



TGS Insurance Agency Brand Identity Guidelines

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TGS Insurance Logo & Brand Identity Guidelines: **Fonts**

Montserrat:

The correct and consistent use of typography plays a big role in establishing a look for all printed and online messages developed for TGS Insurance. Montserrat is a free Google font that can be used for headlines and body copy.

Montserrat Thin:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Thin Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Montserrat Light:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Light Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Montserrat Regular:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Montserrat Medium:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Montserrat Medium Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

Montserrat SemiBold:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Montserrat SemiBold Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

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Montserrat Bold:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Montserrat Bold Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

Montserrat ExtraBold:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Montserrat ExtraBold Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

Montserrat Black:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Montserrat Black Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

TGS Insurance Logo & Brand Identity Guidelines: **Colors**

Primary:

Blue



PMS 281
C=100 M=85 Y=5 K=40
R=0 G=32 B=91
#00205b

Gold



PMS 142
C=0 M=29 Y=100 K=0
R=241 G=190 B=72
#f1be48

Secondary:

Light Blue



PMS 284
C=60 M=17 Y=0 K=0
R=90 G=173 B=224
#5aade0

Dark Blue



PMS 7789
C=77 M=25 Y=6 K=0
R=0 G=118 B=168
#0076a8

Orange



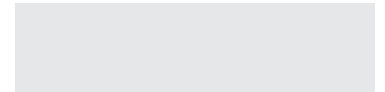
PMS 716
C=0 M=60 Y=100 K=0
R=245 G=130 B=32
#f58220

Green



PMS 361
C=70 M=0 Y=100 K=0
R=77 G=182 B=72
#4db648

Gray



PMS Cool Gray 1
C=0 M=0 Y=0 K=10
R=217 G=217 B=214
#e1e1e1

TGS Insurance Logo & Brand Identity Guidelines: **Logo**

Logo Use:

The Horizontal Logo is the preferred version of the logo and should always be used first. The Stacked Logo is for use when the Horizontal version will not work. The Icon is an alternative version of the brand mark to used to highlight the brand of TGS, but must never be used on its own. Always have the full logo with it somewhere on the layout.

Horizontal Logo:



Stacked Logo:



Icon:



TGS Insurance Logo & Brand Identity Guidelines: **Logo Space**



Clear Space:

The minimum clear space must be no smaller than the size of the N in Insurance.



Minimum Space:

The height of the TGS Insurance Agency logo should be no smaller than 0.35 inches on any printed materials and 25.5 pixels when displayed digitally.

Preferred Color Variations:



Most ←

→ Least

TGS Insurance Logo & Brand Identity Guidelines: **Logo Styles**

Please Respect the Logo Style:

The TGS Insurance logo is the brand mark and should not be altered in any way.



Do not add additional copy on any side of the logo.



Do not distort the logo.



Do not alter the colors of the logo.



Do not add bevels, reflections, or other special effects.



Do not add a stroke to the logo.



Do not place the logo on a complicated/patterned background or photo.



Do not use the logo as part of a sentence.



Do not crop the logo.



Do not add a drop shadow to the logo.



TGS

INSURANCE

AGENCY