



Basic Graphic Guidelines

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Introduction:

Who We Are & Our Core Values

Founded over 75 years ago by R.E. Stapleton, Stapleton Insurance Group is one of the largest and fastest growing insurance agencies in Northwest Ohio and Southeastern Michigan. Yet Stapleton Insurance Group is about more than size; we're about service and dedication to our clients. Our experienced agents are local and can respond to your business and personal insurance needs with innovative solutions that exceed your needs, not your budget.

Our mission is to enhance the financial growth, stability and security of our clients by providing financial products and services to the highest level of integrity, professionalism and personalized service.



*Company founder,
R.E. Stapleton.*

Superior Customer Relations

Anticipating our customers' needs through exceptional service is just one reason for our three generations of success.

Valuing Our Associates – Everyone adds value. We all deliver service. So we foster an environment that encourages innovation and recognizes individual contributions and achievement.

Quality in What We Do

It's our commitment. Do the job right the first time, yet continuously striving to find a better way.

The Highest Level of Integrity

In our communities and within our industry, we pursue our goals responsibly, demanding the highest level of integrity from our company and our employees.

Stapleton Official Logo

Why Are These Standards Important?

The main objective of creating this manual is to outline and solidify a clear corporate image. The way we present ourselves to our clients is just as important as the visual elements we present to our clients. Our visual image includes, but is not limited to, the Stapleton Insurance Group Logo.

To the right is the Official Stapleton Insurance Group Logo. It replaced the older logo in 2007. (The older logo will continue to adorn the office stationery until those supplies are depleted.) The new logo has a larger Stapleton “S” shield. It fills the entire rounded square and is visually more apparent, easier to recognize, and allows for better recognition of the Stapleton Insurance Group’s name.

USE AN OFFICIAL REPRODUCTION OF THE LOGO ALWAYS. NEVER ATTEMPT TO REPRODUCE IT OR REDRAW IT OR USE PIXILATED VERSIONS OF THE LOGO.

The official logo is available in multiple electronic or printed formats for official office and company use.

TM *versus* **®** · *What’s The Difference?*

The TM refers to a logo, depiction, phrase, etc. that is *trademarked*. This means that the intellectual property has been reserved and has limited protection against intellectual property theft.

Once the ® is in place in lieu of the TM, it means that the trademark has been *registered* with the United States Copyright Office. Once registered, U.S. and international copyright laws protect said intellectual property. Properties with just the non-registered TM make it more difficult to establish actual ownership and creation times if two or more parties dispute when a property was created.

The Stapleton Insurance Group’s logo is registered but the TM is shown here for illustration. The TM or ® must accompany the logo and should not be placed in any other place than its usual placement.



Official Logo



*Official Logo with
official color.*

Alternate Versions Of The Logo

There are those occasions where the Official Logo will not fit, it may appear out of place in relationship to other objects in print or on the web. For these rare occasions, there exists a *stacked version* of the Stapleton Insurance Group Logo. The same standards regarding clear space and color apply to the stacked version as they apply to the official logo.



Stacked version of the logo showing.



Alternate Color Logo with white lettering when placed over similar blue background.



Alternate Black & White Logo with white letting when placed over black background.

Official Color

There is a lot involved in the usage of color. Colors evoke emotion, precipitate the recollection of past events, help us identify things and identify *with* things. The Stapleton Insurance Group's blue is not just any blue, but a particular blue. Of course, blue is a color that implies trust and reliability and it is a great reason for clients to connect the Stapleton Insurance Group with trust, reliability, and steadfastness.

Stapleton Blue

The official color rendition of the logo is Stapleton Blue.

Printed Materials: Pantone® color matching system: PMS 287 U
Four Color Process: 100C, 68M, 12K



Stapleton Blue

Logo Usage: Do's & Don'ts

In order to protect the integrity of the Stapleton Insurance Group logo, there are a few simple rules to follow. These rules are here to provide the protection the logo needs so that it can have consistency. In protecting the logo, the image becomes a stand-alone symbol for what the company represents.

Protective Space

The barrier seen around the logo to the right is not to be encroached upon by type or other graphics. This provides a clear space for the logo to “breathe” and avoid being cluttered by other items. Additionally, it provides the assurance for consistency of the logo.

The protective space is the **height** of the lower-case letter “n”.

Be sure to provide the logo with this space when placing the logo in a document, onto a promotional item, into any printed matter including advertisements. Additionally, in e-mails, the logo should also have this protective space if you have added the logo to your e-mail signature. This keeps the use of the image consistent throughout the company.



Stacked version of the logo showing protective space all around.



Alternate version with office locations. Office location names need to be the same width as the whole logo and centered in the protective area's bottom track. An additional “n’s” height is then added as protective space.



Alternate version with establishment date. Protective space rules are identical to the office location version. One exception: since it is a short phrase, it must be aligned with the Logo's text.

Incorrect Usage Of The Logo

Consistency is paramount. There are permitted alternative versions of the logo and guideline on how to place it. However, this section will show very blatant, and some subtle ways the logo **SHOULD NOT** appear. Of course, these are examples, and some may even be ridiculous, but that means that people have tried it to other logos in the past... and they were incorrect!



DO NOT STRETCH!



DO NOT COMPRESS!



DO NOT CROP!



DO NOT PLACE A BOX AROUND!



DO NOT ALTERNATE COLOR!



DO NOT SHUFFLE ELEMENTS!

Incorrect Usage Of The Logo Continued...



DO NOT CONTORT!



DO NOT USE PIXILATED!



DO NOT INVERT!



DO NOT STACK THEM!



DO NOT PLACE OBJECTS OVER!



DO NOT MAKE TRANSPARENT!



DO NOT REVERSE!



DO NOT VIOLATE PROTECTIVE SPACE!

Unsure About Something? Ask...

If a situation arises where you may be placing the Logo on a document but are unsure of how to place it, just ask. The graphic design/marketing department can assist you, or if they are not available, the President or CEO will be able to assist you as well.

There may be the rare occasion where the rules outlined herein do not cover that particular situation. Common sense is your best ally, however, if you still are unsure, just ask!

Correct Usage Of The Logo

Most commonly, the Stapleton Insurance Group Logo is seen on a white background, namely insurance proposals, e-mails, etc. However, there are plenty of opportunities for it to be placed in many different formats and situations. The following are just a few examples.

If the logo should be placed upon a black or extremely dark background, it is acceptable to make the “Stapleton Insurance Group” name **WHITE**.



If the logo should appear in a Black & White only environment and the background is black, the “Stapleton Insurance Group” should be all white and the “shield” should not be inverted.



Correct Usage Of The Logo Continued...

If the logo should be placed upon a contrasting background, and either acceptable version can be seen *WELL*, then choose the **OFFICIAL LOGO** over the alternative logo. →



Otherwise chose the *Alternative Color Logo*.



Partners, Vendors, And Advertisers

Our insurance partners, merchandise vendors (Callard, Land's End, etc.), and selected advertisers are professional organizations that are usually fully aware of how to place and use a company's logo whether it be in print, or embroidered on a shirt. However, there are occasions where the Stapleton Insurance Group Logo may be reproduced in an unsatisfactory manner. One way to ensure that it this does not happen is to ask to see a proof prior to actual production.

A local community paper does not necessarily have a graphic designer on hand. They usually are not using layout applications like Adobe InDesign or Quark Express. So, there is a high probability that images sent to them can become stretched, compressed or pixilated when they do their layouts. Once again, ask to see a proof prior to production if possible. If a spec ad was done in house at Stapleton Insurance Group, it would probably not become distorted as opposed to just sending the logo.



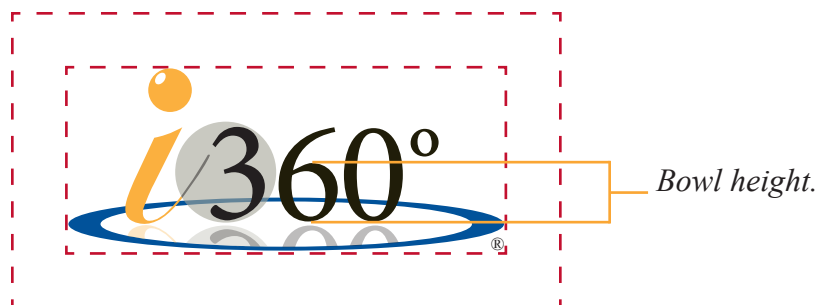
The polo shirts, for example, have the all white alternate version of the logo. This shows up well against any color shirt. White shirts, of course, should utilize the official color logo.

i360 Logo

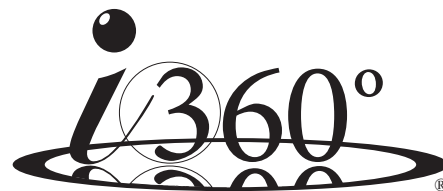
The i360 program is Stapleton Insurance Group's branding of a vast internet database clients may access containing insurance and business tools, and information. The "i360" name is based upon the idea 360° of *insurance*; being covered from every possible direction.

Protective Space

The barrier seen around the logo to the right is not to be encroached upon by type or other graphics. This provides a clear space for the logo to "breathe" and avoid being cluttered by other items. Additionally, it provides the assurance for consistency of the logo.



The protective space is the height of the number "6" bowl.



The official colors of the i360 logo are:

i360 Logo in black & white.

Pantone color matching system:

Stapleton Blue— PMS 287 U
Four Color Process:
100C, 68M, 12K



Orange— PMS 143 U
Four Color Process:
35M, 85Y



Grey— PMS 415 U
Four Color Process:
12Y, 41K



Black— Black,
100K

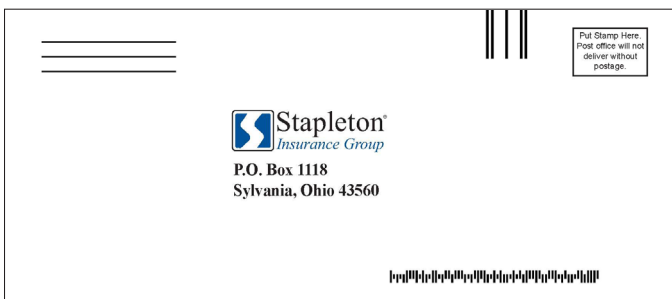
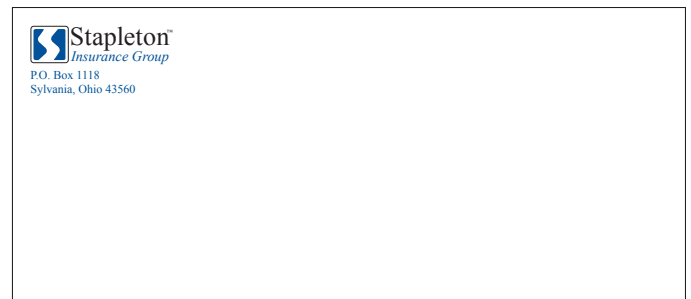
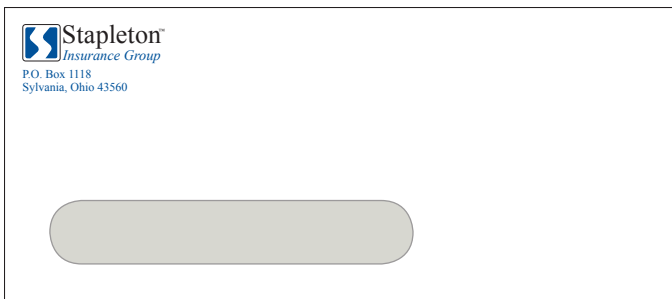


Stapleton Stationery System:

Stapleton Envelopes

The address on all envelopes lines up directly under Stapleton shield in the logo. Be sure the address is clear of the “clear space” around the logo. This applies to all envelopes in the stationery system.

Other iterations of the envelopes are in existence and are being phased out.



Stapleton Business Card

The business card was painstakingly designed to accommodate all the information one could possibly need including: Name, designation, title, e-mail address, and up to three phone numbers (main number, direct, mobile, and fax, using any combination as long as there are no more than three numbers in a row).

Phone numbers should always be on one line. There should never be any numbers below the phone number line.

PMS Colors:

289 U, 287 U, 283 U, 143, 415 U, Black
(screens may be used as well).

Fonts: Times New Roman Regular, Italic, and Bold

Dummy Card

The “dummy card” shown to the right is the standard card without the text so cards can be printed more economically at larger volume. The text is added later by the printer when more cards are needed per employee.

The back of the card has the Stapleton i360 logo.



*Standard Business Card
With Two Phone Numbers*



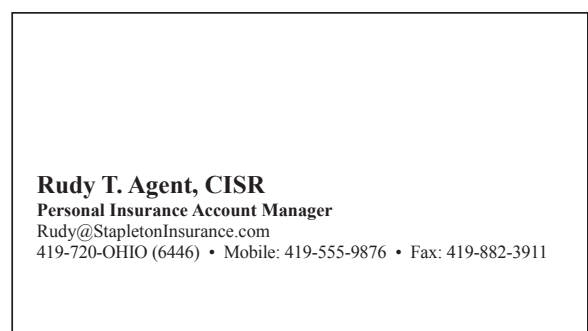
*Business Card With
Three Phone Numbers*



Dummy Business Card With No Text



Back of Business Card with i360 Logo



Text Format For Business Card

Stapleton Letterhead

The new letterhead (created in 2010) is part of the stationery system. The color version is pre-printed. A black and white version is available that is printed directly from your black and white printer.

The red lines below indicate where the text is supposed to be placed upon the letterhead. Additionally, the sample below indicates where the parts of the letter need to go such as: date, addressee, salutation, body text, closing, signature (signed), sender name, designation, title, and company name.

Point type size should be 10 pt or 11 pt.

The diagram illustrates the layout of a Stapleton letterhead with various margin markers. Red lines and circles (A, B, C, D) indicate the placement of text. Green lines and circles (A, B, C, D) indicate the margin measurements. The letterhead includes the Stapleton Insurance Group logo, contact information, and a sample letter body.

Stapleton Insurance Group
Sylvania • Swanton • Perrysburg • Metamora
Since 1927

419 • 720 • OHIO (6446)
877 • 720 • OHIO (6446)
419 • 882 • 3911 (FAX)

March 1, 2011

John Q. Client
1600 Pennsylvania Ave.
Toledo, OH 43617

Dear Mr. Client:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum.

Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendere Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica.

Regards,

Rudy T. Agent

Rudy T. Agent, CISR
Personal Insurance Account Manager
Stapleton Insurance Group

Stapleton Insurance Group • PO Box 1118 • Sylvania • Ohio • 43560

WORD / TAM Margin Measurements (all from the edges inward)

- Ⓐ TOP = 2.25"
- Ⓑ BOTTOM = 1.3"
- Ⓒ LEFT = 0.84"
- Ⓓ RIGHT = 1.2"

Margin Measurements (A & B from the left edge, C & D from the top)

- Ⓐ 0.73"
- Ⓑ 7.16"
- Ⓒ 2.25"
- Ⓓ 9.28"

Stapleton Letterhead with Margin Markers