



Visual identity guidelines

Logo usage

August 15, 2020

Logo

Components

Our logo consists of three components: a symbol, a wordmark, and a tagline. Because they're designed to work in tandem, the components should stay together.*



* There are limited examples where it's OK to use the symbol on its own. These examples include favicons, merchandise, and design elements for items such as cards and folders.

When using the logo smaller than 1.5" wide, remove the tagline and trademark.

Please contact the brand team with questions.

Logo

Configurations and backgrounds

We created four versions of the logo to ensure you have just the right one when creating communication materials.

The full-color version is our primary preferred logo for print and digital applications.

In any logo application, the most important consideration is contrast. Our logo should always stand out against its background to ensure legibility.

Primary logo

For use on white or light-colored image backgrounds.



Reverse with green symbol

For use on solid backgrounds of Hortica light green, black, or gray (as long as the symbol has enough contrast and text is visible). Don't use on an image.



Reverse

For use on dark backgrounds or images.



One-color black

For limited reproduction applications, such as cases where color printing isn't possible.



Logo

Clearspace and sizing

Minimum clearspace is the area surrounding a logo that must be kept free of any text or graphic elements. To help maintain visual impact on all our communications, we always allow for generous space around the Hortica logo. Minimum clearspace equals the height of the symbol.

To make sure our logo is always clear and legible, we've tested and established a recommended minimum reproduction size for print, merchandise, and digital applications, as demonstrated below. Our logo can be scaled as large as needed, but it shouldn't be used at sizes smaller than the minimums shown here. If the logo is used smaller than 1.5" wide, remove the tagline and trademark.

Clearspace



Minimum size



Logo with tagline and trademark

Print: 1.5" wide

Digital: 144px wide



Logo without tagline and trademark

Print: .5" wide

Digital: 48px wide

Logo

Trademark usage

Our complete logo includes a registered trademark symbol. We use the logo with the registered trademark symbol to be clear that our company is the sole user of the logo and that its use is protected. Proper use of the trademark symbol preserves that value of our logo and ensures our proprietary use is safeguarded. Our preference—when possible and feasible—is to use the registered trademark version. In a few situations, we don't require a trademark

for our logo. The right column below shows instances when it may be appropriate to forgo trademark usage because it may not reproduce well. However, please contact the brand team if you have any questions on trademark usage or for approval before removing the symbol on any internal or external communications.



Logo with trademark required:

- Advertising
- Annual reports
- Brochures
- Electronic communications
- Internal banners and posters
- Newsletters
- PowerPoint presentations
- Print collateral
- Publications
- Signage
- Stationery
- Tradeshow applications
- Video and other multimedia
- Websites (unless too small)



Logo without trademark required:

- Apparel (if not legible)
- Internal-facing applications
- Promotional products/giveaways (if not legible)

Logo

Misuse

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

✘ Don't place the color logo on a solid-color background of insufficient contrast.



✘ Don't use the logo in text.

At **hortica**, we deliver comprehensive, effective insurance solutions at competitive prices for garden centers, nurseries, retail florists, wholesale floral distributors, greenhouse growers, landscape & lawn care professionals, interior plantscapers and sod farms.

✘ Don't alter the color of the logo.



✘ Don't resize the symbol or remove it.



✘ Don't place the logo over an image with busy details or insufficient color contrast.



✘ Don't create lockups with the logo.



✘ Don't distort the logo.



✘ Don't add special effects (such as drop shadows).



✘ Don't add any other elements to the logo.



✘ Don't remove "A brand of the Sentry Insurance Group" from the logo.*

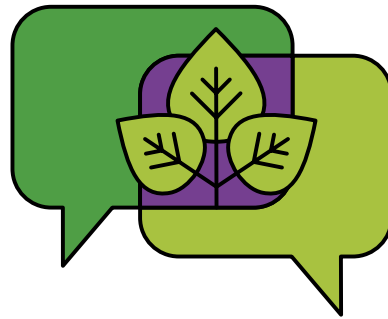


* This may only be done when embroidering the logo on merchandise or if the logo needs to be used under 1.5" wide. Please check with the brand team before doing so.

✘ Don't separate the symbol from the wordmark without permission from the brand team.*



* Examples of where it's OK to use the symbol on its own are favicons, merchandise, and design elements for items such as cards and folders. Please check with the brand team before separating the symbol from the logo.



Contact us

Questions about our visual identity?

We're here and happy to help.

Contact us at: **brand@sentry.com**