



Brand Guidelines

Brand Guidelines

Mission Statement

To consistently raise the bar by meeting and exceeding clients' needs and expectations. We recognize that our people are our greatest investment and their well-being matters to us.

Identity

We are a full-service insurance agency. We are problem solvers and solution implementers who seek to provide exceptional insurance products.

With over 70 years in the insurance industry, ONE, a locally-owned and managed company, has proudly earned the trust of our many clients due to our professionalism and outstanding customer service looking after families from one generation to the next.

Logo

Primary Logo

Should be used whenever possible



Black Logo

Should be used only if colour printing is unavailable



Inverse Logo

Should be used when necessary to make the ONE name more visible on coloured backgrounds



Usage Requirements

Clear space is to protect the logo from elements which may be positioned too close. The X dimension is used to create a square unit which establishes this clear area around the whole logo.



Logo Don'ts

DO NOT use a pixelated logo



DO NOT condense, expand or stretch any part of the logo.



DO NOT modify the colours in the logo.



DO NOT place the logo on a complex background or background that makes any part of the logo difficult to read.



DO NOT rearrange or rotate the logo

****Some exceptions may apply when using logo on store fronts (Signs). All must be pre-approved by ONE Marketing**.**



Fonts

Primary

Helvetica Neue

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Helvetica Neue 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Secondary

Caecillia Family

Caecillia Light, Roman, **Bold**, **Heavy**, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Belladonia Family

Caecillia Light

ABCDEFGHIJKLMN@PQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz 10234567890

Colours

Primary



C	100	R	0
M	50.4	G	105
Y	19.22	B	167
K	2.52	#	0069A7



C	0	R	147
M	0	G	149
Y	0	B	152
K	50	#	939598

Secondary



C	69.53
M	69.19
Y	63.67
K	2.52

R	35
G	31
B	32
#	0E2A4B



C	11.33
M	21.12
Y	100
K	0

R	230
G	192
B	32
#	E6C020

