

PARADISO

INSURANCE

PARADISO INSURANCE

IDENTITY USAGE GUIDELINES
FEBRUARY 2020

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DESIGN GUIDELINES

The American Dream is a term that is often used but also often misunderstood. It isn't really about becoming rich or famous. It is about things much simpler and more fundamental than that.

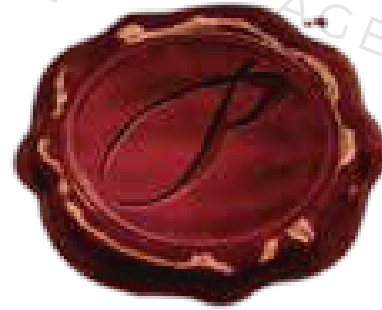
Marco Rubio



OUR MISSION

PROTECT THE AMERICAN DREAM

At the heart of the American Dream is the notion that, with hard work, anyone can improve their lives and those of their children in the greatest country on earth. As independent insurance agents and brokers, we proudly help our neighbors address the risks associated with pursuing such a dream.



PARADISO INSURANCE

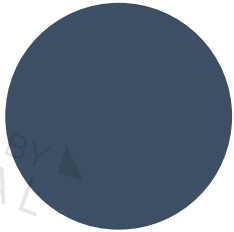
PARADISO INSURANCE LOGO

The Paradiso Logo has been anything but consistent over the past few years. With these guidelines we'll be able to maintain consistency throughout all of our marketing endeavors. We've developed two logos for different media, the detailed logo and the simple logo. The following is an explanation on proper spacing and layout. Remember, logos should always be scaled proportionally.

PARADISO INSURANCE

PARADISO INSURANCE LOGO

PRIMARY COLORS

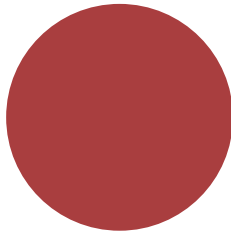


Great Blue Yonder

RGB: 61,79,101

CMYK: 80,64,42,25

HEX: 3d4f65



Folk Art Red

RGB: 171,63,63

CMYK: 24,87,75,14

HEX: ab3f3f



Dream Sequence Ivory

RGB: 235,234,229

CMYK: 7,5,8,0

HEX: ebeae5



COLOR REPRODUCTION

The examples on this page illustrate the appropriate rendition of the logo. Reversed, the logo should be reproduced in blue on white background when possible.

TYPOGRAPHY

A font family has been selected that will complement the logos as well as provide multiple weights and styles to allow some creativity while retaining a consistent appearance.

HEADERS - ASAP BOLD

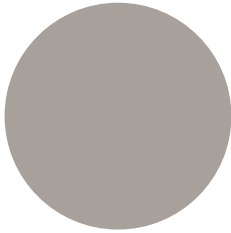
SUBHEADER & BODY COPY - ASAP REGULAR

This family, was specially developed for screen and desktop use, it offers a standardized character width on all styles, which means lines of text remain the same length.

Sacramento

Sacramento is the perfect font to use to instill a sense of nostalgic dreaminess to the brand.

SECONDARY COLORS



Hand Tooled Grey

RGB: 61,79,101

CMYK: 36,32,35,1

HEX: a8a39d



Dad's Dockers

RGB: 220,211,194

CMYK: 13,13,22,0

HEX: dcd3c2

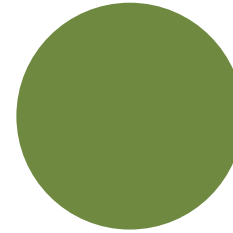


Colonial Yellow

RGB: 239,187,93

CMYK: 6,30,73,0

HEX: efb65d



Summer Break Green

RGB: 111,137,66

CMYK: 60,29,93,11

HEX: 6f8942