

# BRAND GUIDELINES

# insurance 360

Podcast by Pinnacle Financial Services

INSURANCE 360 IS MADE WITH INSURANCE AGENTS IN MIND. THIS PODCAST EXPLORES EVERYTHING IN THE WORLD OF INSURANCE SALES AND MARKETING.

CRAFTED BY AGENTS, FOR AGENTS.

Insurance 360 is an independent entity from Pinnacle Financial Services. They are separate and not connected, so the first is not influenced by the second. The thread that connects the two are the people who aspire to help communities in healthcare.

## COMPANY LOGOTYPE

01. Logo Type | 02. Logo Symbol | 03. Logo Type



## FULL LOGO

### DEFINITION

This logo is only seen by audio listeners on broadcasting platforms. Creative treatments for the I360 brand are to explore the inspiration and tone, while not being a direct copy.

### TREATMENT

Type, texture, and logo. The treatment of creative is to be engaging, memorable with layout and brand consistencies.

### FOCAL POINT

Insurance 360 logo type is the main hierarchy of all creative. The icon of hosts are secondary for creative placements and expression to use with the logo type.



## TYPOGRAPHY

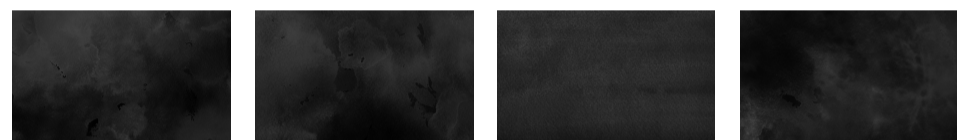


## ICONOGRAPHY

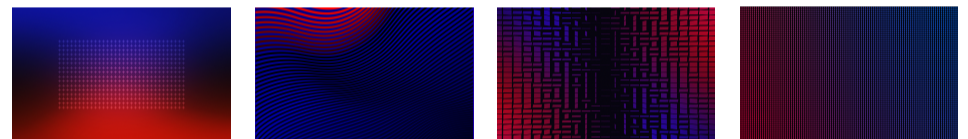


## TEXTURE VARIATIONS

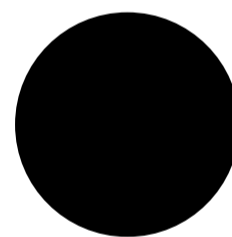
Social Post Backgrounds



Youtube Thumbnail Backgrounds

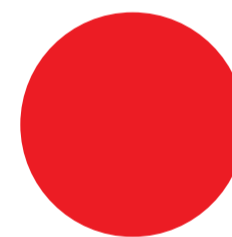


## COLOUR USED



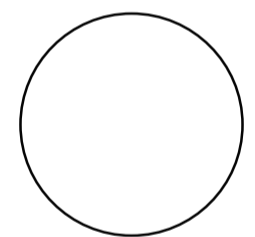
### BLACK

CMYK : 75, 68, 67, 88  
Hex : 000000  
HSB : 0% 0% 2%  
RGB : 5, 5, 5  
Web : 000000



### RED

CMYK : 1, 99, 97, 0  
Hex : ec1c24  
HSB : 357% 87% 92%  
RGB : 236, 28, 36  
Web : ff3333

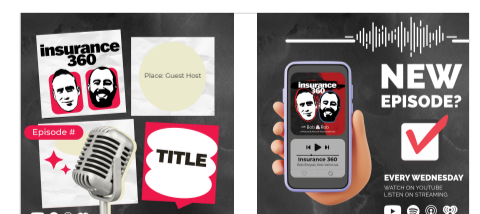
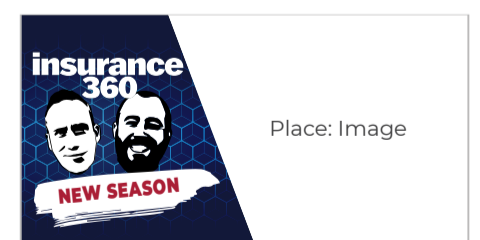


### WHITE

CMYK : 0, 0, 0, 0  
Hex : ffffff  
HSB : 240% 0% 100%  
RGB : 255, 255, 255  
Web : ff3333

## CREATIVE VARIATIONS

Social Posts | Youtube Thumbnails



I360 Podcast is finding the harmony within the insurance world, textures are used to the same degree with bold use of type and background textures.