**Pender Insurance**

**Stationery Brief**

**Task description:**

We are insurance brokers and advisers with a heavy focus on high quality service and advice. We require high quality and professional stationery to portray this image.

I have attached our logos for your use and website design below so you have a feel for the style.

**Logo colours and font:** Please refer to attachment for logos

Font: Century Gothic Bold.

Colours in CMYK are as follows:

Blue

C: 100

M: 75

Y 45

K 40

Grey

C: 19

M: 15

Y: 16

K: 0

Orange

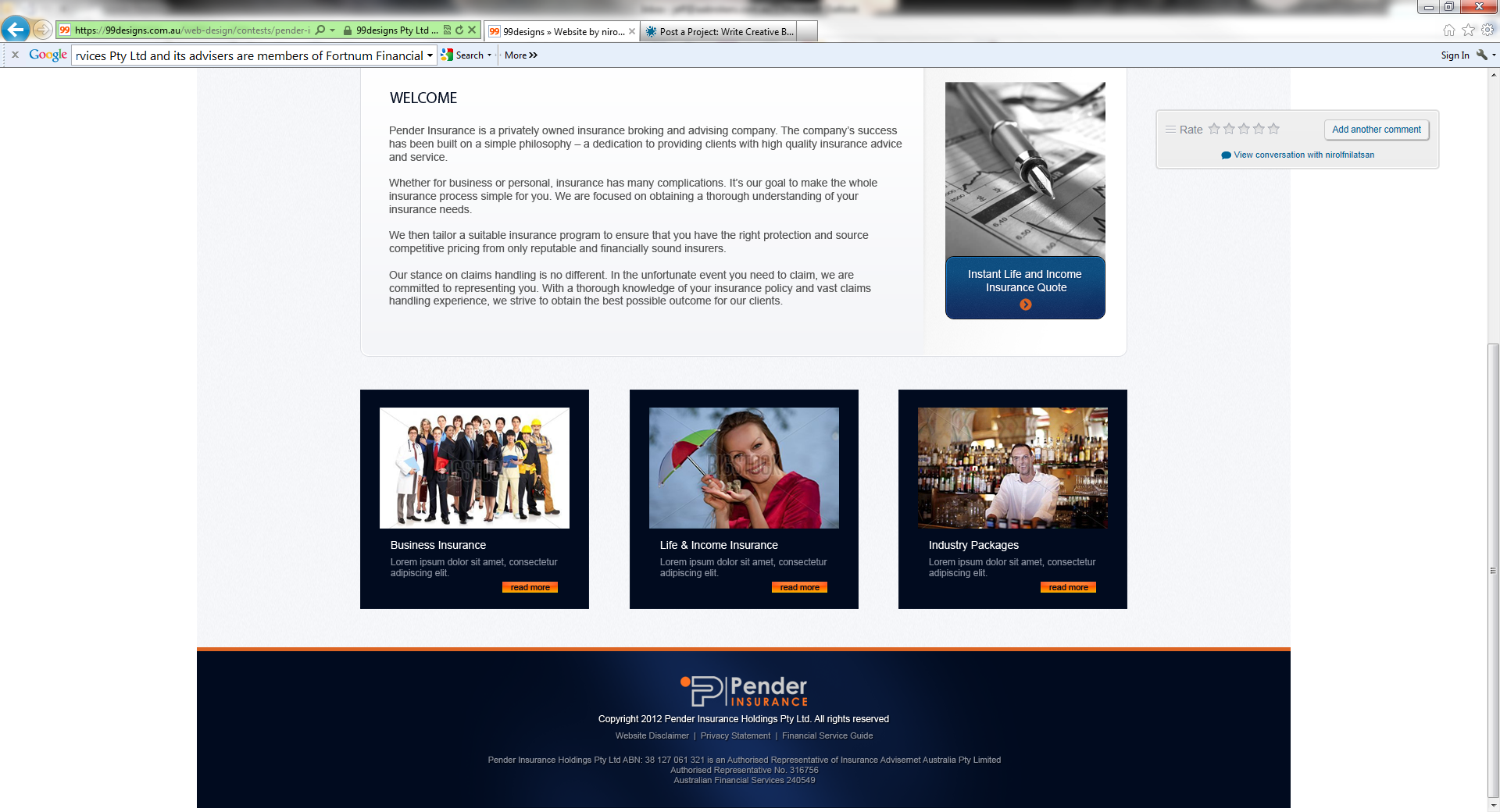
C: 0

M: 69

Y: 96

K: 0





**Business Card**

Front of Card

**Logo:** I thought perhaps the “Pender” and “P” in dark blue as per CMYK specs provided and the dot and “insurance” in orange as per CMYK specs provided, on a white background would be nice. However, I’m no designer and open to other suggestions.

**Tagline:**  Business and Life Insurance Brokers and Advisers

**Name/Position:**  Jeff Pender

Director

**Address:** Level 2, 53 Walker St

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North Sydney NSW 2059

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**Footer Fine Print:** Authorised Representative No. 316756

Insurance Advisernet Australia Pty Limited AFSL 240549

Insurance Advisernet Financial Services Pty Ltd and its advisers are members of Fortnum Financial Advisers and Authorised Representatives of RI Advice group Pty Ltd AFSL 238429

Back of card

I thought perhaps dark blue background similar to that of website with just our logo (either full logo or just the “P”). Again, I’m open to suggestions.

**Letterhead**

Header

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Tagline: Business and Life Insurance Brokers and Advisers

Footer

Smaller logo (either full logo or just the “P”). Again, I’m open to suggestions.

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Pender Insurance Holdings Pty Ltd ABN 38 127 061 321 is an Authorised Representative of insurance Advisernet Australia Pty Limited

Authorised Representative No. 316756

Australian Financial Services No. 240549

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**Envelope**

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