



BRAND IDENTITY STANDARDS

OUR MISSION

WSIA is the professional organization for wholesale insurance agents, brokers and specialty insurance companies, built on a culture of strategic networking, collaboration and access to high-quality industry education, career development resources and advocacy for the wholesale, specialty and surplus lines industry.

LOGO

THE LOGO = LOGOTYPE + SYMBOL

The WSIA Logo is made up of two parts: the Logotype and the Starmark symbol.

While the Logotype and Starmark can be used independently of one another, the primary lockup (seen at right) is the preferred arrangement when the two are used together.

PRIMARY LOCKUP OF LOGOTYPE AND STARMARK

The WSIA Logo consists of the paired Logotype and Starmark symbol



LOGO

THE LOGO DESCRIPTOR

While the WSIA logo is being introduced, and at times when it is being used in new markets, it is acceptable for a descriptor be added to the logo to display the full name of the organization: Wholesale & Specialty Insurance Association. When this is done, it should be sized and placed as shown here.



Descriptor

LOGO

LOGO COLOR OPTIONS

Whenever possible, the WSIA logo should be reproduced in two colors: WSIA blue and Association Gray. When it is only possible to print the logo in one color, only black or WSIA blue should be used. White versions of the logo are also available for reversing out of dark backgrounds.

2-color:



1-color:



or



Reversed:



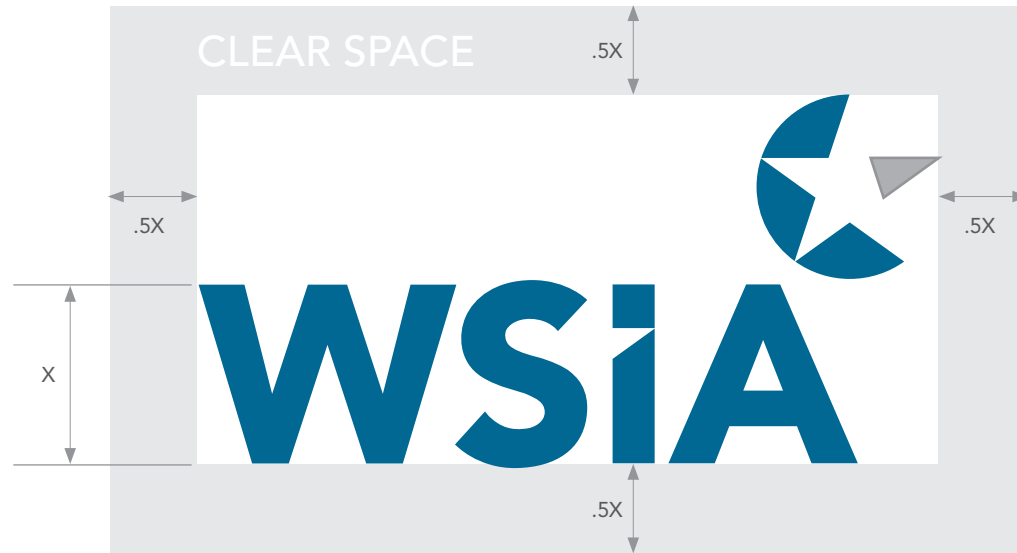
or



LOGO

LOGO CLEAR SPACE

Give the logo some breathing room. Using the height of the Logotype letters (X) as a guide, leave at least half a unit of space all around the logo. If it still feels tight in some situations, use your judgement and give it a little more room.



LOGO

INCORRECT LOGO USE

The WSIA logo should never be distorted or changed in any way. Never recreate or alter elements of the WSIA logo. To make sure our logo appears as consistent as possible throughout our communications, we have identified a few ways it should not be used. Here are some examples.

Correct:



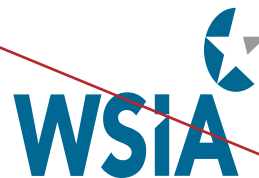
Incorrect:



DON'T REPRODUCE THE LOGO IN UNAPPROVED COLORS.



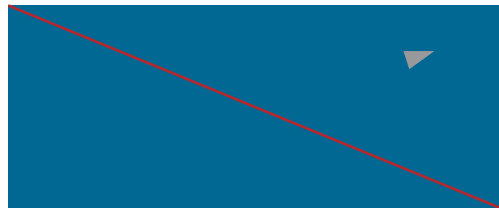
DON'T ALTER THE RELATIONSHIP BETWEEN THE LOGOTYPE AND THE STARMARK.



DON'T "SCRUNCH" THE LOGO



DON'T "STRETCH" THE LOGO



WHEN USING THE LOGO ON A BACKGROUND THAT DOES NOT HAVE ENOUGH CONTRAST, USE THE ALL BLACK OR WHITE VERSION TO MAINTAIN LEDGIBILITY.

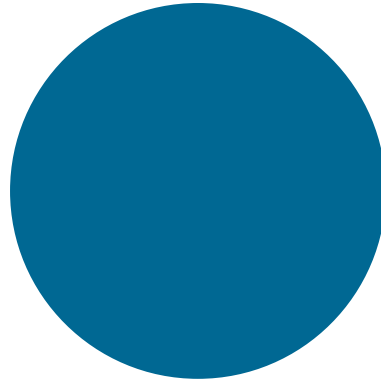


WHEN USING THE LOGO ON A BUSY BACKGROUND, USE THE ALL BLACK OR WHITE VERSION TO PROVIDE THE MOST MOST CONTRAST.

COLOR

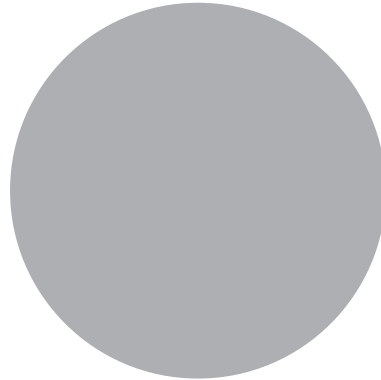
PRINCIPAL COLOR PALETTE

Color is an essential component of the WSIA branding system and plays an important role in our brand recognition. The colors shown here are recommendations for various media. Consistent use of these colors will contribute to the cohesive look of the WSIA brand identity across all relevant media.



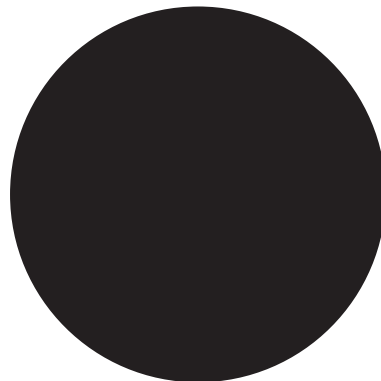
WSIA BLUE

PMS 308C
CMYK:
100C 5M 0Y 47K
RGB:
0R 86G 125B
HEXIDECIMAL:
00567c



ASSOCIATION GRAY

PMS COOL GRAY 7C
CMYK:
0C 0M 0Y 37K
RGB:
153R 153G 154B
HEXIDECIMAL:
999899



CONTACT

FINAL THOUGHT

This guide is a reference to help you effectively put together a design that is recognized as WSIA. We think it's a flexible system that allows plenty of room for creativity. If you have additional questions about our visual identity and its application in design, don't hesitate to contact our brand team.

Susan Henderson
Director of Marketing/Communications
susan@napslo.org
(816) 260-8663

