Nixon Lindstrom

Brand Guidelines



Nixon & Lindstrom Welcome Statement

Keep Springfield's most trusted voice in insurance consistent with these branding tools.

Nixon & Lindstrom connects clients with vital insurance products, including individual, commercial, employee benefits, and specialized insurance. To maintain Nixon & Lindstrom's authority and professional appearance, the agency and all associated marketing partners should use the branding assets presented in this guide.

Please review this manual before creating marketing materials to uphold Nixon & Lindstrom's brand across platforms.

Index

01
INTRODUCTION

Mission 05
Values 06

02
LOGOS, WORDMARK, INITIALS & SYMBOL

Logo Overview 08
Primary Logo 09
Secondary Logo 10
Wordmark 11
Centered Logo 12
Centered Logo Alternative 13
Initials 14
Symbol 15
Clear Space 16

03
BRAND COLORS

Color Palette 18
Print Color Palette 19
Color Usage 20
Gradients 21

04
TYPOGRAPHY

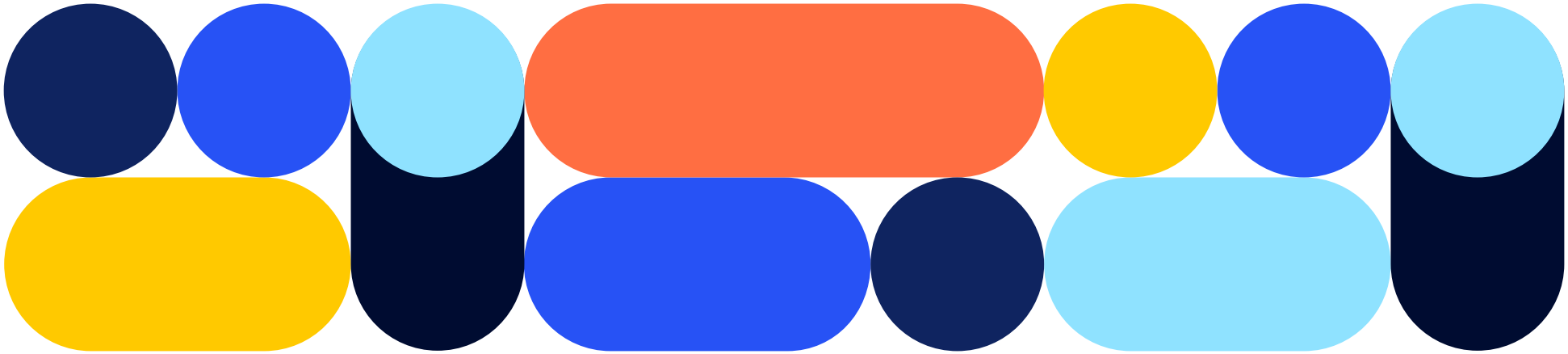
Typography 23
Hierarchy 24

05
DESIGN COMPONENTS

Pattern 26
Pattern Usage 27
Image Treatments 28
Testimonials 29

06
BRAND IN USE

Social Profiles 31
Social Media Posts 32
Digital Advertising 33
Brochure 34
Stationery 35
Journal 36



01
Introduction



Nixon & Lindstrom Insurance has been one of Springfield's leading insurance providers for more than 60 years. From 1955 to today, we've built trust with the community as a dependable firm for business and personal insurance needs.

Nixon & Lindstrom will endure the test of time by continuously applying the principles of our founder... If we work hard and always do what is best for the customer, we will prosper.

02
Logos
Wordmark
Initials
Symbol



Logo Overview

Nixon & Lindstrom's rebranded primary logo is a modernized approach to their previous logotype. The new design should be used whenever possible to officially represent the company.

This logo hones in on the company's history of building strong relationships with its customers and employees. The ampersand symbol has a long history of use in various contexts and thus can evoke a sense of tradition, legacy, and expertise.

To push the visual and message further, the mark has been altered with the use of negative space. While increasing the mark's recognition, this modification adds a modern element, which suggests the company's sense of forward-thinking and adaptability to changes in the market.



Primary Logo

Primary Logo

The primary Nixon & Lindstrom logo should be used whenever possible to officially represent the company. The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown,there are more possible variations that are not able to be shown. These should be used with discretion on a situational basis.



Secondary Logo

The secondary logo includes the word "INSURANCE" and should be used should be used whenever it is more important to communicate the company's industry. The logo can be used on the specified color options shown directly to the right.

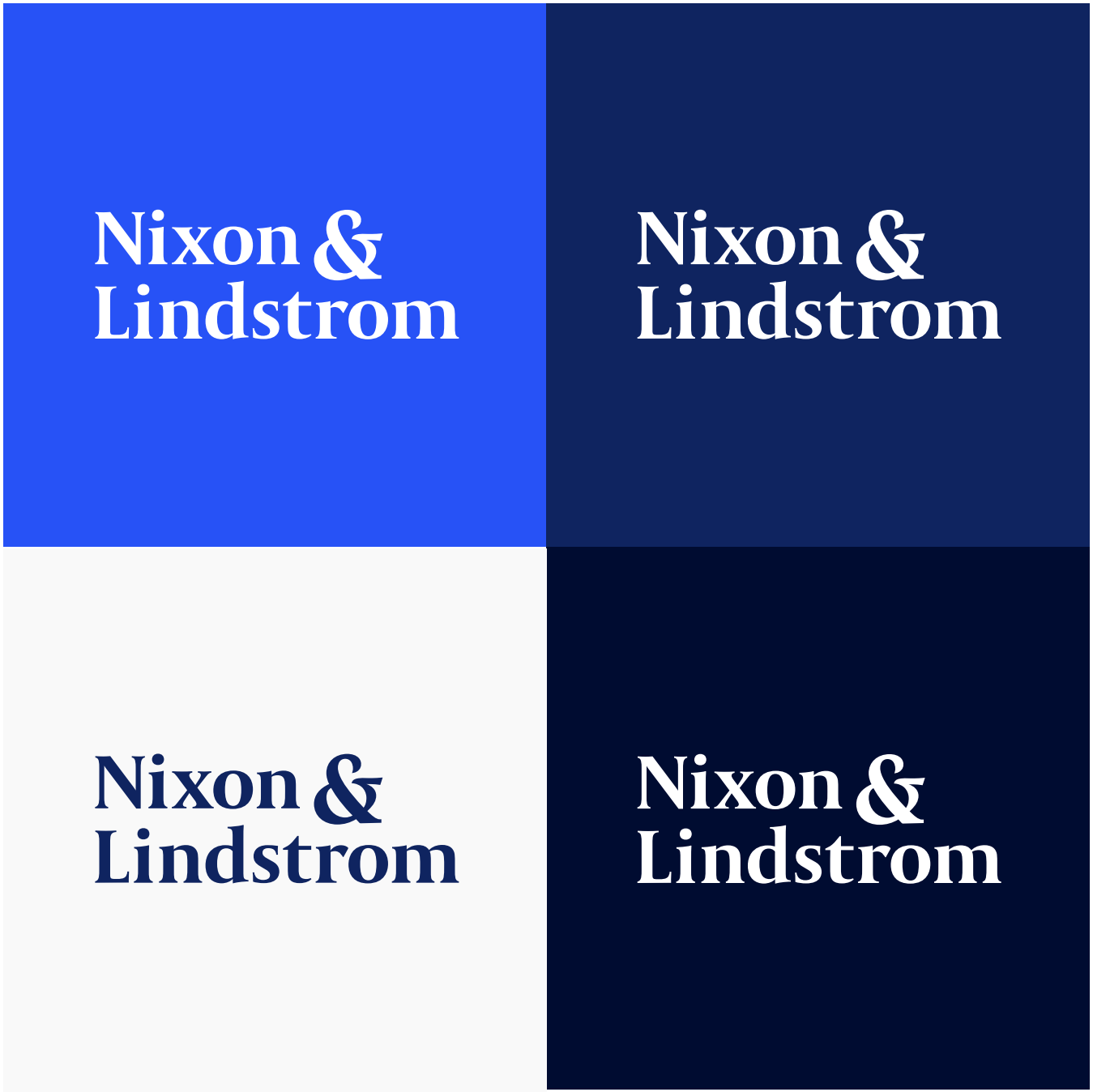
Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These should be used with discretion on a situational basis.



Wordmark

It is preferred to use the logo with the ampersand symbol. In cases where the symbol is used elsewhere in the layout or the name of the company should standout more, the wordmark should be used. The wordmark can be used on the specified color options shown directly to the right.

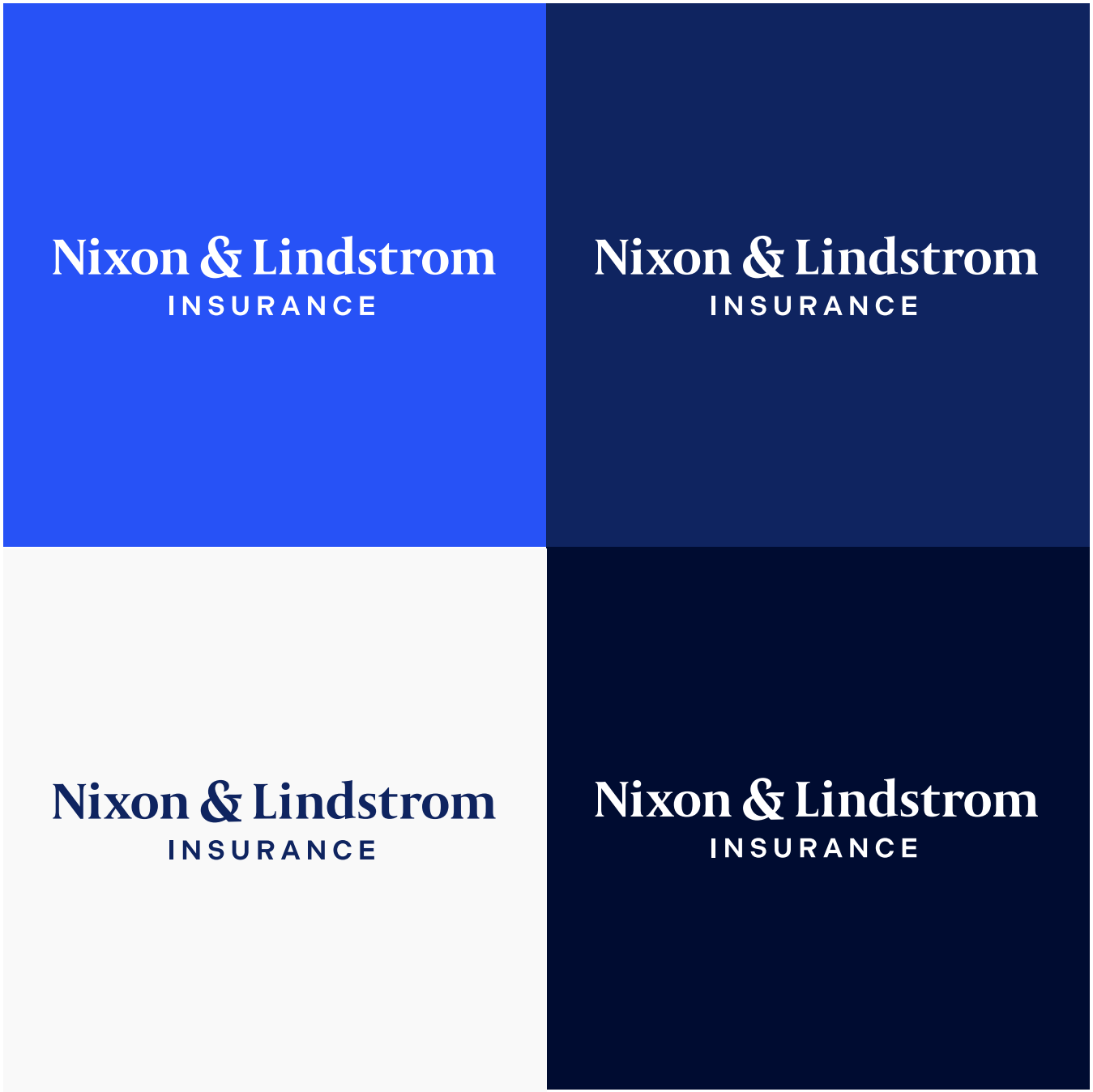
Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These should be used with discretio non a situational basis.



Centered Logo

In some instances, a centered logo may be required. The centered logo should never include the use of the symbol and can be used with or without the word "INSURANCE." The logo can be used on the specified color options shown directly to the right.

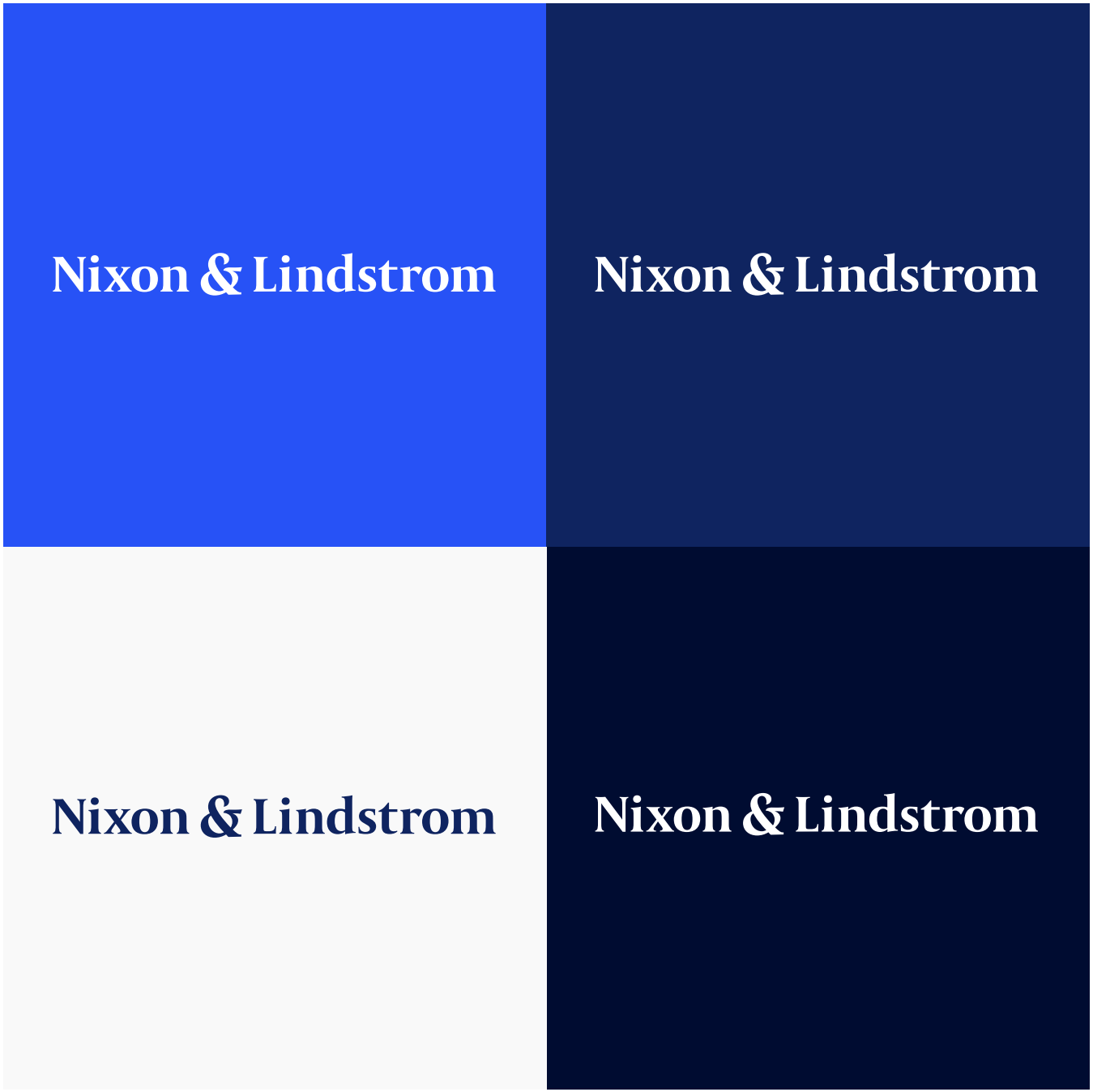
Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These should be used with discretion on a situational basis.



Centered Logo Altenative

In some instances, a centered logo may be required. For those instances, the centered logo should be used. The centered logo should never include the use of the symbol and can be used with or without the word “INSURANCE.” The logo can be used on the specified color options shown directly to the right.

Please note that while select color variations are shown, there are more possible variations that are not able to be shown. These should be used with discretion on a situational basis.



Initials

The initials serve as an additional element for further flexibility in unique situations. It can also stand alone in formats or purposes unconducive to the logotype. Example uses for the initials include:

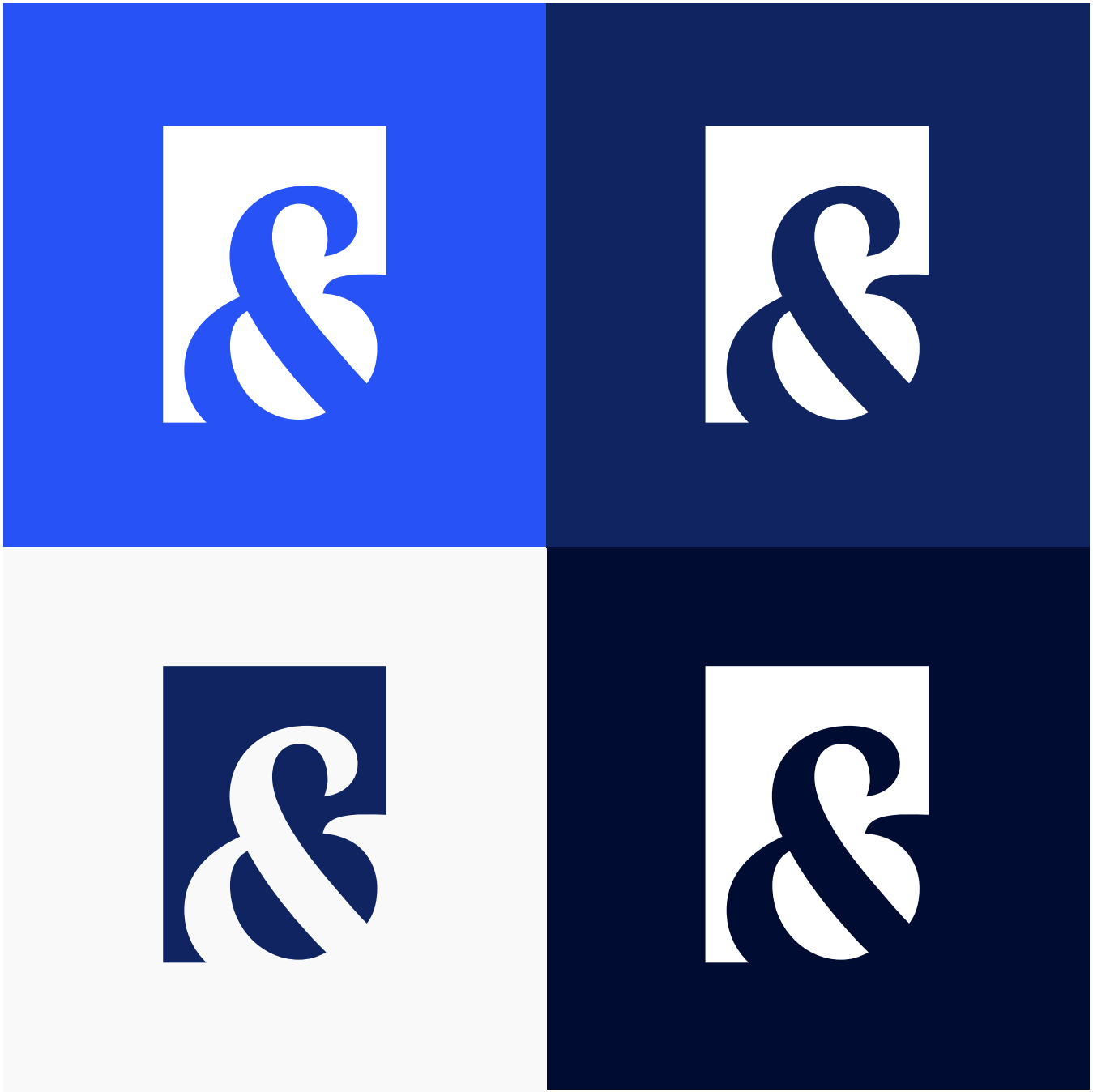
- Favicons (browser icons)
- Social media profile pictures
- Business cards
- Envelopes
- Website footer



Symbol

The symbol serves as a secondary element for further flexibility in unique situations. It can also stand alone in formats or purposes unconducive to the logotype. Example uses for the emblem include:

- Favicons (browser icons)
- Social media profile pictures
- Business cards
- Envelopes
- Website footer



Logo Clear Space

The legibility and distinction of all Nixon & Lindstrom logotypes are critical. The area of isolation, or minimum required clear space, surrounding all logotypes should have an adequate amount of space. Do not allow any other graphic elements to penetrate this area of isolation.

The clear space designated around the Nixon & Lindstrom logos is illustrated to the right. The amount of clear space needed to ensure that the logos effectively communicate, as well as holds their ground among competing elements, is the height of bottom section of the logos on every side of their parameter.





03
Brand Colors



Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our heritage, our voice, and our vision as a company.

Using color in the appropriate manner is one of the easiest ways to make sure our materials and communications reflect a cohesive Nixon & Lindstrom brand image.

The colors below are show in scale based on usage. The primary color should remain the dominant color, while the secondary colors, in combination with the primary, act as an accent to draw attention or add variety.



RGB: 0 12 49
HEX: #90E3FF

RGB: 15 36 96
HEX: #0f2460

RGB: 0 12 49
HEX: #000c31

RGB: 255 201 0
HEX: #FFC900

RGB: 255 110 66
HEX: #FF6E42

RGB: 39 82 246
HEX: #2752f5

RGB: 241 241 241
HEX: #f1f1f1

Print Color Palette

Certain brand colors may not translate well to all mediums, like print. The print color palette contains colors that maintain brand consistency and produce well in printed mediums.



CMYK:
37 0 0 0

CMYK:
0 21 100 0

Pantone
172C

CMYK:
0 73 87 0

Pantone:
PMS 2758

CMYK:
100 94 32 26

Pantone:
PMS 2935

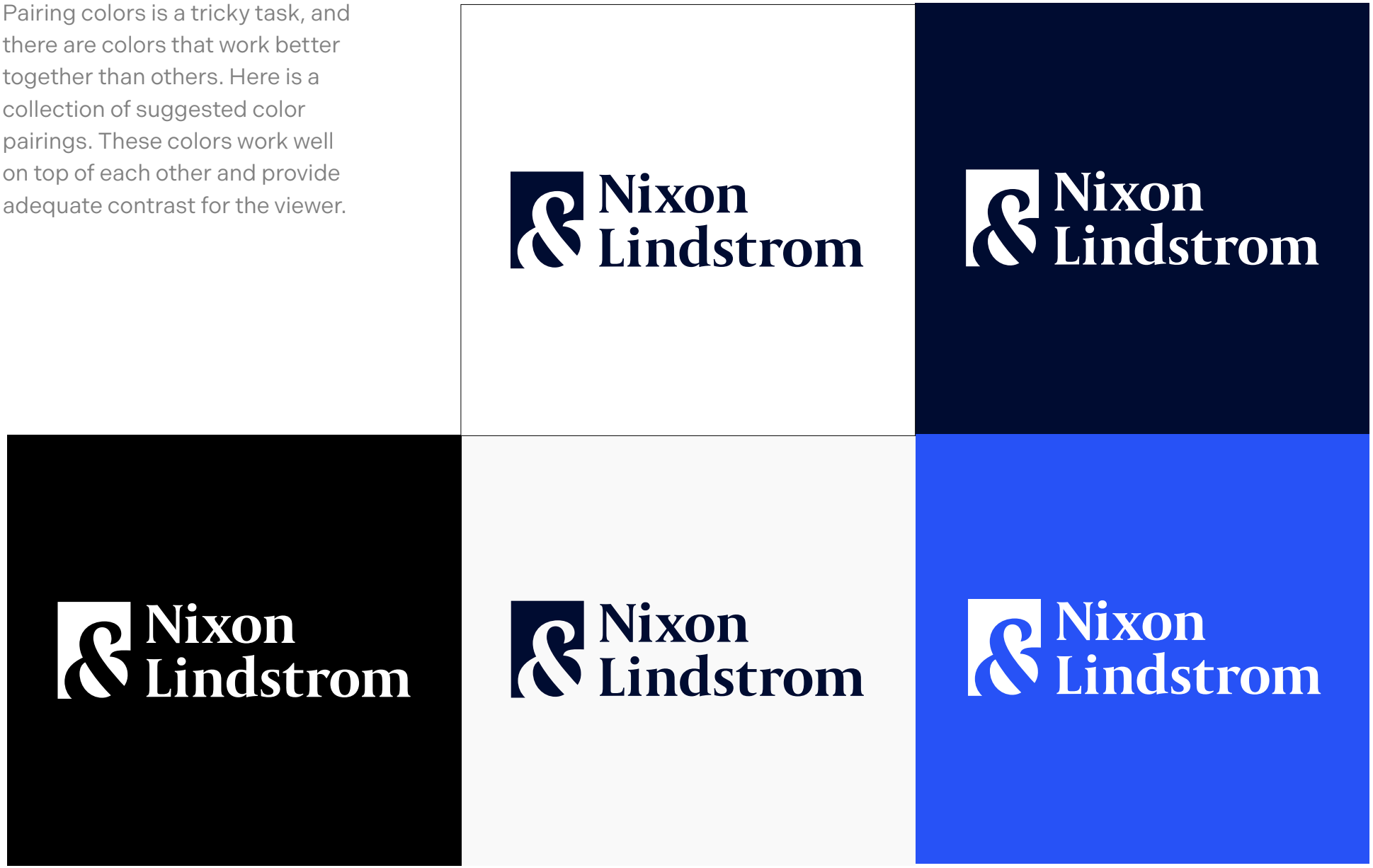
CMYK:
#2752f5

CMYK:
4 3 3 0

CMY:
95 87 48 64

Color Usage

Pairing colors is a tricky task, and there are colors that work better together than others. Here is a collection of suggested color pairings. These colors work well on top of each other and provide adequate contrast for the viewer.



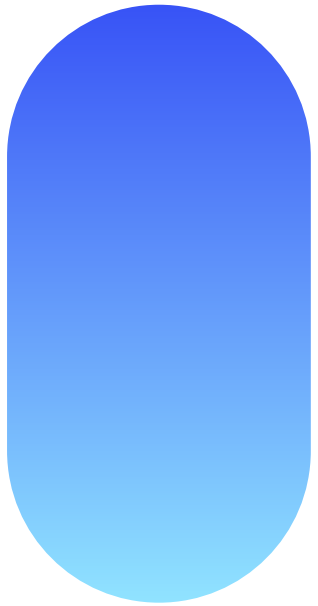
Gradients

Gradients are frequently used in branding guides to add depth, dynamism, and visual interest to brand assets and communication materials. They can enhance the overall brand identity by adding a unique visual style and creating a cohesive look and feel across various media.

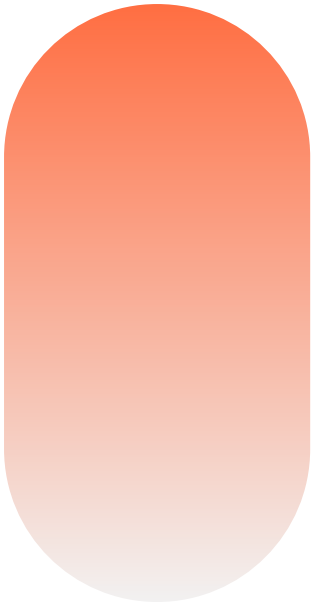


Warm Gradient

Light Blue Gradient



Cool Gradient



Orange Gradient



Dark Blue Gradient

04
Typography



Typography

Headline Font:
Font Name:
Capitolium2, Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subhead Font:
Font Name:
Indivisible, Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Paragraph Font:
Font Name:
Indivisible, Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Hierarchy

Typographic hierarchy establishes an order of importance by guiding a reader through the content, which allows for more effective communication. The following hierarchy is an example of the proportional relationship between headings, subheadings, and paragraphs or body text.

Please note that font sizes are dependent on the media. For example, website headings will be much larger than social media or print headings. Keep in mind the proportions of font size to line height should also be considered for consistency, legibility, and readability.

Font Name:
Capitolium2, Bold
Size 65pt

Headline 1

Font Name:
Capitolium2, Bold
Size 52pt

Headline 2

Font Name:
Indivisible, Semibold
Size 42pt

Headline 3

Font Name:
Indivisible, Regular
Size 30pt

Headline 4

Font Name:
Indivisible, Light
Size 24pt

Headline 5

Font Name:
Capitolium2, Bold
Size 20pt

Subtitle 1

Font Name:
Indivisible, Semibold
Size 16pt

Subtitle 2

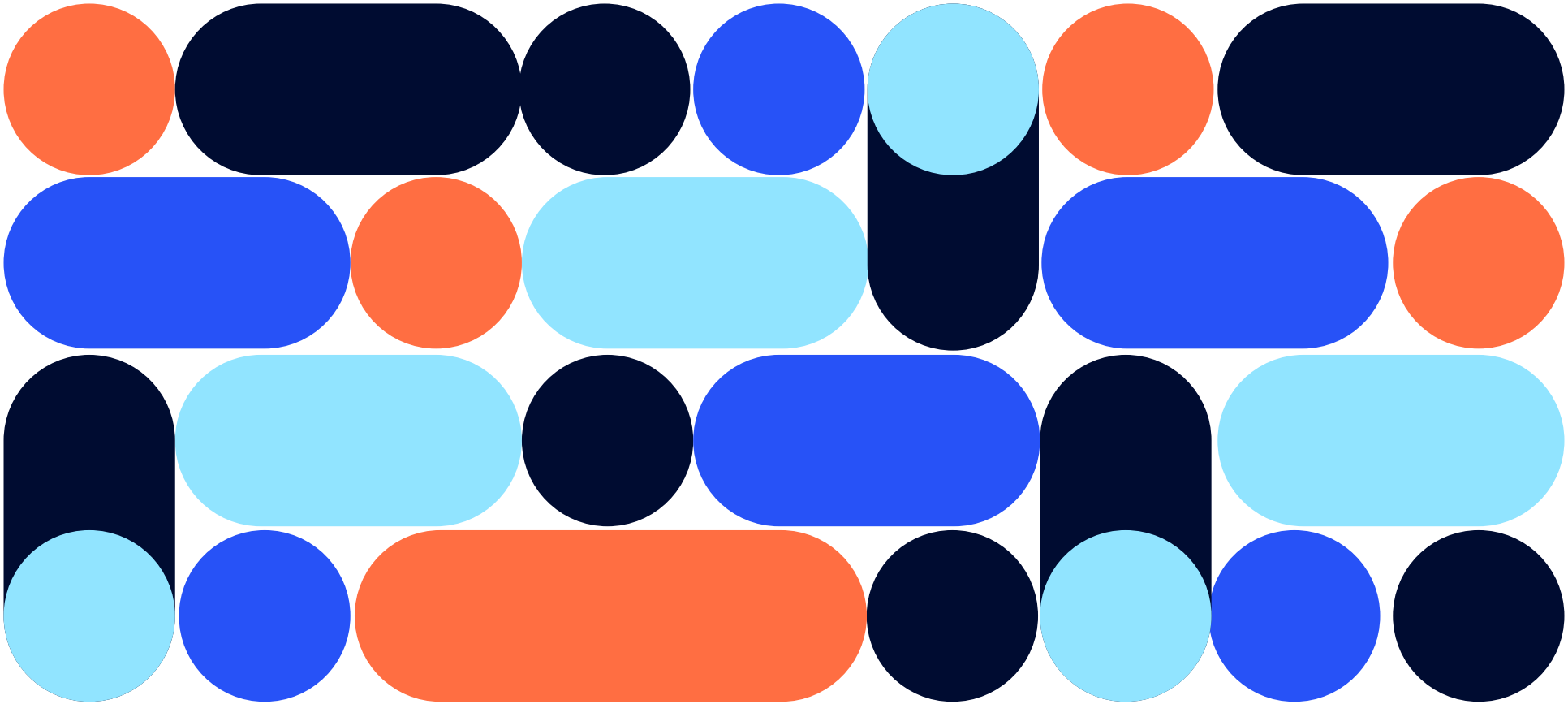
Font Name:
Indivisible, Regular
Size 12pt

Body

05
Design Componets

Pattern

Patterns play a crucial role in branding guides by adding visual interest, consistency, and reinforcement of brand identity. The pattern below created for Nixon and Lindstorm creates visually pleasing and distinct backgrounds for various brand assets, such as websites, social media templates, or print collateral.



Pattern Usage

When using patterns in branding guides, it's important to ensure consistency and scalability. Guidelines should clearly define how patterns should be applied, scaled, and adapted across different mediums to maintain a cohesive brand identity. Below is an example of acceptable contrast and color usage on light and dark backgrounds.





Image Treatments

Image treatments refer to the various techniques or modifications applied to images to maintain visual consistency and enhance the overall brand identity in a branding guide. These treatments help create a unified and cohesive look across all visual materials, such as advertisements, social media posts, website graphics, and more. Below are examples of how various brand elements have been used to create dynamic image treatments and outline how each should be used.



Ampersand with Cutout Headshot. Solid or graident background options.



Pill Shape Headshot. Solid or gradient background options.



Double Pill, Slanted with Cutout and Info Box. Solid colors should be used only. Option for single or double pill with cutout. Info box optional.

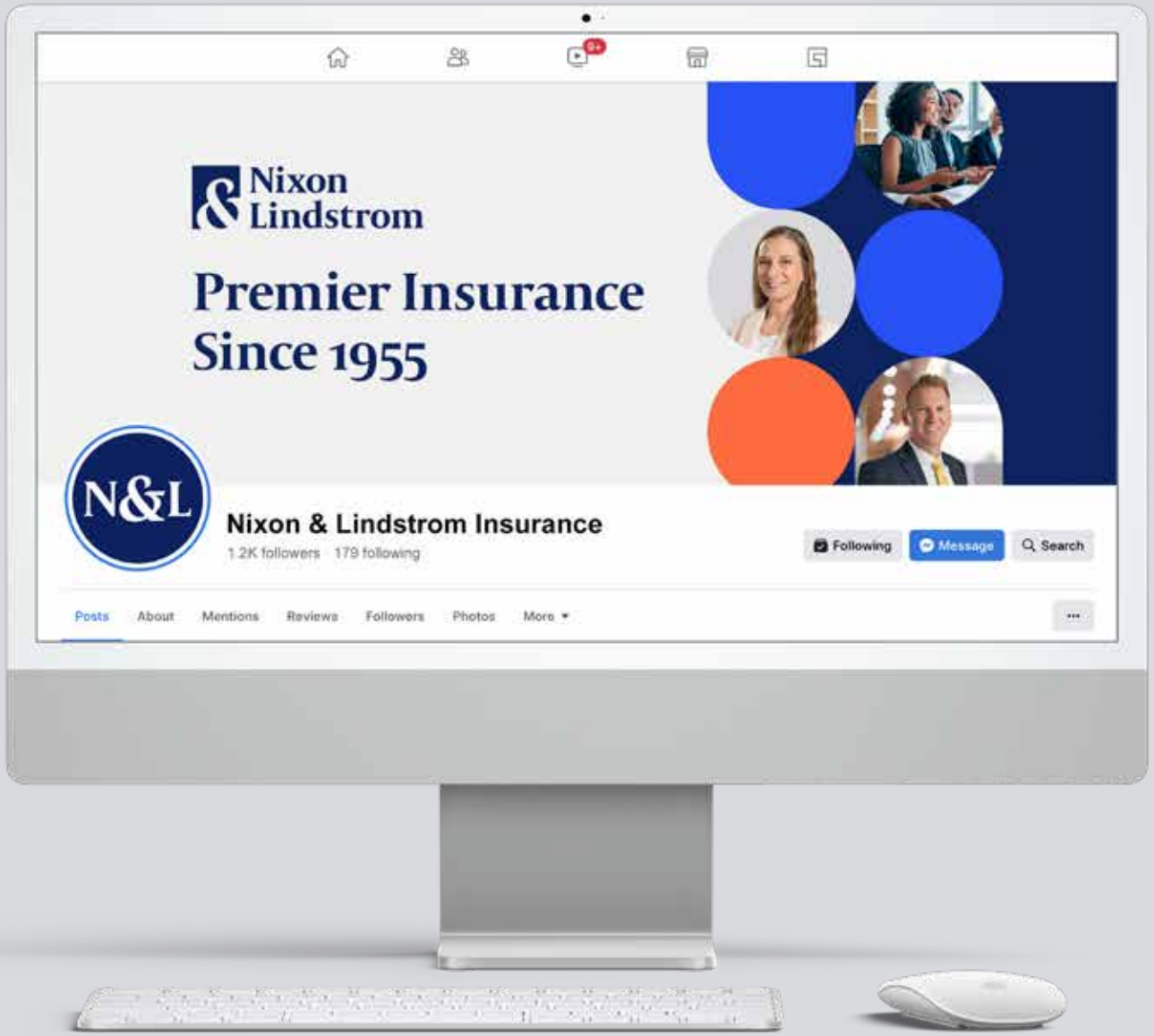
“Everybody kind of treats each other like brothers and sisters. We all share our successes and failures at the same time and help each other out when we need it.”

Jeff Kennedy
Employee Benefits Specialist

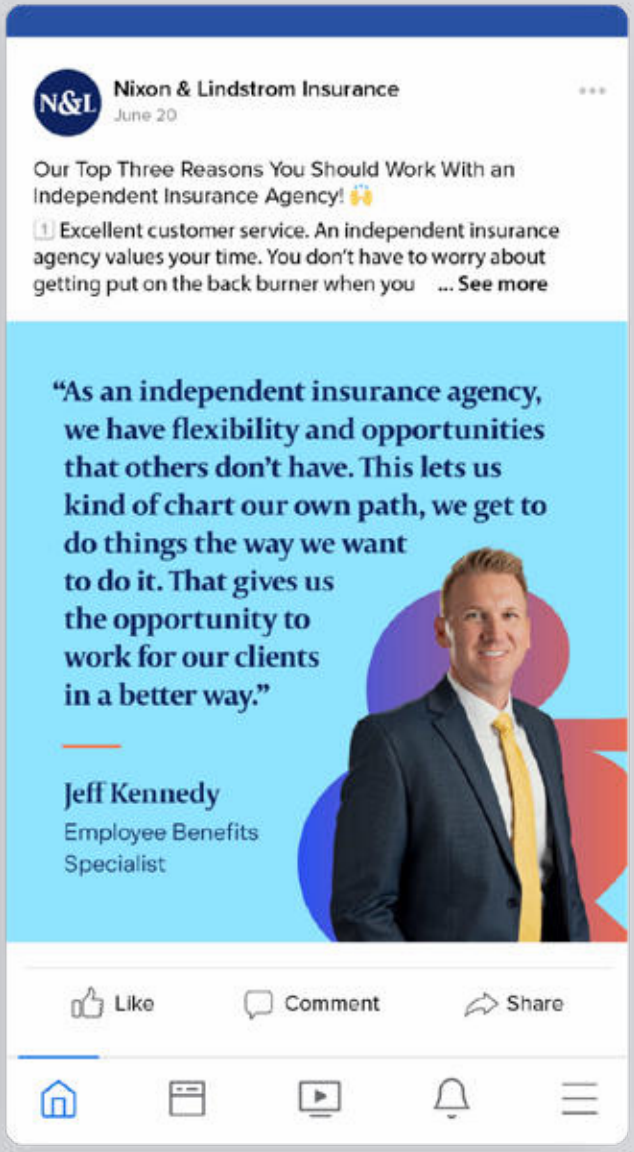


06
Brand Use Examples

Social Media



Social Media Posts





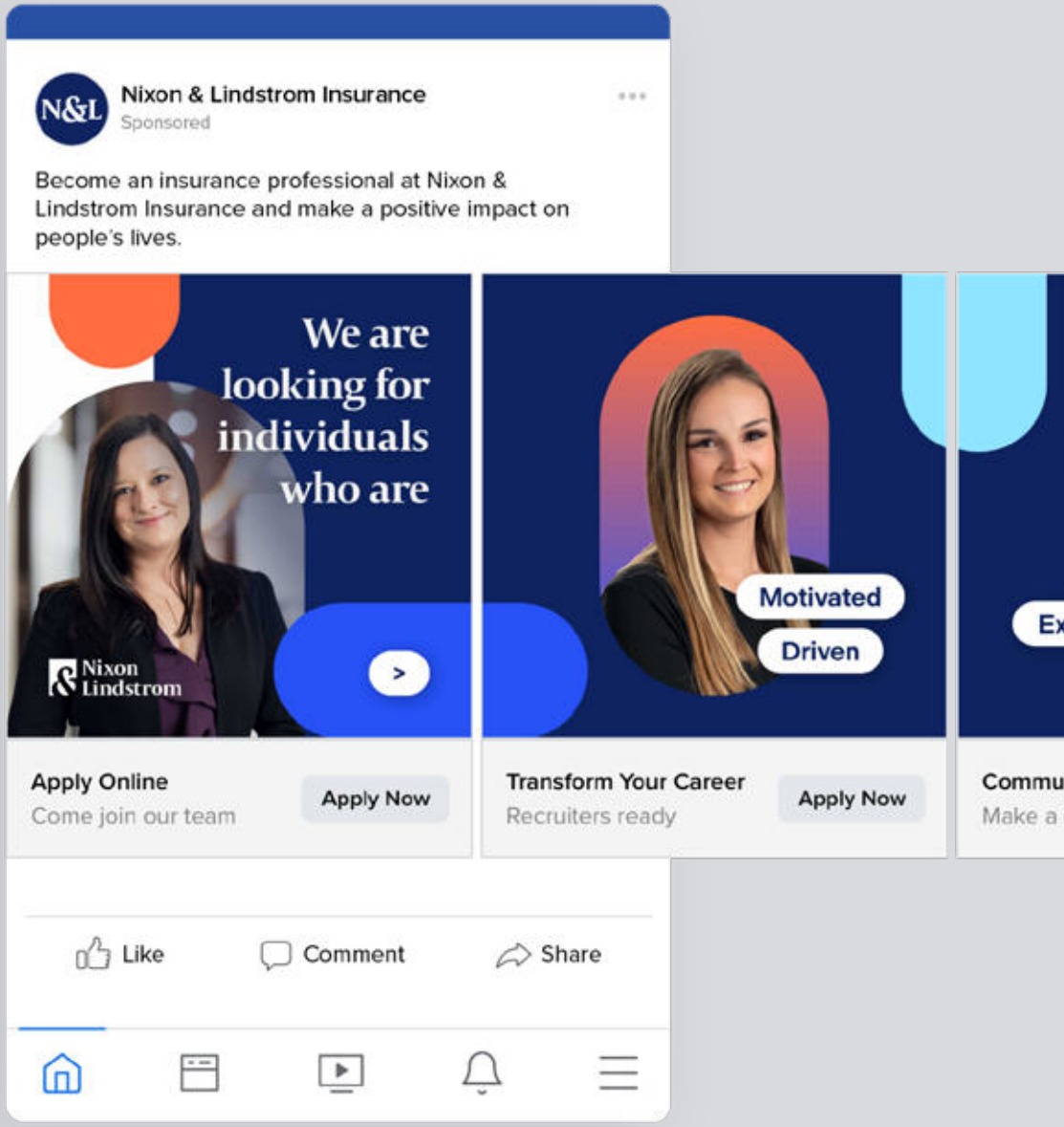






Digital Advertising





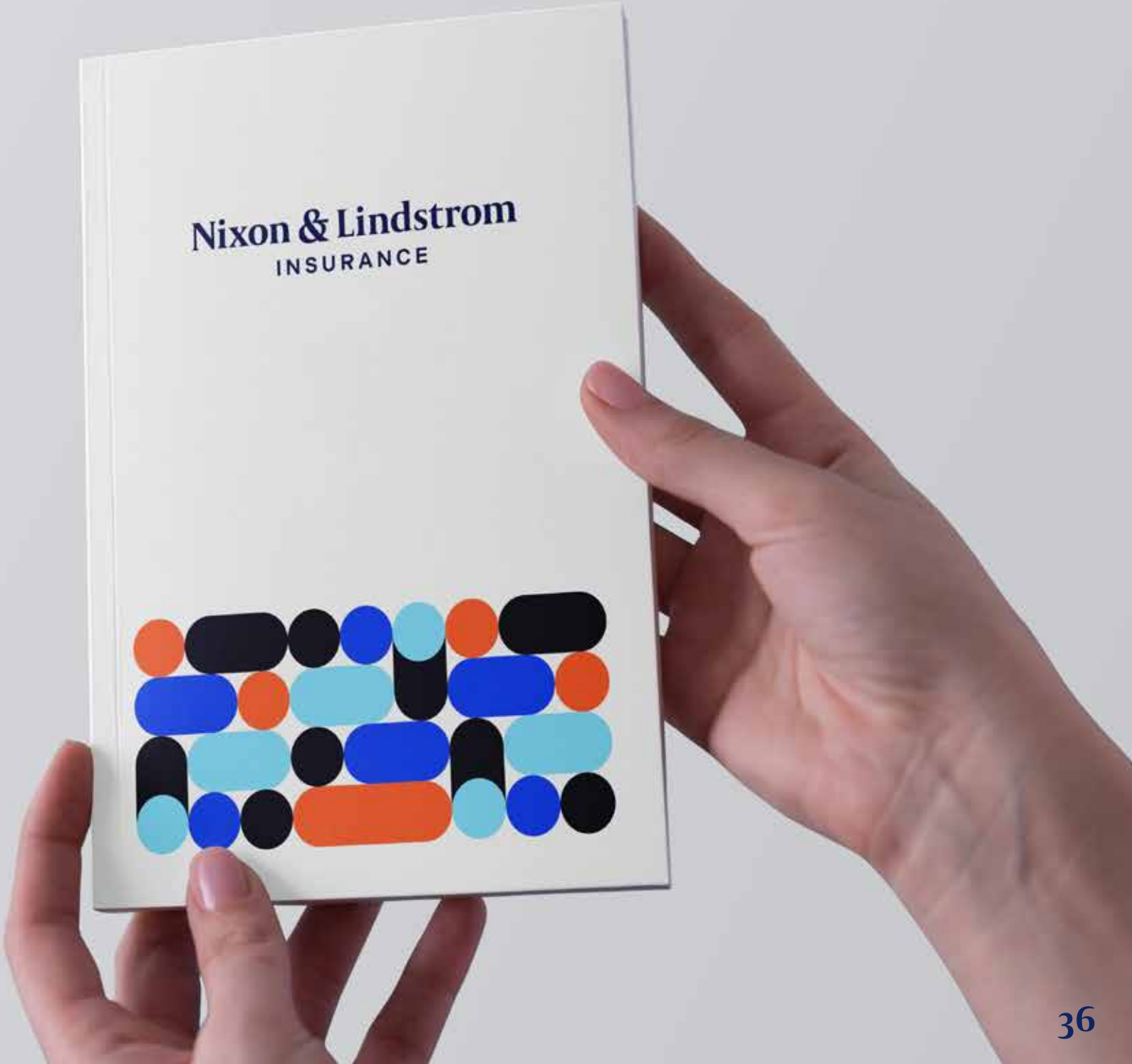
Print - Brochure



Print - Stationery



Print - Journal



Thank You.

