



Visual Identity Guidelines

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How To Use This Guide

A logo is a company's most important brand component. It visually represents the goals, personality, and professionalism of the company. However, the necessity for a wide range of applications can sometimes lead to the misuse of a company's logo and thus a misrepresentation of the brand. To help solve this problem, visual identity guidelines are established to ensure a consistent reproduction of the company's logo in every situation.

Visual identity guidelines must be applied to every application of the logo. This includes traditional print materials and other media such as digital, outdoor, promotional materials, clothing, displays, banners, and signs.

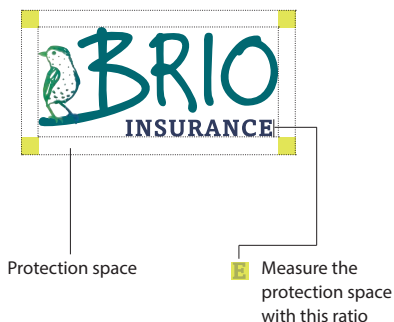
Meet Brio Insurance



You know that feeling you get when you walk into a familiar place and see a friendly face? That's Brio Insurance. We're more than just another insurance brokerage; we are your friend, your family, your neighbour, your guide. We are here to help you and advise you, to work with you, and to make an impression that will stand the test of time, all while delivering peace-of-mind and protection. With homegrown down-to-earth service and your best interest at heart, ***we don't just meet expectations we exceed them.***



Logo Versions: Main Horizontal



4 Colour

Production info: Print - used for digital or 4 colour press printing.
Web - used for all web applications.

This is the preferred version of the logo. Whenever possible, this is the version that should be used. If colour production is limited, the following versions of the main horizontal logo can be used:

1 Colour

Production info: Print - used for 1 colour press printing only.

Black

Production info: Print - used for 1 colour digital printing only.

This is the version that should be used when a document is printed in black and white only.

White/Reversed

Production info: Print - can be used in either 4 colour process, 1 colour press printing (in black or Pantone), or on any coloured background.

Web - can be used for all web applications in png format only.

Recommended Size

For common print pieces such as letters, envelopes, faxes, etc., the logo should be 1.25 inches wide.

Minimum Size

The logo can be scaled so long as it holds its proportions. It can be enlarged to whatever size is deemed necessary. The minimum size restriction for this logo is 0.75 inches by 0.36 inches.

Protection Space

Protection space is used to identify the visual borders of the logo and ensures that your logo will never appear cramped or too close to the edge of the page. Graphic elements should not pass through these borders. Protection space is always measured in ratio. The ratio should remain consistent from the smallest to the largest applications. The height of the letter "E" should be considered the protection space for the logo.



Logo Versions: Second Horizontal



4 Colour

Production info: Print - used for digital or 4 colour press printing.
Web - used for all web applications.

This is the second version of the logo. This can be used if it has better visual impact than the main version. If colour production is limited, the following versions of the logo can be used:

1 Colour

Production info: Print - used for 1 colour press printing only.

Black

Production info: Print - used for 1 colour digital printing only.
This is the version that should be used when a document is printed in black and white only.

White/Reversed

Production info: Print - can be used in either 4 colour process, 1 colour press printing (in black or Pantone), or on any coloured background.
Web - can be used for all web applications in png format only.

Recommended Size

For common print pieces such as letters, envelopes, faxes, etc., the logo should be 1.25 inches wide.

Minimum Size

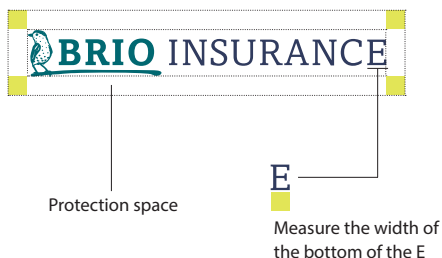
The logo can be scaled so long as it holds its proportions. It can be enlarged to whatever size is deemed necessary. The minimum size restriction for this logo is 0.75 inches by 0.28 inches.

Protection Space

Protection space is used to identify the visual borders of the logo and ensures that your logo will never appear cramped or too close to the edge of the page. Graphic elements should not pass through these borders. Protection space is always measured in ratio. The ratio should remain consistent from the smallest to the largest applications. The height of the letter "E" should be considered the protection space for the logo.



Logo Versions: Business Horizontal



4 Colour

Production info: Print - used for digital or 4 colour press printing.
Web - used for all web applications.

This is the business version of the logo. This can be used for projects that benefit from more of a 'corporate' tone. If colour production is limited, the following versions of the logo can be used:

1 Colour

Production info: Print - used for 1 colour press printing only.

Black

Production info: Print - used for 1 colour digital printing only.

This is the version that should be used when a document is printed in black and white only.

White/Reversed

Production info: Print - can be used in either 4 colour process, 1 colour press printing (in black or Pantone), or on any coloured background.

Web - can be used for all web applications in png format only.

Recommended Size

For common print pieces such as letters, envelopes, faxes, etc., the logo should be 1.8 inches wide.

Minimum Size

The logo can be scaled so long as it holds its proportions. It can be enlarged to whatever size is deemed necessary. The minimum size restriction for this logo is 0.75 inches by 0.28 inches.

Protection Space

Protection space is used to identify the visual borders of the logo and ensures that your logo will never appear cramped or too close to the edge of the page. Graphic elements should not pass through these borders. Protection space is always measured in ratio. The ratio should remain consistent from the smallest to the largest applications. The height of the letter "E" should be considered the protection space for the logo.



Logo Versions: Vertical Logo



4 Colour

Production info: Print - used for digital or 4 colour press printing.
Web - used for all web applications.

This is the vertical version of the logo. This should only be used if the other versions of the logo don't fit well in an application. If colour production is limited, the following versions of the logo can be used:

1 Colour

Production info: Print - used for 1 colour press printing only.

Black

Production info: Print - used for 1 colour digital printing only.
This is the version that should be used when a document is printed in black and white only.

White/Reversed

Production info: Print - can be used in either 4 colour process, 1 colour press printing (in black or Pantone), or on any coloured background.
Web - can be used for all web applications in png format only.

Recommended Size

For common print pieces such as letters, envelopes, faxes, etc., the logo should be 1.8 inches wide.

Minimum Size

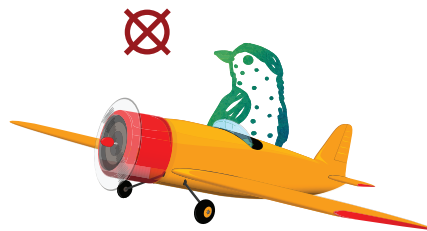
The logo can be scaled so long as it holds its proportions. It can be enlarged to whatever size is deemed necessary. The minimum size restriction for this logo is 0.45 inches by 0.5 inches.

Protection Space

Protection space is used to identify the visual borders of the logo and ensures that your logo will never appear cramped or too close to the edge of the page. Graphic elements should not pass through these borders. Protection space is always measured in ratio. The ratio should remain consistent from the smallest to the largest applications. The height of the letter "E" should be considered the protection space for the logo.



The Bird (also known as Petey)



Origins

The bird was developed as part of the logo because, simply put, animals 'work'. Birds can be defined as quick, nimble, friendly, free, familiar, and are under-represented in the market. Plenty of symbolism and related phrases can also be worked into branded materials, including:

Applications

The bird can be used on any material. It can be used separately from the rest of the logo in approved versions. It should be used to add character, colour, and interest to a piece. Petey can also be separated from his dot and exist on his own.

Versions

Full colour - This is the preferred version.

One colour - Used for 1 colour press printing only.

Black - Used for 1 colour digital printing only.

White - This can be knocked out of an image, or a solid colour, or shown as a tint.

Cropping / Watermarks

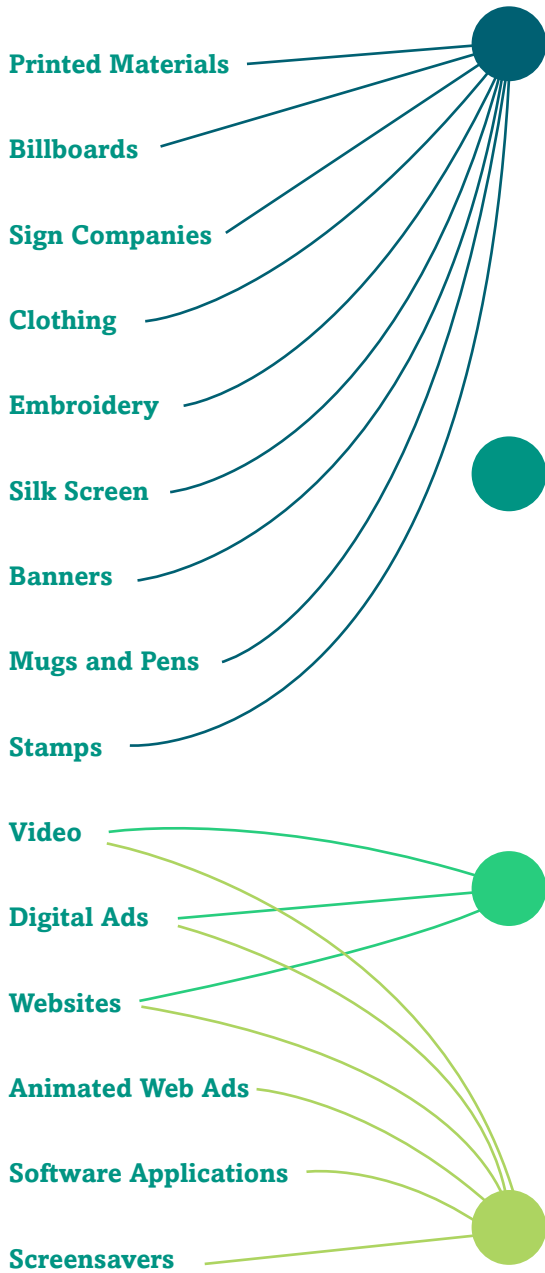
Both the bird in the dot and the separated bird may be cropped or used as a watermark to create an interesting design.

Unapproved Uses

- Do not skew when resizing.
- Do not change the colour of the bird or the dot.
- Do not change the shape or details of the bird or dot.
- Do not run other graphics or images over top of the bird or dot (except in the case where the bird is being used as a watermark or background design element).



Formats



.eps

resolution (vector)- unlimited, but 300 - 1200 dpi is standard
colour profile - cmyk, RGB, Hex, or Pantone

An eps file is the highest quality format that vector art can be reproduced from. eps files can scale to any size without losing quality or resolution. Every version shown in this guide exists as an eps file, and it is the ideal format for any printed material. eps files should be sent to any vendor, supplier, or contractor who is requesting the logo to print (paper, merchandise, clothing, or anything that isn't digital).

.pdf

resolution - unlimited, but 300 - 1200 dpi is standard
colour profile - cmyk, RGB, Hex, or Pantone

pdf files should be created from eps versions of the logo (not png or jpegs). They are useful because they can be viewed on any computer (eps files require special software to preview). They should be sent to any supplier who is requesting a proof or logo that can be seen.

.png

resolution (raster) - 72 dpi (144 dpi for retina displays)
colour profile - RGB

This file type is the preferred format for digital work. It allows the the background to show through the logo which can be very helpful for digital applications. It will always be a RGB file and is not suitable for print.

.jpeg

resolution (raster) - 72 dpi (144 dpi - retina) for web, 300 dpi for print
colour profile - RGB for web, cmyk for print

jpegs are good because they can be used for print or for web (as long as the resolution and colour profile are adjusted). They are raster based images and can't be increased in size without losing quality. They are also better for large web elements because they can be saved in a smaller file size than a png.



What NOT To Do



Pixelating

If you have been given a rasterized version of the logo (jpeg, gif, tif) that does not have enough resolution it could appear pixelated (fuzzy looking). Standard resolution for printed materials is 300dpi and 72dpi for web.

Proportions

The proportions of the elements that make up the logo have to remain the same in relation to each other. You cannot enlarge one part of the logo without enlarging all the parts of it equally in relation to each other.

Colour

The colours of the logos can only be used as outlined in this VIG. You cannot change the colour of any part of the logo. An exception to this is where the colour of the stock you are printing on changes the colour the logo appears to be. (For example: printing on a darker stock may darken the green part of the logo). In that case, rely on your printer to make a colour correction.

Rotating

The logo cannot be rotated or shown on an angle. An exception is when a designer finds a logo rotation to be necessary to the design solution.

Distorting or Skewing

The logo cannot be stretched or skewed into any other position or to fit into a tight placement.

Scrambling

You can't alter the arrangement of the elements of the logo. The logo must always appear exactly as outlined in this document.



Fonts

The font used for Brio is relaxed, friendly, fun, spontaneous, quick, and creative, while the font used for insurance more aligns with the traditional insurance industry and represents stability, trust, knowledge, and efficiencies.

MYRIAD PRO

No worries under our wing. (MYRIAD PRO LIGHT)

No worries under our wing. (MYRIAD PRO LIGHT ITALIC)

No worries under our wing. (MYRIAD PRO REGULAR)

No worries under our wing. (MYRIAD PRO REGULAR CONDENSED)

No worries under our wing. (MYRIAD PRO REGULAR ITALIC)

No worries under our wing. (MYRIAD PRO SEMIBOLD)

No worries under our wing. (MYRIAD PRO SEMIBOLD CONDENSED)

No worries under our wing. (MYRIAD PRO SEMIBOLD ITALIC)

No worries under our wing. (MYRIAD PRO BOLD)

No worries under our wing. (MYRIAD PRO BOLD CONDENSED)

No worries under our wing. (MYRIAD PRO BOLD ITALIC)

No worries under our wing. (MYRIAD PRO BLACK)

No worries under our wing. (MYRIAD PRO BLACK CONDENSED)

No worries under our wing. (MYRIAD PRO BLACK ITALIC)

AMASIS

No worries under our wing. (AMASIS REGULAR)

No worries under our wing. (AMASIS ITALIC)

No worries under our wing. (AMASIS BOLD)

No worries under our wing. (AMASIS BOLD ITALIC)

No worries under our wing. (AMASIS BLACK)

No worries under our wing. (AMASIS BLACK ITALIC)



Colour Palettes

The brand colours represent the following characteristics: friendly, fresh, open, honest, and growth.

CMYK breakdowns



Pantones

