# Retail Style Quick Guide: Branding | Brown & Brown

#### Logos

The Brown & Brown Retail Horizontal logo is the primary logo that should be used for the Retail brand. The Tangle B symbol is a secondary icon that should only be used once the Retail Primary Horizontal logo has been used.

**Retail Primary Logo - Horizontal** 

Secondary Tangle B Icon



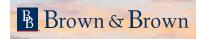


Note: Extended variations of the logo can be found via the Logos link (below) or Full Brand Style Guide link (below).





**FULL-COLOR** CMYK/PMS/RGB **FULL-COLOR REVERSED** CMYK/PMS/RGB





HIGH CONTRAST BACKGROUND

SOFT BACKGROUND

Note: Brown & Brown Retail does NOT use any version of the logo that includes the word "Insurance."

#### **Fonts**

The Proxima Nova font family is used in all printed applications, such as brochures, ads, collateral materials, etc. If these fonts are not readily available, the Arial font family is a system font that should be used as an alternate.

**Primary Font** 

**Alternate Font** 

Light Proxima Nova

Regular

Regular

**Bold** 

Medium

Semibold

**Bold** 

Extra Bold

Note: Each font weight listed above may also be used in it's Italic format.

#### Colors

Tints may be used when working within the navy blue and secondary color palette. Red should not be tinted below 70%. Adhere to the information in the Color Combinations section of the Full Brand Style Guide (link below) to determine which typography, icon and accent color is most legible on each background.

#### **Primary Colors**

# **Navy Blue** 100c 69m 8y 54k 0r 40g 85b HEX #002855

### White

0c 0m 0y 0k 255r 255g 255b HEX #FFFFF



#### **Secondary Colors**

### Royal Blue

98c 77m 14y 2k 25r 79g 144b HEX #194F90

#### **Light Gray**

0c 0m 0y 25k 199r 200g 202b HEX #C7C8CA

## **Light Blue**

123r 165g 222b HEX #7BA5DE

#### **Dark Gray**

0c 0m 0y 70k 109r 110g 113b HEX #6D6E71

#### **Accent Colors**

18c 100m 87y 9k Accent 186r 32g 49b Red HEX #BA2031

1c 31m 83y 0k Cheetah 249r 183g 70b Yellow HEX #F9B746

Green 115r 166g 65b HEX #73A641

#### **Quick Reference Links**

- The Marketing Spot
  - Logos
  - Marketing Materials
- **Apparel Store**
- Full Brand Style Guide
- Writing Style Guide
- **Retail Print Portal**
- Press Release Policy
- **BBU**

Contact the **Retail Marketing Team at** RetailMarketing@bbrown.com

# Retail Style Quick Guide: Writing | Brown & Brown

This guick guide is an overview of the guidelines to follow when writing for or about Brown & Brown (the Retail segment). For full details, please see the Brown & Brown, Inc. Writing Style Guide (includes Brown & Brown Retail guidelines).

#### **Brand Wordsmithing**

#### **Brand Name**

#### Brown & Brown is the name brand of our Retail segment.

The Company should be referred to as Brown & Brown in sales tools and communications. Formal documents for an individual office should use their legal entity name (example: LLC or other).

#### BBrown.com

The Retail website URL should have a consistent treatment. It should be written with two capital "B"s and never include "www." at the beginning.

#### Correct

- ✓ Brown & Brown
- ✓ Brown & Brown
- ✓ B&B (internal use only)
- √ BBrown.com
- ✓ BBrown.com
- √ BBrown.com
- ✓ Daytona Beach

#### Incorrect (Do NOT Use)

- ×Brown and Brown
- ×Brown & Brown Retail
- ×B and B
- ×www.BBrown.com
- ×bbrown.com
- ×www.bbrown.com
- × Daytona

#### **Word Choice**

There are specific nuances and cultural significance to the words we do or do not use.

#### We Say

#### Instead of

- ✓ Customer ......XClient
- ✓ Teammate ...... × Employee
- ✓ Leader ..... × Manager or Boss
- √ We .....×I
- ✓ Office ......XProfit Center/Business Unit
- ✓ Segment ......XDivision

#### **Protected & Approved Phrases & Taglines**

- √ Knowledge You Can Trust™
- ✓ A Forever Company<sup>™</sup>
- ✓ Preparing You for
- ✓ Built to Last™
- Tomorrow's Risks—Today™
- ✓ A Meritocracy™
- √ The Power of WE™

#### **About Brown & Brown**

Growth has no finish line.

No matter where you are on your growth journey, we can help you find solutions to meet your ever-evolving insurance and risk management needs. If you are a highly complex multinational company, an individual or anything in between, our experienced teams can help every step of the way.

#### **Words & Phrases to Avoid**

#### The legal team has eliminated the use of these words in all external sales and marketing materials.

- ➤ Best/Right/Ideal Solution
- ×Budget-Friendly
- XClosing the Gap
- **×**Continually Monitor
- **×**Cost-Effective
- × Create
- **×**Ensure
- × Expert/Expertise
- ★Extension of Your Team
- × Filling Shortfalls
- × Fits Your Budget
- ×Fully Protected

- × Guarantee
- × Implement
- × No-Gap
- × Partner/Partnering
- × Promise
- × Proper/Proper Coverage
- × Represent
- ★ Strategic Partnership
- ×We've Got You Covered
- × National Strength. Local Presence.
- ×Whatever Your Needs

#### **DO NOT USE Words**

#### **APPROVED Alternatives**

√ Comprehensive Solution

√ Meet(s) Your Unique Needs

√ Personalized Solution

- **×**Best Solution
- × Right Solution
- ×Ideal Solution
- **×** Cost-Effective × Budget-Friendly
- **×**Fits Your Budget
- × Expert

- × Expertise
- √ Specialist / Specializing √ Seasoned Insurance
- ✓ Professionals √ Knowledgeable Teammates
- × Fully Protected
  - √ Help(ing) To Protect
- × National Strength. Local Presence.
- √ Local People. Powerful Solutions.
- **×**We've Got You Covered
- √ You Built It. We Can Help Protect It.

### **Quick Reference Links**

- » Full Writing Style Guide
- » Press Release Policy
- » The Marketing Spot
  - Logos
  - Marketing Materials

Contact the Retail Marketing Team at RetailMarketing@bbrown.com