



**BRAND IDENTITY STANDARDS**

Revised February 2019

## BRAND VOICE

Brand voice conveys the brand's personality and point of view. Five key traits describe Grinnell Mutual's brand personality: forward-looking, dependable, cooperative, honest, and secure. Text written to support the brand should always exhibit at least one of these traits — and never contradict any of them.

- **FORWARD-LOOKING:** Express optimism. Employ an active voice using present or future tense.
- **DEPENDABLE:** Rely on language that reassures customers and partners that they can rely on us.
- **COOPERATIVE:** Use inclusive words (we, us) to demonstrate our cooperative approach.
- **HONEST:** Make statements supported by evidence and facts. Avoid hyperbole.
- **SECURE:** Exhibit confidence and assuredness in writing. Speak from a position of strength.

## EDITORIAL GUIDELINES

Grinnell Mutual follows AP style in most cases. All communications (both internal and external) should adhere to these style rules. This includes advertisements, brochures, PowerPoint presentations, letters, signage/posters, flyers, etc.

- **DOCUMENT TITLES AND HEADLINES:** Use sentence case, not title case, in both print and digital media. Only the first word and proper nouns are capitalized in headlines, subheads, labels, menus, breadcrumbs, etc.
- **SPACES:** Do not use double spaces after ending punctuation marks.
- **POSITION TITLES:** Titles for people should be capitalized if only if they appear before the person's name.
- **DEPARTMENT/DIVISION NAMES:** Capitalize the names of Grinnell Mutual divisions and their departments.

## GLOSSARY OF TERMS

### BRAND IDENTITY

The outward expression of a brand as created by a system of standards, including colors, fonts, images, photos, graphics, and design.

### CORPORATE IDENTITY

A narrower subset of the overall brand identity, including the brand's core component — primarily its name, logo, or logotype. A corporate identity should distill the brand attributes of a company down to a single, identifiable graphic mark.

### LOGOTYPE

Differs from a wordmark in that a logotype has had custom alterations to its letterforms to create a unique mark. (The Grinnell Mutual treatment featured throughout this guide is a logotype.)

### ICON

A graphic mark associated with a corporate identity or product identity. It can be used with or without accompanying type. (The corporate shield icon is an example of this.)

### BRAND ARCHITECTURE

A hierarchy that outlines the relationships among all brand identities (corporate, business unit, products, etc.) within an organization.

# BRAND ARCHITECTURE



GRINNELL MUTUAL



## GRINNELL MUTUAL CORPORATE IDENTITY

The Grinnell Mutual corporate identity appears as a two-color logotype and mark, including the corporate shield and horizon line. The word “MUTUAL” sits under the name “GRINNELL” and aligns with the second N in the sizing proportion, shown at left.

Use only these approved treatments when presenting the corporate identity in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.



### CLEAR SPACE

In order to make the corporate identity stand out, leave clear space between the logo and other elements on the page. This clear space should be free of text or other competing graphic elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the logo. Exceptions can be made on small merchandise that has limited imprint area space.



### MINIMUM SIZE

Do not reproduce the corporate identity at a size smaller than the minimum accepted size listed above, 1.25 inches wide. Exceptions can be made on small merchandise that has limited imprint area space.



### LOCKUP

The word “MUTUAL” should always stay in the location shown above, aligned with the second N in “GRINNELL.” It should also stay in the same proportion to “GRINNELL” and the corporate shield shown above.

## CORPORATE COLORS

It is important Grinnell Mutual maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, PMS Coated colors should be used

on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Orange	PMS 144 C	PMS 130 U	C:0 M:51 Y:100 K:0	R:243 G:144 B:0	#f39000
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



### COLOR USE – SECONDARY

WHITE ON ORANGE AND WHITE ON BLUE



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE

### COLOR USE – ALTERNATE

THE ALL-BLUE LOGO CAN BE USED ON MERCHANDISE IN SITUATIONS WHERE THERE ARE LIMITATIONS FOR USING THE PRIMARY TWO-COLOR LOGO.



## INCORRECT LOGO USES

It is important that Grinnell Mutual maintains a consistent appearance in visual communications across various media types and materials. Do not alter the Grinnell Mutual corporate identity logo from how it appears in this guide.

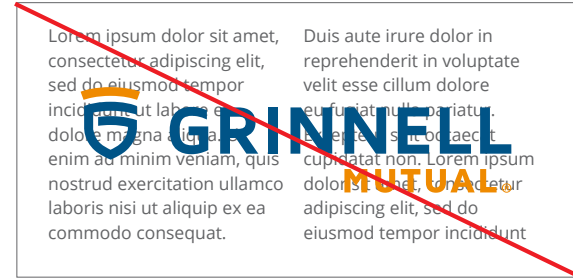
DO NOT ROTATE OR STRETCH



DO NOT USE NON-APPROVED COLORS OR GRADIENTS



MAINTAIN AREA OF CLEAR SPACE



DO NOT ALTER LOGO ELEMENTS



DO NOT ALTER LOGO LOCK-UP



DO NOT COMBINE SHIELD WITH ALTERED LOGOTYPE



DO NOT PLACE THE LOGO ON BACKGROUNDS WITH INSUFFICIENT CONTRAST



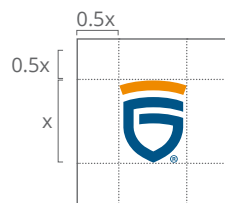




## GRINNELL MUTUAL CORPORATE SHIELD

The Grinnell Mutual corporate shield appears as a two-color icon. The line above the shield is referred to as the “horizon line.”

Use only these approved treatments when presenting the corporate shield in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications. The shield should not be used without the logotype (exceptions below).



### CLEAR SPACE

In order to make the corporate shield stand out, leave clear space between the logo and other elements on the page. This clear space should be free of text or other competing graphic elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the logo. Exceptions can be made on small merchandise that has limited imprint area space.



### MINIMUM SIZE

Do not reproduce the corporate shield at a size smaller than the minimum accepted size listed above, 0.172 inches wide. Exceptions can be made on small merchandise that has limited imprint area space.



### USAGE EXCEPTIONS

The shield may be used without the Grinnell Mutual logotype, provided the business name (Grinnell Mutual) appears in close proximity to the corporate shield —such as the opposite side of a hat (A) or as seen on social media channels (B). The corporate shield should never be used on its own as a graphic element.

## CORPORATE FONTS — INTERNAL DOCUMENTATION

The fonts below apply to all Grinnell Mutual brand executions including Grinnell Re, Grinnell Select, Grinnell Specialty Agency, Grinnell Mutual Member and Special Investigations.

**ARIAL REGULAR** should only be used in all caps for dominant headlines. May also be used with initial caps and lowercase for secondary and disclaimer copy.

DISPLAY TYPE,  
DOMINANT HEADLINES,  
SECONDARY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**ARIAL BOLD** can be used in all caps for subheads, business unit descriptors and folios. May also be used with initial caps and lowercase for emphasis within body copy and for the web address.

SUBHEADS,  
BUSINESS UNIT  
DESCRIPTORS,  
FOLIOS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

*Arial Italic* is used on disclaimers within internal documentation (e.g., email signatures).

DISCLAIMERS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Times New Roman Regular** is used for body copy in internal documents.

BODY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

*Times New Roman Italic* is used in body copy in internal documents for quotations or publication titles that are referenced within body copy.

QUOTATIONS,  
REFERENCED  
PUBLICATION TITLES

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Times New Roman Bold** is used emphasis within body copy.

EMPHASIZED  
BODY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***Times New Roman Bold Italic*** is used emphasis within body copy.

EMPHASIZED  
BODY COPY

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

## FORMATTING A LETTER

When formatting a letter to be printed on Grinnell Mutual letterhead, follow the details below. Letterhead templates are created and maintained by Document Services.

### LEFT AND RIGHT MARGINS

Your margin should be aligned with the left edge of the G in the Grinnell Mutual logo, this measurement will be .93 inches.

### TOP MARGIN

Start your letter 2 inches from the top of the document.

### BOTTOM MARGIN

The bottom margin should be 1 inch.

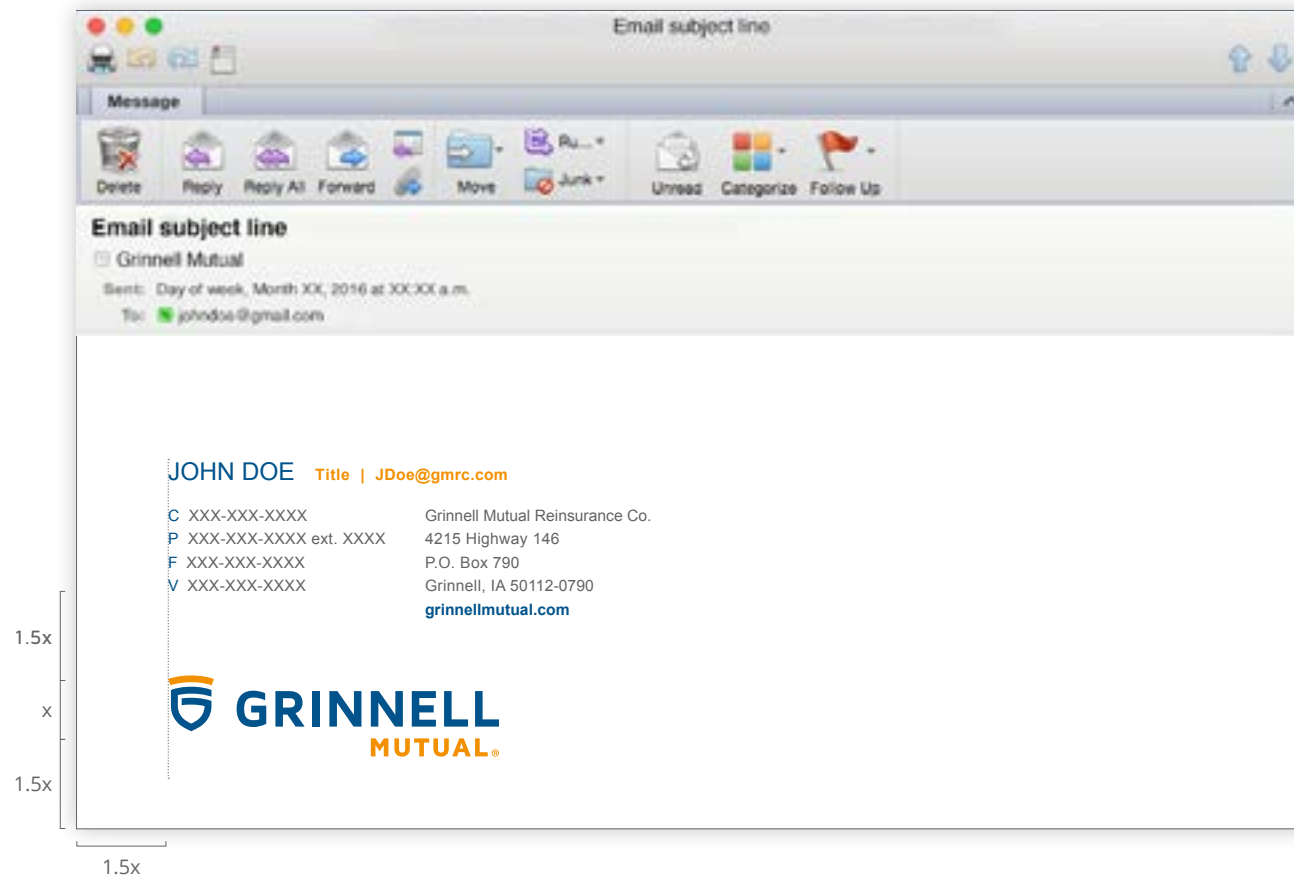
### TYPOGRAPHY

See recommended Grinnell Mutual brand fonts and colors.

INTERNAL DOCUMENT LETTER BODY COPY: Times New Roman or Arial 11 pt, Black



# CORPORATE EMAIL SIGNATURE



## LOGO

Should be 168 pixels wide two-color, #00538b Blue and #f39000 Orange

## TYPOGRAPHY

Address block aligns to the left of the corporate shield. Set all text as flush left and ragged right.

**NAME:** Arial Regular 12.5 pt, #00538b Blue

**TITLE/EMAIL:** Arial Bold 8 pt, #f39000 Orange

**COMPANY NAME:** Arial Bold 8 pt, 12 pt leading, #636466 Gray

**PHONE:** Arial Regular 8 pt, 12 pt leading, C, P, F, V in #00538b Blue and Numbers in #636466 Gray

**WEB ADDRESS:** Arial Bold 8 pt, 12 pt leading, #00538b Blue; do not use the www. prefix

## ADDITIONS

Signatures should not include any quotes, mottos, sports team logos, or any other businesses' logos or taglines.

Designations/certifications should be listed under the name.

## CORPORATE POWERPOINT TEMPLATE

Maintain brand consistency by utilizing the corporate powerpoint template when creating internal and external presentations. All presentations should be created in the widescreen format (16:9), and observe all guidelines relating to clear space around the company logo.

### WIDESCREEN

TITLE SLIDE



DIVIDER SLIDE



CONTENT SLIDE



## DISCLAIMER OVERVIEW

The Grinnell Mutual disclaimer should appear consistently across different layouts to help reinforce the brand and create continuity. Keep the document's left and right margin amount of space between the bottom of the disclaimer and top of the orange bar.

### INTRO LINE

This line of copy may change across different materials but should always be treated consistently. Use Open Sans Regular and set in the blue Grinnell Mutual color (see page 8 for the correct color based on final output). The intro line should appear the height of the shield down from the top of the tint box and in from the left and right sides of the box.

### LOGO

Should appear at the same size as it does on the cover. Leave a space the height of the shield between the bottom of the intro line and top of the logo.

### DESCRIPTOR

Grinnell Mutual offers many types of insurance to its customers. To emphasize our product portfolio, a descriptor should be added to detailers when space allows. Center the descriptor line below the Grinnell Mutual logo. Leave a space the height of the shield between the bottom logo and the top of the intro line. Also leave a space the height of the shield between the bottom of the descriptor line and the bottom edge of the tint box.



### TINT BOX

Use box with a 5 percent tint of black or 5 percent tint of PMS Cool Gray 11 U/PMS Cool Gray 10 C (depending on final output) to frame the intro line, logo and descriptor. **Do not use tint boxes for materials that are imprintable.**

### DISCLAIMER COPY

Should be set in Open Sans Italic in the gray Grinnell Mutual color (see page 8 for the correct color based on final output). Leave a space half the height of the corporate shield between the bottom of the tint box and top of the disclaimer copy. The document's left and right margin measurements should be applied for the space between the bottom of the disclaimer and the top of the orange bar.

## DEPARTMENT WORDMARKS

- When creating department marks use the Grinnell Mutual brand colors.
- Always use the brand fonts. Maven Pro Bold should be used for the department name.

**CLAIMS**

**CORPORATE LOSS CONTROL**

**CROP HAIL**

**DIGITAL COACH**

**HEALTHMATTERS** CLINIC  
MANAGED BY SURGICAL ASSOCIATES, LLP

**FARM•MATE.**

**FARM•GUARD.**

**HOME•GUARD.**

**TEAMWORK**

- 
- The department wordmark can stand alone or be paired with the Grinnell Mutual logo. If the wordmark is paired with the Grinnell Mutual logo be sure to maintain the required amount of clear space.

**SPECIAL INVESTIGATIONS**

OR

**SPECIAL INVESTIGATIONS**



## ADDITIONAL DEPARTMENT MARKS

Additional marks exist that adhere to the standards outlined on page 65 but also incorporate other icons that stay on brand the further illustrate the department.

**MOST** > MUTUAL ONLINE  
SERIES TRAINING

**EMPLOYEE  
VOICE**

**OUR  
STORIES**

**P·A·C**

**GRINNELL MUTUAL  
ROAD TO  
SUCCESS**

**RPM**  
RATING PROGRAM FOR MUTUALS  
GRINNELL MUTUAL

**GRINNELL MUTUAL  
PRESIDENT'S  
CLUB**

**GRINNELL MUTUAL  
TOMORROW  
CAN TAKE  
YOU PLACES**  
AGENT INCENTIVE PROGRAM

**GRINNELL MUTUAL  
WELL FOR  
TOMORROW**

**UX** **UI**  
User Experience User Interface



GRINNELL RE



## GRINNELL RE BUSINESS UNIT LOGO

Different from the Grinnell Mutual corporate identity, the Grinnell Re business unit logo is identified by the location of the letters “RE” and by the use of green instead of orange. On the business unit logo, the word “RE” sits next to the word “GRINNELL” and aligns with the top of the word.

Use only these approved treatments when presenting the Grinnell Re business unit logo in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.

**The Grinnell Re mark is for corporate use only, and may not be used by mutuals.**



### CLEAR SPACE

In order to make the business unit logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the parameter of the logo. Exceptions can be made on small merchandise that has limited imprint area space.



### MINIMUM SIZE

Do not reproduce the business unit logo at a size smaller than the minimum accepted size listed above. Exceptions can be made on small merchandise that has limited imprint area space.



### LOCK-UP

The letters “RE” should always stay in the location shown above, aligned with the top of the name “GRINNELL.” They should also stay in the same proportion to “GRINNELL” and the corporate shield shown above.

## BUSINESS UNIT COLORS

It is important the Grinnell Re business unit maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Green	PMS 368 C	PMS 382 U	C:60 M:0 Y:100 K:0	R:112 G:185 B:47	#70b92f
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



### COLOR USE – SECONDARY

WHITE ON GREEN AND WHITE ON BLUE



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE

GRINNELL SELECT



## GRINNELL SELECT BUSINESS UNIT LOGO

Different from the Grinnell Mutual corporate identity, the Grinnell Select business unit logo is identified by location of the word "SELECT" and by use of the color purple instead of orange. On the business unit logo, the word "SELECT" sits next to the word "GRINNELL" and the tops of the words are aligned.

Use only these approved treatments when presenting the Grinnell Select business unit logo in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.



### CLEAR SPACE

In order to make the business unit logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the business unit logo at a size smaller than the minimum accepted size listed above.



### LOCK-UP

The word "SELECT" should always stay in the location shown above, aligned with the top of the word "GRINNELL." It should also stay in the same proportion to Grinnell and the corporate shield shown above.

## BUSINESS UNIT COLORS

It is important the Grinnell Select business unit maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Purple	PMS 267 C	PMS 267 U	C:80 M:97 Y:0 K:0	R:87 G:48 B:134	#573086
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



### COLOR USE – SECONDARY

WHITE ON PURPLE AND WHITE ON BLUE



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE

GRINNELL SPECIALTY AGENCY



## GRINNELL SPECIALTY AGENCY BUSINESS UNIT LOGO

Different from the Grinnell Mutual corporate identity, the Grinnell Specialty Agency business unit logo is identified by location of the words “SPECIALTY AGENCY” and by the use of the color blue instead of orange. On the business unit logo, the words “SPECIALTY” and “AGENCY” sit next to the name “GRINNELL” and align with the top and bottom of the name.

Use only these approved treatments when presenting the Grinnell Specialty Agency business unit logo in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.



### CLEAR SPACE

In order to make the business unit logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the business unit logo at a size smaller than the minimum accepted size listed above.



### LOCK-UP

The words “SPECIALTY” and “AGENCY” should always stay in the location shown above, aligned with the top and bottom of the name “GRINNELL.” It should also stay in the same proportion to “GRINNELL” and the corporate shield shown above.



## BUSINESS UNIT COLORS

It is important the Grinnell Specialty Agency business unit maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Light Blue	PMS 299 C	PMS 299 U	C:100 M:0 Y:0 K:0	R:0 G:159 B:227	#009fe3
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE

GRINNELL MUTUAL MEMBER

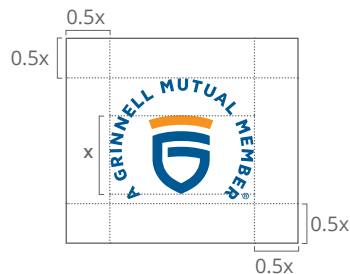


## PRIMARY GRINNELL MUTUAL MEMBER LOGO

Different from the Grinnell Mutual corporate identity, the Grinnell Mutual Member logo is identified by the corporate shield and the horizon line mark. The Grinnell Mutual Member logo includes the words “A GRINNELL MUTUAL MEMBER” which wrap around the corporate shield.

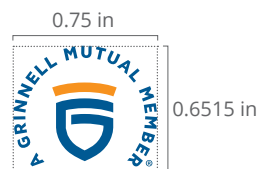
Use only these approved treatments when presenting the Grinnell Mutual Member logo in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.

The “A GRINNELL MUTUAL MEMBER” logo is solely for use by and for mutual members.



### CLEAR SPACE

In order to make the member logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the member logo at a size smaller than the minimum accepted size listed above.



### LOCK-UP

The Grinnell Mutual Member logo should always maintain the proportions and layout as shown above. The letters “A” and “R” (the last letter in “MEMBER”) should align horizontally.

## MEMBER COLORS

It is important the Grinnell Mutual Member logo maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Orange	PMS 144 C	PMS 130 U	C:0 M:51 Y:100 K:0	R:243 G:144 B:0	#f39000
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



### COLOR USE – SECONDARY

WHITE ON ORANGE AND WHITE ON BLUE



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE



## SECONDARY GRINNELL MUTUAL MEMBER LOGO

The secondary Grinnell Mutual Member logo can be used when there are space or size limitations that prevent usage of the primary lock-up. Always try to use the primary logo first. The secondary logo should remain secondary in usage.



### CLEAR SPACE

In order to make the member logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of 0.5x (half the height of the corporate shield/horizon line combined) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the member logo at a size smaller than the minimum accepted size listed above.



### LOCK-UP

The secondary Grinnell Mutual Member logo should always maintain the proportions and layout as shown above. 'A Grinnell Mutual Member' should remain left aligned and should be centered vertically with the 'shield.'

# SPECIAL INVESTIGATIONS

# SPECIAL INVESTIGATIONS



## SPECIAL INVESTIGATIONS LOGO

The Special Investigations logotype is defined by its unique typeforms and brand color usage. The Special Investigations logo should always be shown with the Grinnell Mutual corporate logo and corporate shield to build brand strength and cohesion.

Use only these approved treatments when presenting the Special Investigations logo in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.

## SPECIAL INVESTIGATION COLORS

It is important the Special Investigations logo maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Orange	PMS 144 C	PMS 130 U	C:0 M:51 Y:100 K:0	R:243 G:144 B:0	#f39000
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466

## SPECIAL INVESTIGATIONS



### COLOR USE – PRIMARY

TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS

## SPECIAL INVESTIGATIONS



### COLOR USE – SECONDARY

WHITE ON ORANGE

## SPECIAL INVESTIGATIONS



### BLACK AND WHITE USE

WHITE ON BLACK AND BLACK ON WHITE

## SPECIAL INVESTIGATIONS







### CLEAR SPACE

In order to make the Special Investigations logo stand out, leave clear space between the logo and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of X (the height of the Grinnell Mutual corporate shield) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the member logo at a size smaller than the minimum accepted size listed at left. Exceptions can be made on small merchandise that has limited imprint area space.

### SPECIAL INVESTIGATIONS



### LOCK-UP

The Special Investigations logo should always appear with Grinnell Mutual logo. (Exceptions can be made on small merchandise that has limited imprint area space.) A space of 1.5 times the height of the Grinnell Mutual corporate shield should be maintained between the Special Investigations logotype and the Grinnell Mutual logo.

FARM-MATE

FARM-GUARD

HOME-GUARD

# FARM•MATE®

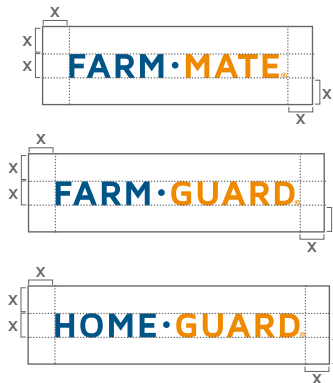
# FARM•GUARD®

# HOME•GUARD®

## FARM-MATE, FARM-GUARD AND HOME-GUARD LOGOS

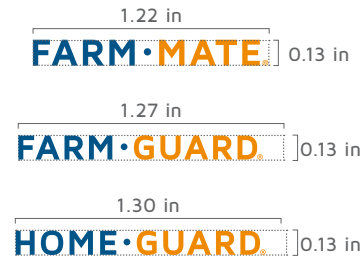
The Farm-Mate, Farm-Guard and Home-Guard logotypes are defined by their unique typeforms and brand color usage.

Use only these approved treatments when presenting the Farm-Mate, Farm-Guard and Home-Guard logos in all internal and external marketing and advertising materials. Primary color treatments are preferred over secondary treatments for all applications.



### CLEAR SPACE

In order to make the product logos stand out, leave clear space between the logos and other elements on the page. This clear space should be completely free of text or other competing graphical elements. A distance of X (the height of the M) must be maintained around the parameter of the logo.



### MINIMUM SIZE

Do not reproduce the product logos at a size smaller than the minimum accepted size listed above.



### LOCK-UP

The product logos should always maintain the proportions and layout as shown above.

## FARM-MATE, FARM-GUARD AND HOME-GUARD COLORS

It is important the product logos maintain a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

Be sure to choose the correct color build or PMS number based on the output of the final piece. Adhere to the PMS colors and color builds shown below. Do not rely on software and/or a Pantone® Color Bridge book to create a conversion. PMS Uncoated colors should be used on items that are printed on uncoated paper, such as corporate identity system

pieces. PMS Coated colors should be used on items printed on coated paper, such as collateral pieces. CMYK color builds should be used on anything printed digitally or on internal communications, while RGB color builds and HTML hex colors should be used for digital applications.

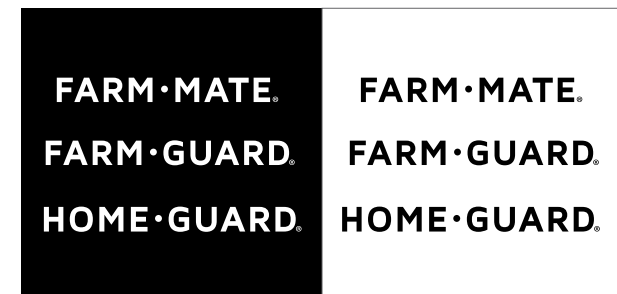
	Pantone Coated (PMS)	Pantone Uncoated (PMS)	CMYK (Print)	RGB (Digital)	HTML (Web)
Blue	PMS 7692 C	PMS 301 U	C:100 M:45 Y:0 K:30	R:0 G:83 B:139	#00538b
Orange	PMS 144 C	PMS 130 U	C:0 M:51 Y:100 K:0	R:243 G:144 B:0	#f39000
Gray	PMS Cool Gray 10 C	PMS Cool Gray 11 U	C:0 M:0 Y:0 K:75	R:99 G:100 B:102	#636466

**FARM·MATE®**  
**FARM·GUARD®**  
**HOME·GUARD®**

**COLOR USE – PRIMARY**  
 TWO COLOR ON LIGHT, NEUTRAL BACKGROUNDS



**COLOR USE – SECONDARY**  
 WHITE ON ORANGE AND WHITE ON BLUE



**BLACK AND WHITE USE**  
 WHITE ON BLACK AND BLACK ON WHITE