

## CORPORATE LOGO



## CORPORATE LOGO WITH TAGLINE



## CORPORATE COLOR

### Primary Colors



**Pantone 301 U (uncoated)**  
**Pantone 301 C (coated)**  
100c, 30m, 2y, 24K  
40r, 98g, 142b  
HEX 28628E



**Pantone 346 U (uncoated)**  
**Pantone 3395 C (coated)**  
55c, 0m, 51y, 0K  
78r, 189g, 136b  
HEX 4EBD88

### Secondary Colors



**Pantone 344 U**  
**Pantone 344 C**  
32c, 0m, 30y, 0K  
160r, 218g, 179b  
HEX A0DAB3



**Pantone 116 U**  
**Pantone 116 C**  
0c, 14m, 100y, 0K  
255r, 205g, 0b  
HEX FFC000



**Pantone 382 U**  
**Pantone 382 C**  
33c, 0m, 85y, 0K  
153r, 194g, 33b  
HEX 99C221



**Pantone 171 U**  
**Pantone 171 C**  
0c, 51m, 52y, 0K  
255r, 120g, 101b  
HEX FF7865



**Pantone 2592 U**  
**Pantone 2592 C**  
37c, 60m, 0y, 0K  
170r, 96g, 191b  
HEX AA60BF

## TYPOGRAPHY

**Gotham** (ALL SETS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

**Garamond** (ALL SETS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

## INCORRECT USAGE



DO NOT add  
objects to the logo



DO NOT produce in  
non-approved colors



DO NOT distort  
the proportions



DO NOT move parts  
of logo around

## PROTECTIVE SPACE



DO NOT let objects  
come closer than "x"

X = The height of  
the lowercase  
letterforms in  
Assurance

Please direct all brand standards  
questions and inquires to Assurance  
Financial Marketing Department at  
[marketing@lendtheway.com](mailto:marketing@lendtheway.com).