INSURANCE TECHNOLOGIES

INSURANCE TECHNOLOGIES
IDENTITY STANDARDS

Overview

These corporate identity guidelines are to be used as a reference to the creation of any corporate materials created by employees of Insurance Technologies.

Our corporate identity and brands are valuable to Insurance Technologies. They are also essential marketing tools when building and maintaining identity within Financial Services, Insurance and Technology industries.

To ensure consistency and standardization of materials across the company, Insurance Technologies actively encourages all communication and marketing material to be designed with full consideration of and compliance with the newly developed identity standards as provided in this document.

In order to maintain these objectives, it is recommended that any advertising, promotional or related projects are discussed thoroughly with the VP of Marketing or Creative Director of Insurance Technologies.

This guide will be updated as needed. For the most current published information, please check the electronic version of the guide located on \\it-fs01\Shared-Graphics\IT Guidelines.

For client use of corporate and product logos, please speak with the marketing department on guideline parameters of all brands for external use.

Quick Links

These quick links are provided to assist in adhering to these new corporate identity guidelines.

Corporate and Product Logos:
\\it-fs01\Shared-Graphics\IT Logos

Email Signatures & Instructions:
\\it-fs01\Shared-Graphics\Email Signature

Fonts:
\\it-fs01\Shared-Graphics\IT Fonts

PPT Templates:
\\it-fs01\Shared-Graphics\IT PowerPoint_Masters

Word Templates (Agendas, Binder Covers, Documents):
\\it-fs01\Shared-Graphics\IT Word Doc Templates

Excel Templates:
\\it-fs01\Shared-Graphics\IT Excel Templates

Corporate Fonts

These corporate fonts will be used for materials created by the Insurance Technologies marketing and sales creative staff for use in digital and promotional media.

The corporate typeface has been chosen for professionally created communications such as printed brochures, signage, business cards, advertising, signage etc. Various typeface weights may be combined in use.

Calibri:
Used in corporate PowerPoint® presentations, word processing documents, and other internally created materials.

Open Sans:
Used in corporate marketing data sheets and other promotional communication materials.

Times Roman:
An exception has been made for Times Roman to be used in the body text of some Foresight product documentation and legacy legal documents. Reference templates provided.

CALIBRI (sans serif font)
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcde-fghijklmnopqrstuvwxyz

OPEN SANS FAMILY – Web and Marketing Print
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTUVWXYZ-abcdefghijklmnopqrstuvwxyz

Alternate Fonts

These alternate fonts will be used for publications created by Insurance Technologies employees and for use in digital media. The corporate typefaces have been chosen for professionally created communications (printed brochures, signage, business cards, advertising, signage etc.).

Communications created by Insurance Technologies employees (PowerPoint®, word processing documents etc.) will use the alternate fonts Calibri. This typeface can be read by everyone and will display consistently on all computers, eliminating unintended line breaks in documents.

These typefaces have been designed to work in the low resolution world of digital media. They are not suitable for use in commercially printed material, but are fine for laser printers.

Verdana and Arial are sans serif typefaces typically used in digital applications when Open Sans is not available.

Times is a legacy font used in older Insurance Technologies technical and legal documents. This should only be used when time is not permitted to update legacy content/ documentation.

Alternate Fonts - To be used by Insurance Technologies employees. Microsoft Word®, PowerPoint®, Web, and Email

CALIBRI — Email, PowerPoint®
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTUVWXYZ-abcdefghijklmnopqrstuvwxyz

OPEN SANS – Web and Marketing Print
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstuvwxyz

VERDANA – Apps /System (sans serif font)
1234567890!@#$%^*()ABCDEFGHIJKLM-NOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ARIAL – Apps /System (sans serif font)
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstuvwxyz

The following is only permitted for legacy technical and legal content:

TIMES NEW ROMAN – Print (serif font)
1234567890!@#$%^*()ABCDEFGHIJKLMNOPQRSTU-VWXYZabcdefghijklmnopqrstuvwxyz

Primary Corp. Logo (Horizontal)

A minimum amount of clear area must be present around the Insurance Technologies logo to ensure it is not visually crowded.

The Insurance Technologies clear space is equal to the height of the "TECHNOLOGIES" characters.

Alternate Corp. Logo (Vertical)

A minimum amount of clear area must be present around the Insurance Technologies logo to ensure it is not visually crowded.

The Insurance Technologies clear space is equal to the height from the base of the the "TECHNOLOGIES" characters to the line above.

PMS Color Applications

The corporate color palette contains four unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The Accent Gray and Black are primarily used for type to give depth, and the Blue is used as a complimentary highlight in both type and imagery.
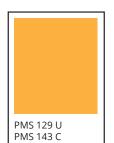
The corporate colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).
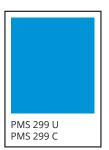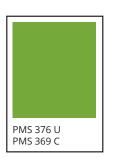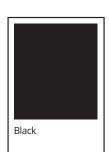
Four Color logo

One Color logo

Primary Palette

PMS 129 U PMS 143 C	PMS 299 U PMS 299 C	PMS 376 U PMS 369 C	Black
RGB: 251, 176, 64 CMYK: 0, 35, 85, 0 HEX: #FBB040	RGB: 1, 147, 215 CMYK: 77.1, 29.32, 0, 0 HEX: #0193D7	RGB: 108, 171, 54 CMYK: 64, 11, 100, 1 HEX: #6CAB36	RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 HEX: #000000

Accent Palette

PMS 425 U PMS 425 C	N/A - Alt Blue
RGB: 125, 126, 128 CMYK: 53, 44, 43, 8 HEX: #8A898A	RGB: 25, 135, 198 CMYK: 80, 37, 2, 0 HEX: #1987C6

Alternate Color Applications

In cases where the corporate logo needs to apear on a dark/black background, the following alternate color applications should be used.

For reverse logo usage work with the Marketing department to access logo.

The one color logos should only be used when necessary for one-color print application requirements.

Four Color logo

One Color logo

Four Color logo - white text

One Color logo - white

Four Color logo - gray text (125, 126, 128) text

One Color logo - gray text (125, 126, 128)

Four Color logo

One Color logo

Four Color logo - white text

One Color logo - white

Four Color logo - gray text (125, 126, 128) text

One Color logo - gray text (125, 126, 128)

Logo Proportions

All logos must retain their current proportions. This is especially critical when resizing so that their appearance does not become distorted.

Corporate and products shall not be reduced to a size which renders them un-readable.

Print versions of the logo should not be displayed smaller than .75", and digital display of the logo should not be below 100px wide.

Correct Proportions

Inorrect Proportions

25 Year Anniversary Logo

In celebration of Insurance Technologies 25 year anniversary, a special logo has been created for use for web site, email signatures, and other select marketing items.

Horizontal logo

Vertical logo

Anniversary Email Signature

12 pt. Calibri

First/Last name:
Corporate Accent Blue (25,135,198),
Bold, Uppercase

Dividing lines | :
Dark Gray (127,127,127), Regular

Position/Title:
Black, Regular, Standard Caps

INSURANCE TECHNOLOGIES:
Uppercase, Black, Bold on
'TECHNOLOGIES'.

11 pt. Calibri

The 't' (telephone), 'f' (fax) and 'c'
(cell/mobile) initials and colons are
11 pt. Calibri Bold and Corporate
Accent Blue (25,135.198).

The contact numbers and dividers
are 11 pt. Calibri Regular black.

The Corporate logo is two spaces
below the contact numbers and links
to the corporate website.

Refer to ITemail signature
instructions.pdf document for email
signature setup instructions and
general email formatting
accessible in Outlook Public folders
under IT Information and on the
Public Graphics server (P:\Graphics\
Email Signature).

25 Year Anniversary email signature block

Note:
Usage of this signature will expire the end of Oct, 2021

Email Signature

12 pt. Calibri

First/Last name:
Corporate Accent Blue (25,135,198),
Bold, Uppercase

Dividing lines | :
Dark Gray (127,127,127), Regular

Position/Title:
Black, Regular, Standard Caps

INSURANCE TECHNOLOGIES:
Uppercase, Black, Bold on
'TECHNOLOGIES'.

11 pt. Calibri

The 't' (telephone), 'f' (fax) and 'c'
(cell/mobile) initials and colons are
11 pt. Calibri Bold and Corporate
Accent Blue (25,135.198).

The contact numbers and dividers
are 11 pt. Calibri Regular black.

The Corporate logo is two spaces
below the contact numbers and links
to the corporate website.

Refer to ITemail signature
instructions.pdf document for email
signature setup instructions and
general email formatting
accessible in Outlook Public folders
under IT Information and on the
Public Graphics server (P:\Graphics\
Email Signature).

Standard email signature block

LAURIE ANDERSON | Creative Director
INSURANCE TECHNOLOGIES
t: +1 719.442.6400 | f: +1 719.442.0600

INSURANCE
TECHNOLOGIES

ForeSight® Logo

A minimum amount of clear area must be present around the ForeSight® logo to ensure it is not visually crowded.

The ForeSight clear space is equal to half the height of the lower case characters.

The logo may be used in reverse (white on dark) when necessary. See options on right.

When used in text/copy, the ForeSight® name should always use an uppercase F and S (ForeSight®) and be accompanied by the registered trademark in the first usage of the name per page within a document/page.

Product logos accompanied by the 'By INSURANCE TECHNOLOGIES' should always be used when the corporate logo is not present on the same piece or application. If the corporate Insurance Technologies logo is present, then the product logos may be used without the 'By INSURANCE TECHNOLOGIES'.

If any additional product related type is needed in conjunction with the product name, the type face used should be Open Sans.

ForeSight® should always have the trademark (®) accompanied when used in text/copy.

The Registered Trademark (®) symbol should always be present with the logo.

When corporate logo is not present

Color symbol - white text

White shades symbol - white text

White symbol - white text

I N S U R A N C E
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PMS Color Applications

The ForeSight color palette contains four unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The ForeSight colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).
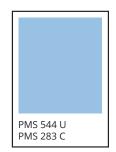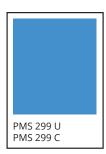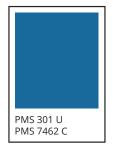
Four Color logo

One Color logo

Primary Palette

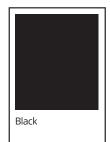| PMS 544 U PMS 283 C	PMS 299 U PMS 299 C	PMS 301 U PMS 7462 C	Black
RGB: 152, 194, 227 CMYK: 38, 13, 2, 0 HEX: #98C2E3	RGB: 75, 146, 206 CMYK: 69 33. 0, 0 HEX: #4B92CE	RGB: 17, 105, 154 CMYK: 91, 56, 19, 2 HEX: #11699A	RGB: 250, 250, 250 CMYK: 0, 0, 0, 100 HEX: #000000

FireLight® Logo

A minimum amount of clear area must be present around the FireLight® logo to ensure it is not visually crowded.

The FireLight clear space is equal to the height of the space above the lower case characters and the top of the FireLight symbol.

The logo may be used in reverse (white on dark) when necessary. See options on right.

When used in text/copy, the FireLight® name should always use an uppercase F and L (FireLight®) and be accompanied by the registered trademark in the first usage of the name per page within a document/page.

Product logos accompanied by the 'By INSURANCE TECHNOLOGIES' should always be used when the corporate logo is not present on the same piece or application. If the corporate Insurance Technologies logo is present, then the product logos may be used without the 'By INSURANCE TECHNOLOGIES'.

If any additional product related type is needed in conjunction with the product name, the type face used should be Open Sans.

FireLight® should always have the registered trademark (®) accompanied when used in text/copy.

The Registered Trademark (®) symbol should always be present with the logo.

When corporate logo is not present

By INSURANCE **TECHNOLOGIES**

Color symbol - white text

White shades symbol - white text

White symbol - white text

By INSURANCE**TECHNOLOGIES**

By INSURANCE**TECHNOLOGIES**

By INSURANCE**TECHNOLOGIES**

PMS Color Applications

The FireLight color palette contains three unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The FireLight colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).
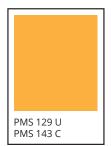
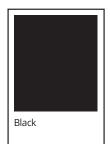Four Color logo

One Color logo

Primary Palette

PMS 129 U PMS 143 C	PMS 1665 U PMS 166 C	Black
RGB: 251, 176, 64 CMYK: 0, 35, 85, 0 HEX: #FBB040	RGB: 242, 101, 34 CMYK: 0, 74, 99, 0 HEX: #F26522	RGB: 250, 250, 250 CMYK: 0, 0, 0, 100 HEX: #000000

FireLight Product Components

Each FireLight component has a unique component icon and color. FireLight components in marketing use have both horizontal and vertical treatments as well as coinciding solid and outlined treatments.

PMS colors have not been defined, but RGB, CMYK and Hex values are available.

Component colors:

Pre-Sale Functions:
RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522

Quoting/Illustration:
RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc

e-Application:
RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041

e-Delivery:
RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445

Post-Sale Services:
RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c

Horizontal Components

FireLight®
pre-sale**functions**

FireLight®
pre-sale**functions**

FireLight®
product**quoting**

FireLight®
product**quoting**

FireLight®
sales**illustration**

FireLight®
sales**illustration**

FireLight®
e-**application**

FireLight®
e-**application**

FireLight®
e-**delivery**

FireLight®
e-**delivery**

FireLight®
post-sale**services**

FireLight®
post-sale**services**

Vertical Components

pre-sale**functions**

pre-sale**functions**

product**quoting**

product**quoting**

sales**illustration**

sales**illustration**

e-**application**

e-**application**

e-**delivery**

e-**delivery**

post-sale**services**

post-sale**services**

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Application Logo Placement

ForeSight®
The specific product brand should always be present within all applications unless specific client agreements override guidelines.

Defined placement is in the upper left of the top nav bar.

If used, the bottom 'Powerd By' logo should always carry the 'By INSURANCE TECHNOLOGIES'.

ForeSight product logo placement

Application Logo Placement

FireLight®
The specific product brand is always present within the application as an element in the upper left or when rebranded, should remain at the bottom.

FireLight product logo placement

FireLight®

The bottom logo should 'powered By' logo should always carry the 'By INSURANCE TECHNOLOGIES'.

Website

Responsive for all devices

Typography:
Main Headings: Open Sans, Blue #0787c5, and Black

Body Copy: Arial normal, #666

Footer:
Dark blue background #005983 with white text

PowerPoint

Main Title Heading: Calibri - UC, 48 pt, regular & bold, single space, white

Main Slide Heading: Calibri - U/LC, 40 pt, regular, single space, white

Sub-Heading: Calibri - U/LC, 28 pt,bold, single space, blue
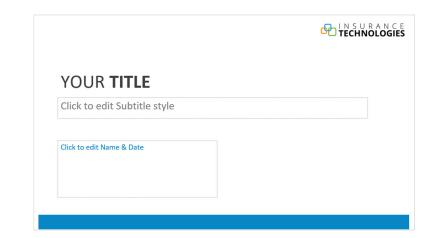
Body: Calibri - U/LC, 28 pt,single space, drk gray
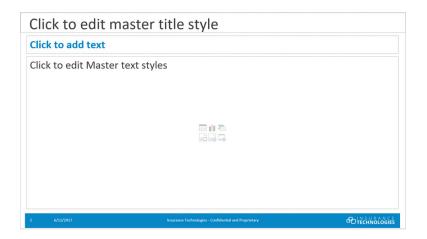
Bullets: Embedded in Masters

Body: Embedded in Masters

Master File: Embedded in Masters

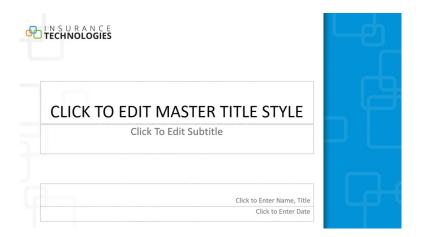Transitions: Wipe from Left
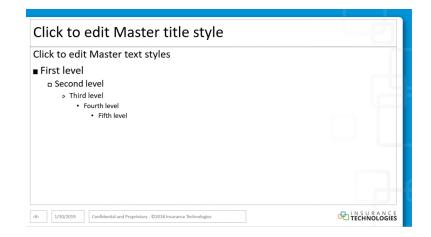
Refer to slide master for use.

Alternative PowerPoint

For Sales and Marketing use.

Word Docs

Font used throughout is Calibri and styles have been defined within the template.

Font Styles: Embedded in template.

Logo Placement: Use respective product brand in cover white space as shown.

Use company copyright language provided in templates when necessary.

Refer to Word doc templates for use:

- Agendas
- Binder Covers
- Documents
- RFP

Marketing Brochures
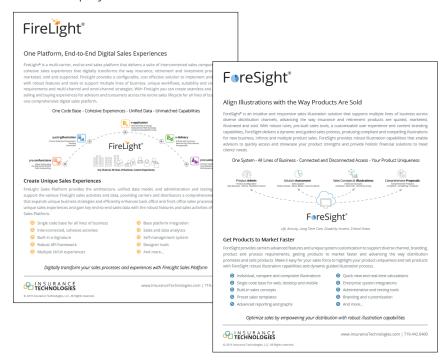
Font used throughout is
Open Sans.

Heading:
Open Sans: 22 pt
Black, Light/Bold

Body:
Open Sans 10/12 pt
CMYK: 54,41,38,4

Bullets/Icons:
Font-Awesome
Regular - Use respective product
color

Large: White on Color
30pt color as is,
20pt white on color circle

Product/Company Brochure

Supplement Double Sided

Marketing Brochures

Font used throughout is
Open Sans.

Heading:
Open Sans: 22 pt
Black, Light/Bold

Body:
Open Sans 10/12 pt
CMYK: 54,41,38,4

Colors specific to component.

Bullets/Icons:
Font-Awesome
Component Colors

FireLight Component Brochure

Trademark Usage

It is important to use common trademarks in a standard format throughout all documents.

Trademark usage should be followed as noted.

Use of trademark symbols in writing

A trademark symbol is required for all prominent uses of the registered name (e.g., headlines, marketing collateral, signage, website promotion, brochures, press releases, advertising, etc.) except where space or style criteria prevent compliance with this requirement.

When writing an article, ad, press release, client services documents, etc., please use trademark or registered symbol in superscript font (™ or ®) on the first use of the mark (product name or feature name) in any text or body copy of the document. If the specific characters are not available in the word processing software being used, then using the symbols in parenthetical form is also acceptable (TM) or (R). A trademark symbol is required on the first use of the mark in any text or body copy, even though the symbol may have already been used in the title or headline. After the trademark symbol has been implemented on the first occurrence of the term within a document, the trademark symbol only needs to be used at the beginning of new sections within the document or in areas where it is needed to ensure notification of ownership of trademark.

For brochures (marketing slicks), PowerPoint presentations and web pages, the trademark symbol should be noted on the first occurrence on every page registrations and trademarks appear.

Trademark symbols are required on all product logos. Logo artwork can be obtained from Shared Graphics or the marketing department. The insurance Technologies logo does not contain a trademark symbol and is not required.

Terminology

It is important to use common indusry terms in a standard format throughout all documents.

Commonly used terms should be followed as noted.

General terms for all products:
straight-through processing
In-Good-Order (IGO) or in-good-order
point-of-sale (when use before a noun)
real-time (when use before a noun)
step-by-step (when use before a noun)
built-in (when use before a noun)
Advisor (Adviser only if asked by client)
Department of Labor (DOL)
e-Signature or e-Sign (E-Signature or E-Sign for Sentence Case)
e-Delivery (E-Delivery for Sentence Case)
e-Application or e-App (E-Application or E-App for Sentence Case)

General Company LOB order:
Life, Annuity, Long-Term Care, Disability, Critical Illness, P&C, Mutual Funds

Use of Numbers
Spell out the numbers one through nine and use numerals for 10 and up. Exception - Spell out numbers at the beginning of a sentence. Use numerals in percentages (4 percent, not four percent).

ForeSight® (in Text)
The "r" and "e" should no longer be italicized when used in text.

Insurance Technologies' trademarked items:

ForeSight®:
 DataSight™

FireLight®

Company Identity

Company specific terms should be followed as noted.

Company Address:
2 South Cascade Avenue, Suite 200
Colorado Springs, CO 80903
        - OR -
Two South Cascade Avenue, Suite 200
 Colorado Springs, CO 80903

Abbreviations:
Use abbreviations and acronyms of company name, client names and products for internal use only. For external communication please do not abbreviate company, client or product names beyond the exceptions noted below.

  Company Name in Company Contracts – InsTech
  ForeSight® – FSE6
  Client Billing

Apostrophe Use with Company Name:
Though many companies have chosen to omit or not allow the use of apostrophes with their company name to protect the registered company name, Insurance Technologies has approved the use of an apostrophe following the company name when showing possession.

i.e. Insurance Technologies' FireLight product

The apostrophe may be omitted from the Insurance Technologies name in the use of marketing materials in cases when appearance is compromised.