



Brand Guidelines



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Introduction

Compello: to drive together [com – “together” + pellō “drive”]

We guide our clients through the insurance market place working together in partnership. We drive markets to deliver the best cover, pricing and wording available.

We care deeply about all of our clients and believe passionately about the quality of the service we provide. This makes us different, this makes us a partner who stands out from the flock.

Our Values

Integrity

Our approach comes from a family culture with traditional values, there is no compromise. We will only work ethically, transparently and honestly.

Loyalty

We believe in developing long term relationships which are mutually beneficial. Our client base is long-standing and we have a strong global presence.

Passion

Compello, means to drive forward together. We give you the perfect blend of dynamism and wisdom – a young vibrant team balanced with experienced professionals.

Shepherd Compello is a fully accredited Lloyd's Insurance Broker and Coverholder, authorised and regulated by the Financial Conduct Authority.



Using the Shepherd Compello logo

The Shepherd Compello logo is just one of the ways we protect our professional identity. It's a promise of outstanding quality of products, reliability and an excellent service we provide to our customers. This unique design helps us stand apart from our competitors and raises our profile within the insurance industry.

It is important that the logo is used correctly and consistently across all print and electronic media, from packaging and POS displays to emails and our website.

The logo must be included in all marketing and communication materials and produced in its truest form wherever possible. Always use the master artwork. Never stretch or skew the logo. Always use the complete logo.

Exclusion zone

This illustration shows the minimum clear space that should always surround the Shepherd Compello logo.

The clear space has been based on the x-width of the g in the logo and applies to all sides of the logo.

Graphics or text should never encroach into the clear space area, apart from cases where the logo has been placed on a background colour or photographic image which does not conflict with the logo.

Colourways

Logos are provided in full colour, white on a dark background. Wherever possible, the full colour version should be used. The black logo should only be used on black and white materials.

The white logo should be used on a dark background and on top of photography where the full colour version is not clear enough.

Minimum size

The logo should always remain legible and should therefore never be reduced to less than 30mm in width. For large scale items, such as signage and posters, please scale accordingly. It may be placed in any position but please remember to always maintain the logo clear space.



The logo must appear exactly as shown and must not be edited. The Shepherd Compello logo should be requested via info@shepherdcompello.com



Minimum clear space area

X = the height of the wording Shepherd Compello.



Sizing

30mm is the smallest size the logo should be used at.

Colourways

Primary palette

The primary palette contains the core colours that should be used across all Shepherd Compello communications channels.

When supporting content with icons, keylines and highlights, ‘Pantone 2621’ should be your first choice of colour. By using these colours consistently and appropriately they help reinforce the Shepherd Compello brand.

Secondary palette

The secondary palette is used to support and compliment the main primary colour. These secondary colours should be used sparingly and only as a back up to the primary colour.

Primary Colour:

Pantone 268
C:82 M:98 Y:0 K:12
R:88 G:44 B:131
HEX/HTML 582C83

Secondary Colour:

Pantone cool grey 6
C:16 M:11 Y:11 K:27
R:167 G:168 B:170
HEX/HTML A7A8AA

Highlighting Colour:

Pantone process black
C:0 M:0 Y:0 K:100
R:39 G:37 B:31
HEX/HTML 27251F

Fonts

Fonts

Our primary font is the ‘Montserrat’ font family. It should be used for all titles and body text.

Headings

Headings should always be lower case apart from the first letter of a phrase. They should always use either Montserrat Bold font. Ensure there is sufficient space around the heading. Predominantly left aligned.

Body text

Body text should always be lowercase apart from the opening letter of a sentence. The font you choose should be Montserrat regular or Arial for web work. The minimum font size for body copy is 9 point to ensure your text is legible. Predominantly left aligned.

Web text

All web copy should use Arial font.

Print ready font

Heading

Montserrat Bold

Strapline

Montserrat Bold

Sub Heading

Montserrat Bold

Main copy

Montserrat Regular

Main copy bold

Montserrat Bold

Web safe font

Heading

Arial Bold

Strapline

Arial Bold

Sub Heading

Arial Bold

Main copy

Arial Regular

Main copy bold

Arial Bold

Stationary

Letterheads, business cards (sales and non sales), compliment slips, folders and note books must follow the exact designs illustratated below. The only amends would be the business cards with the individual contact information. Everything else on all designs must remain the same.



Double sided business card



Letterhead

Stationary



Folder artwork



Compliment slip



Notebook

Contact Details

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