



JACOBS
INSURANCE SOLUTIONS

Branding Identity

Version 1.0
2021



00

Overview

Jacobs Insurance Solutions is an insurance agency based in Grapevine, TX.

Industry

Insurance

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01

Logo Design Inspiration

A lot of design inspiration can be taken from our day to day lives. With the **Jacobs Insurance Solutions Brand**, professional and a modern classic vibe are our top spot.

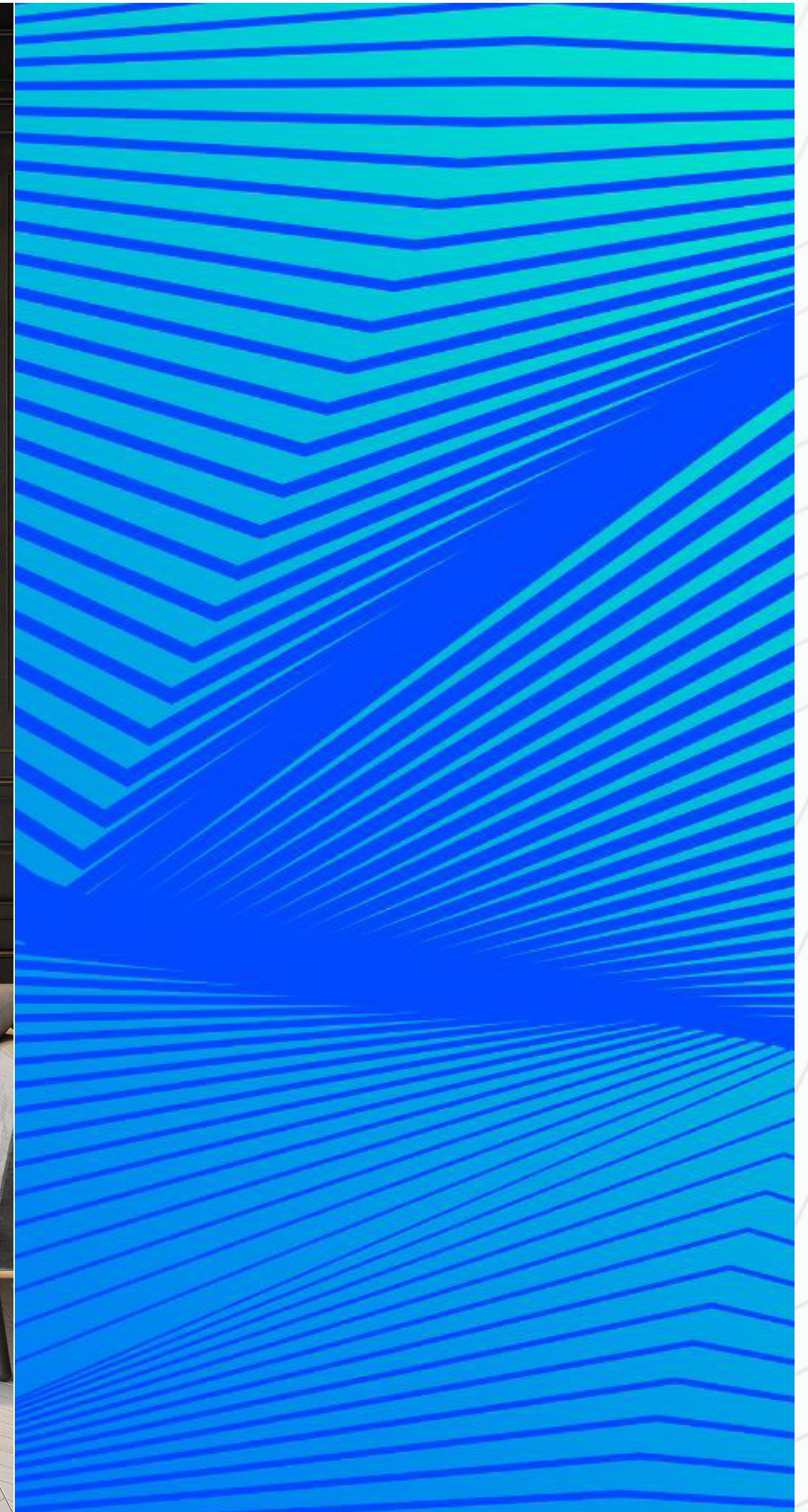
In this design process, we've taken inspirations from images for the brand - abstract, geometric, and a modern classic vibe.



Abstract



Modern Classic



Geometric

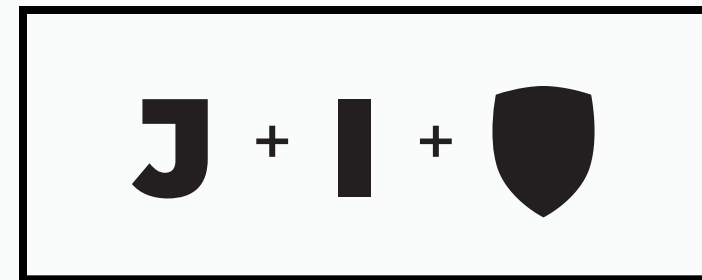
02

Logo Evolution

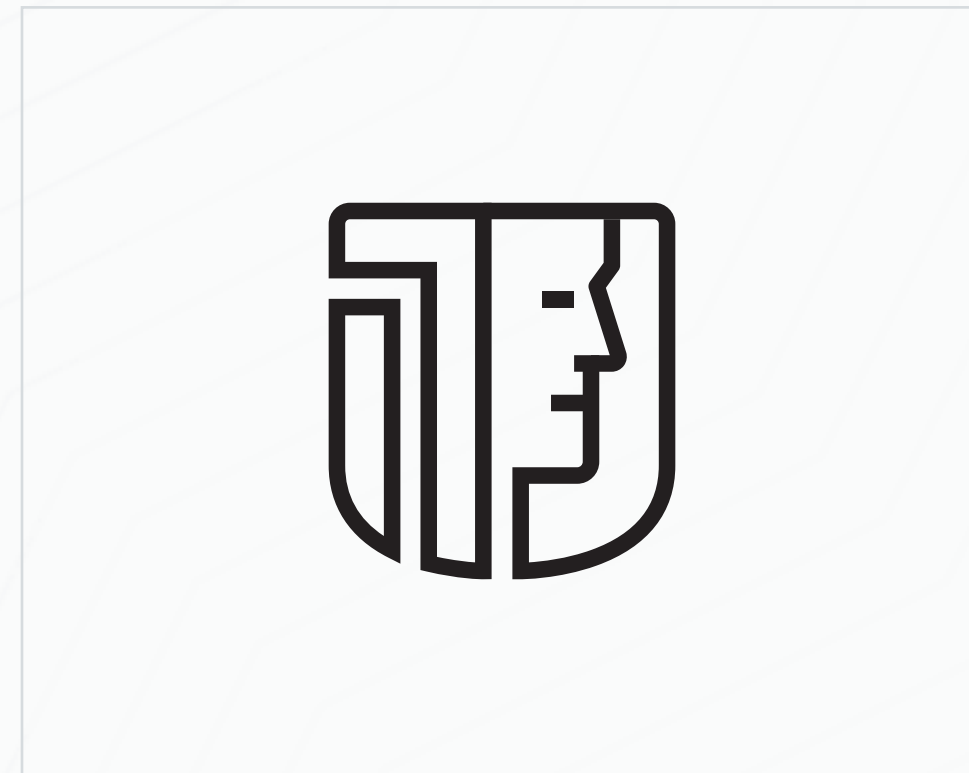
The goal is to create a new visual identity that reflects the name, vision, and values defined in your brand platform.

The logo concepts illustrated are part of the process by which how the logo has evolved and formulated to what will be the official brand mark.

Key Inspiration



Concept Logos



03

Logo Composition & Definition

To understand what a logo is, we first must understand what the main purpose of logos is. This design process aims to make the logo immediately recognizable, inspiring trust, admiration, loyalty and an implied superiority.

Illustrated on the page are the definition and composition of the **Jacobs Insurance Solutions Brand**.



Abstract

When you talk about abstract logos, they simply mean that the product or service is being represented through an abstract symbol or icon. Abstract logo designs are also famous among numerous organizations, as they offer a unique style to the business and catch the attention of the customers quite easily.

04

Combination mark

The combination of the official logo and the logotype allows the **Jacobs Insurance Solutions Brand** for greater freedoms to creatively represent the brand, while ensuring the company name is associated with it. This combination mark offers the benefit of a strong brand identity.



Type Specifications

Type Family

Savoy

Savoy is a serif font family. This typeface has five styles and was published by FontSite Inc.

JACOBS

Font size : 64pt

Tracking : 0



Distance of the logo from the type is approximately 1/3 of the same font-size as the letter 'A' of Jacobs.

05

Primary Colors

The primary colors will become a recognizable identifier for the **Jacobs Insurance Solutions Brand**. The brand will have 3 official colors, namely, **Tory Blue, Black, and Marzipan**.

It's important to use these colors correctly for their specified purpose.

Secondary Colors

The secondary colors are complementary to our official colors. These colors will be **Valhalla and Pizza**.

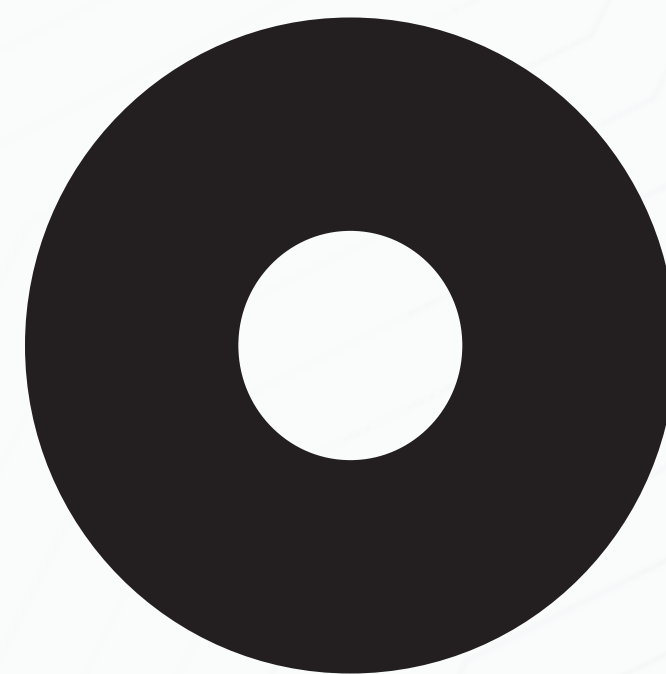
The secondary colors is a collection of bespoke, brand specific colors. Secondary colors are generally used for bespoke brand embellishment.

Primary Colors



Tory Blue

RGB 49/74/154
CMYK 97/71/0/0
HEX #2E469D



Black

RGB 0/0/0
CMYK 0/0/0/100
HEX #000000



Marzipan

RGB 237/208/137
CMYK 6/20/52/1
HEX #EDD089

Secondary Colors



Valhalla

RGB 35/36/70
CMYK 90/76/26/50
HEX #232446



Pizza

RGB 196/40/56
CMYK 17/49/85/7
HEX #C48C38

06

Color palette applications

The following configurations display the versatility of the **Jacobs Insurance Solutions Logo** on our official color palette.

Upon using the **Jacobs Insurance Solutions Logo**, one must adhere to the official brand colors to maximize brand recognition.



07

Logo Variants

Illustrated on the page are the different configurations of the official **Jacobs Insurance Solutions Logo**.

The logos should not be changed or altered in any way.

The logos must be positioned on most colored backgrounds or images.

Use the primary logo version whenever you can to achieve maximum stand-out.



Primary Blue



Primary Black



Blue Standalone



Black Standalone



Horizontal Blue



Horizontal Black

08

Typography - Primary

Savoy

Savoy is a serif font family. This typeface has five styles and was published by FontSite Inc.

Font weights

Savoy Bold

Savoy Bold is mainly used for the logotype but should not be limited to title headers, product title, and promo titles.

Note: The Savoy Typeface in the logo lockup is customized to fit into the brand.

ABC

123

Bold

Italic

Regular

08.1

Typography - Secondary

Raleway

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

Font weights

Bold

Raleway Bold should be used the primary font for paragraphs, descriptions and vital information.

Regular

Raleway Regular should be used as the secondary typeface for paragraphs, descriptions, and legals.

Italic

Raleway Italic can also be used as a supplementing typeface class to put emphasis on some texts and sentences.

Aa

Bb

Cc

Insurance Bonds

If you need an insurance bond to bid on or get hired for a new job, call us. We're insurance bond experts and we'll get it taken care of you... Fast!

Honest

Knowledgeable

Family-Oriented

Trustworthy

09

Imagery

These words sum up the look.

**Honest. Knowledgeable.
Family-Oriented.
Trustworthy.**

Key Principles

Across all photography, we should aim for high quality, professionally shot images.

Images should always be sharp and high resolution, and should steer clear of a 'grainy' style.

Images should be well-composed, and show interesting perspectives (where appropriate).

Images should be beautiful, striking scenes and modern in feel.



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Visual Identity

Key Principles

The **Jacobs Insurance Solutions Brand** visual identity includes several design features which can be incorporated into all of our graphics.

These features are incorporated on this page and include:



Bold Elements



Clean Lines



Confidence

11

Applications







We are here to get you **prepared.**



www.jacobsinsurancesolutions.com

We've got you **covered.**


Here **every step** of the way



www.jacobsinsurancesolutions.com



Security **wherever** you are.



www.jacobsinsurancesolutions.com





Thank you.