Branding
Quick Reference Guide

Proper use of Leavitt Group and agency identities are critical to maintain the integrity of the brand and to effectively communicate Leavitt Group's image, mission, and goals. These graphic standards apply to **all** Leavitt Group logos and individual agency logos using the service mark.
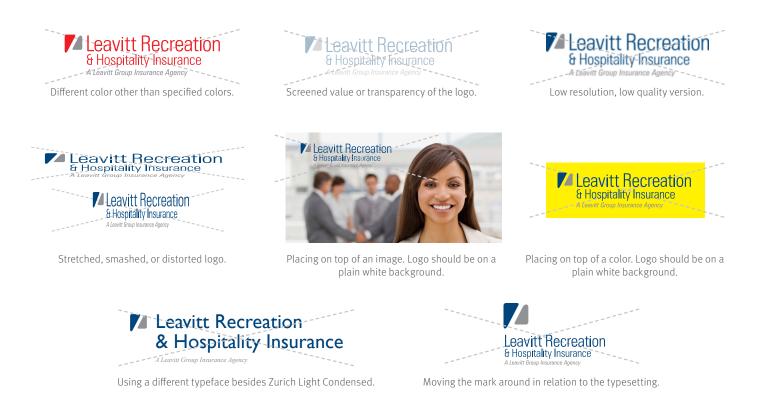
Acceptable Uses

Leavitt Recreation & Hospitality Insurance
A Leavitt Group Insurance Agency

◦ Full-color in its proper color values on white background.

◦ Make sure the proper clearance is used.

NON-acceptable Variations

Different color other than specified colors.

Screened value or transparency of the logo.

Low resolution, low quality version.

Stretched, smashed, or distorted logo.

Placing on top of an image. Logo should be on a plain white background.

Placing on top of a color. Logo should be on a plain white background.

Using a different typeface besides Zurich Light Condensed.

Moving the mark around in relation to the typesetting.

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Logo Clearance

○ The clearance around the logo should be proportionate to the example above.

Colors

Pantone 295

Pantone Cool Gray 9

R:0 G:69 B:124
C:100 M:80 Y:26 K:10
#00457C

R:146 G:145 B:150
C:46 M:38 Y:35 K:2
#929196

Grayscale: When printing in grayscale, convert the blue color to 100% black and the gray to 60% black.

Main Guidelines

(1) The colors must remain the same as the Leavitt Group logo (Pantone 295, Pantone Cool Gray 9).

(2) The service mark may not be altered, rotated, or manipulated in any way.

(3) The service mark cannot be used with any other graphic mark.

(4) If referencing your agency's affiliation, use the standardized phrase, "A Leavitt Group Insurance Agency."

Using the Leavitt Group Logo

Use of the Leavitt Group logo is acceptable in agency materials. You must obtain approval for marketing materials created by a third party in which you use only the main Leavitt Group logo.

Fonts

Proxima Nova

Proxima Nova Bold

Tiempos Headline

Microsoft Font Substitutes

Calibri

Cambria