

PRIMARY LOGO



COMMERCIAL LOGO



The primary TopLine Insurance logo is in full color, and should be used in most situations.

LOGO VARIANTS



Solid White
Use this logo anytime it appears on a dark background.



Solid Black
Use this logo for 1-color print applications when the full color version cannot be used.

CLEAR SPACE



Keep the logo away from other elements by maintaining a minimum amount of clear space around it. The minimum clear space is equal to the height of the center of the letter "o."



- Always:**
- Use one of the final, approved files that has been provided
 - Keep ample "clear space" around the logo, separate from other elements & text

- Do not:**
- Move/reconfigure the logo elements
 - Stretch the logo
 - Add drop shadows, bevels, or other effects to the logo
 - Change the colors or typeface of the logo

COLORS



CMYK (full color printing)
100, 85, 34, 24

RGB (digital/on screen)
17, 53, 99

Hex (web)
#113563



CMYK (full color printing)
12, 97, 98, 0

RGB (digital/on screen)
209, 43, 40

Hex (web)
#D12B28



CMYK (full color printing)
83, 49, 0, 0

RGB (digital/on screen)
0, 128, 227

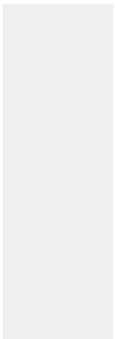
Hex (web)
0080E3



CMYK (full color printing)
0, 53, 99, 0

RGB (digital/on screen)
255, 146, 0

Hex (web)
#FF9200



CMYK (full color printing)
0, 0, 0, 6

RGB (digital/on screen)
240, 240, 240

Hex (web)
#F0F0F0



CMYK (full color printing)
0, 0, 0, 100

RGB (digital/on screen)
0, 0, 0

Hex (web)
#000000

TYPOGRAPHY

Libre Franklin should be used for all headlines and body copy, in both printed and online collateral. All weights within the Libre Franklin typeface may be used.

Libre Franklin Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&()::;?

Libre Franklin Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%&()::;?

Arial should only be used in situations where Libre Franklin is not available (e.g., PowerPoint presentations or emails).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%&()::;?