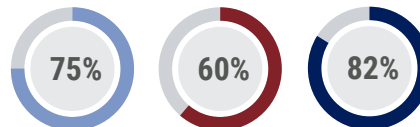
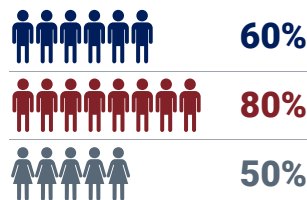
PMS 2766
100C 80M 0Y 55K
R0 G33 B91
HEX: #00215B

MID-BLUE

PMS 293
100C 75M 0Y 9K
R0 G77 B153
HEX: 004D99

Graphics

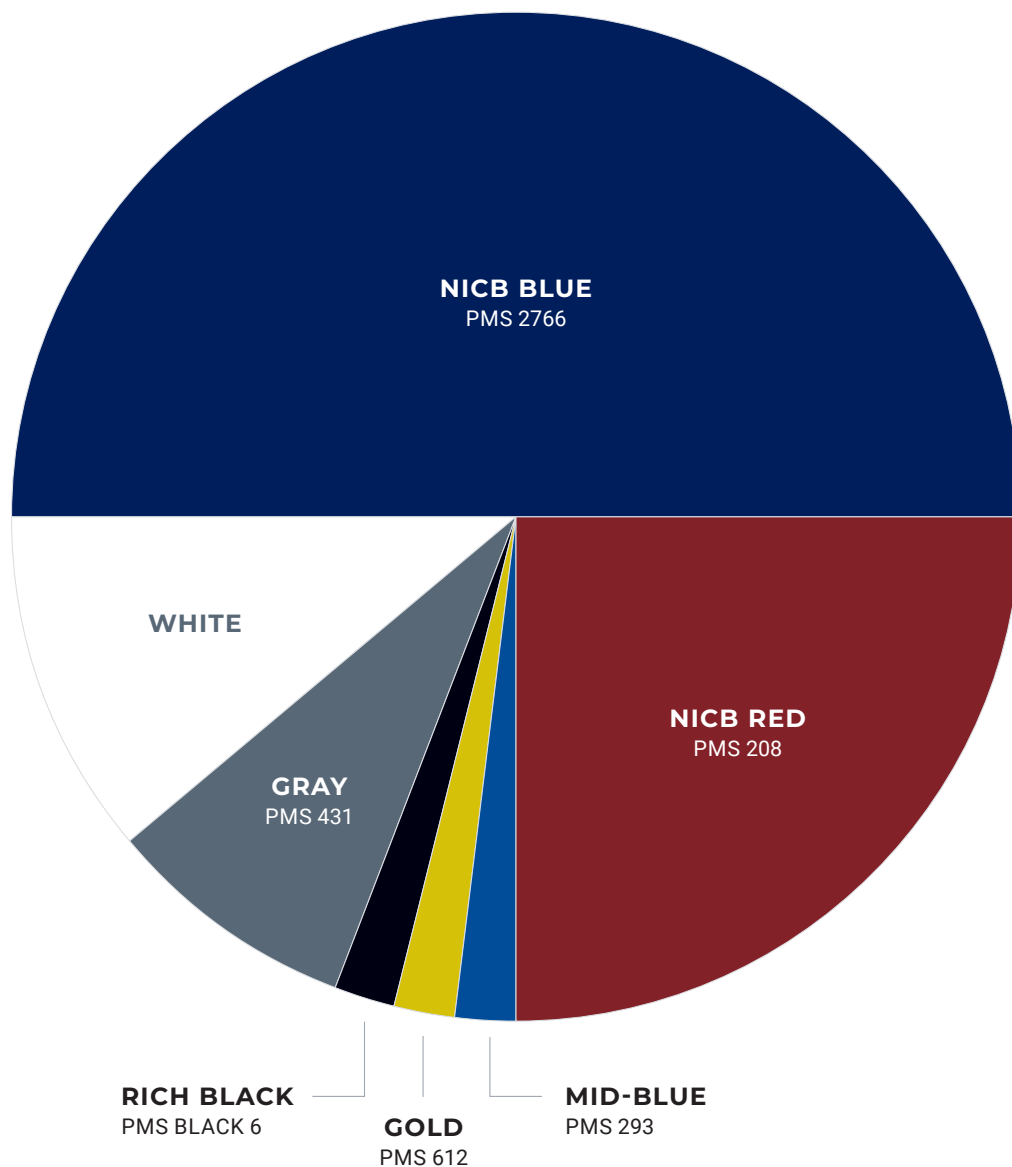
The entire NICB color palette may be used in charts and graphs. Please note that NICB Blue and/or NICB Red should always be included with the secondary support colors.



Color Ratio

Color Balance

Please use the color ratio chart to help guide the balance of NICB's primary and secondary colors.



Typography

Fonts, or typefaces, are a distinctive part of the NICB brand. With careful and consistent use, the NICB typefaces will make our communications recognizable and distinctive.

Montserrat is the primary font. Georgia and Roboto can be used as support fonts. These three fonts should be used in all NICB print and online applications.

Montserrat Font Family

This sans-serif font family should be used in all applications including headlines, subheads, text and pull out information.

Georgia Font Family

This serif font should only be used minimally in captions or small support text.

Roboto Font Family

This sans-serif font should be used in subheads and text.

Font Samples

PRIMARY FONT

Montserrat

THIN • EXTRA LIGHT • LIGHT • REGULAR • MEDIUM • SEMIBOLD • BOLD • EXTRA BOLD • BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+={}";?;

SECONDARY SERIF FONT

Georgia

LIGHT • REGULAR • SEMIBOLD • BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#\$%^&*()_+={}";?;

SECONDARY SANS SERIF FONTS

Roboto / Roboto Condensed

THIN • LIGHT • REGULAR • MEDIUM • BOLD • BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#\$%^&*()_+={}";?;

CONDENSED LIGHT • CONDENSED REGULAR • CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#\$%^&*()_+={}";?;

Logo Size and Spacing

Minimum Logo Size

Maintaining this minimum size will ensure legibility of the logotype. The minimum size of the NICB logo is 1¼" wide.



Logo Margin

Margin is the clear space around the logo that is free from any other text or graphic elements. Adequate margin prominently stages the logo and enhances the supporting typography and imagery used in all applications.

Provide as much clear space around the logo as possible. A minimum logo margin should be maintained around the logo equal to the height of the words "National Insurance" in the logo.



Logo Misuse

Following are examples of incorrect uses of the NICB logo.



DO NOT: STRETCH LOGO



DO NOT: COMPRESS LOGO



DO NOT: CHANGE ANGLE
OF LOGO



DO NOT: ALTER ELEMENTS
OF LOGO



DO NOT: CHANGE
LOGO COLOR



DO NOT: APPLY FILTERS
TO LOGO



DO NOT: PLACE LOGO
OVER 2 COLORS



DO NOT: PLACE ART OR
TEXT OVER LOGO



DO NOT: OUTLINE LOGO

PowerPoint Template

A PowerPoint Template has been developed for NICB use. The design elements in the PowerPoint templates should not be altered, so as to achieve consistency across the organization. For example, the line weight used on the slides must always remain 3 points thick.

For further information regarding PowerPoint use, please reference the NICB PPT Style Sheet and Tips guide.

Contact

If you are ever unclear about the usage of the logo, colors, fonts, or other elements of the NICB brand, please reach out to the marketing team for guidance. More information about the NICB brand can be found by contacting:

Dawn Klintworth, *Marketing Director*
DKlintworth@nicb.org
800-447-6282 or 847-544-7000

NICB Headquarters
1515 W. 22nd Street, Suite 1300W
Oak Brook, IL 60523

[nicb.org](https://www.nicb.org)

