

ACCORD®

BRAND STYLE  
GUIDE

# LOGO

## Spacing

Our main logo is a horizontal lockup. If space is limited or the workspace is square, use the secondary logo. Give it enough breathing room so it stands on its own. Leave roughly an "A"s space all around.

Primary Logo



Secondary Logo



Cessitem est ius quatiisi  
aliquae ipid repelluptias  
ulpa quae delit quodisque  
moluptior faceat acearum  
sum, est quist, optatem  
ent, simpositionem rat.  
Quiam aciis et volesequam,  
quas autectio. Et mo  
imagnim postet ad ut la  
volestotatem ditio volo  
eumquae. Nequi reptum  
que dolum quaectotas delit

molorei ustrum incte volorest  
alissecest faceat fugit  
dolor molupta tecumqui ut  
omnimo invellis utem venis  
nimaioarae. In conectem  
volenis none excea volorem  
deliquas voluptatiam aut  
fugiasi doluptis comnihil  
ma quodit evellate verest  
ipid quam aciis moluptatur  
res quasperit officienia  
autecae cereptatur, sum  
repta de voleriorum idis  
est ius dolorupta dolorep  
tasitendi dolupti onsequi  
ditio. Maio. Landam inum,  
adi reptum vollaute  
rernate nissed et faces  
moloritatum sum dest,  
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volest quas quisici  
dolorit issumqui odEhendis  
consequ voluptatium  
eos nonsequ

## Monochrome and White Out

When color is unavailable, use pure black on light backgrounds and pure white on dark backgrounds for maximum contrast and legibility. The same rules apply to the secondary logo.

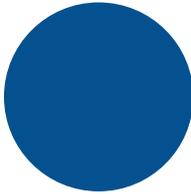
A C O R D<sup>®</sup>



# COLORS

## Psychology of Color

A deep blue serves as an homage to our previous logo as a sign of tradition and history. While blue looks to the past, green looks to the future and the growth of ACORD.



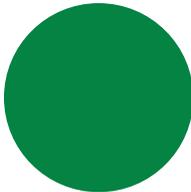
### Cobalt

#00508F

R: 0  
G: 80  
B: 143

C: 100  
M: 76  
Y: 16  
K: 3

Pantone: 301C / 2935U



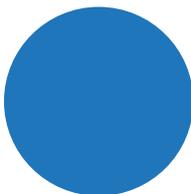
### Cadmium Green

#008241

R: 0  
G: 130  
B: 65

C: 88  
M: 24  
Y: 100  
K: 11

Pantone: 355C / 354U



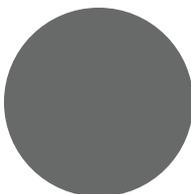
### Azure

#007ACC

R: 0  
G: 122  
B: 204

C: 83  
M: 47  
Y: 0  
K: 0

Pantone: 3005C / 3005U



### Gray

#696969

R: 105  
G: 105  
B: 105

C: 59  
M: 50  
Y: 50  
K: 18

Pantone: Cool Gray 10 C / 426U

# PRIMARY FONT

## About Lato

Lato Light was used for the logo and the Lato font family should be used when applicable. If Lato is unavailable, a similar sans serif font can be used such as Arial.

### Headline 1

Lato Bold at 36pt in Cobalt

### Headline 2

Lato Bold at 30pt in Cobalt

### Headline 3

Lato Bold at 24pt in Azure

### Headline 4

Lato Bold at 18pt in Azure

### Headline 5

Lato Bold at 14pt in Azure

**Body Text** - Lato Regular at 12pt in pure black. Nus magnatis rehent rent andunto volecer emporia alit que soluptatas veligenis accabo. Iqui illoreritet asperi dolum que is non conet qui de dipsuntincto quaepta porumqui beribus invel et odit, cuptio.

**Text Link** - Lato Bold at 12pt in Cadmium Green

**PRIMARY BUTTON**

Lato Bold at 12pt in white over Cadmium Green

**SECONDARY BUTTON**

Lato Bold at 12pt in white over Azure

# SECONDARY FONT

## About SignPainter

SignPainter can be used as an additional font to Lato. It should act as an accent to contrast the main font. It should rarely be used as a headline but more as a supporting call out such as "1 Day Only!"

### Example 1



# Headline

Subhead

SignPainter at 24pt in white over cadmium green circle. Rotated 20° counter-clockwise. Adds interest and urgency. Same color is used for the call-to-action for visibility and to increase conversions.

CALL TO ACTION

### Example 2

*Act Now!*

# Get 10% OFF

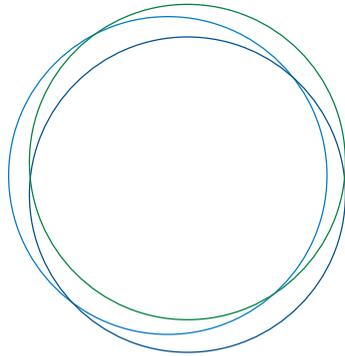
Your ACORD2017 Registration

SignPainter at 36pt in cadmium green above headline. It's used as an additional callout to support the following headlines.

# DESIGN ELEMENTS

## Accent Circles

The three circles can be used as a single design element to reference the branding without repeating ACORD in multiple instance. This could be useful for multi-page presentations.



## Symbols

Various symbols can be used to draw attention to an element. They can direct the user to a **call-to-action** or guide them through a process in a PowerPoint presentation. Available as images and in a PPT template.

Primary - Azure Blue



Secondary - Cadmium Green

