

Colonial Penn brand guidelines

This document includes basic guidelines on how to represent Colonial Penn brand through our graphic elements.



Pantone 541 (blue)/Red 032 (red)



Black



Reverse (white)

Unacceptable uses



Do not apply red to the entire logo or apply colors other than Pantone 541/Red 032, black or white.



Do not change the proportion of the horizontal and vertical scale.



Do not remove or reposition elements.



Do not position the logo at an angle.



Do not apply different fonts to the logo.



Do not move the registered trademark symbol (®) from the bottom right



Do not place the logo on top of a pattern or background that compromises legibility



Do not place the logo on a busy area of a photo.

Minimum size and clear space

Print applications



Minimum size
1.375"

Online and screen applications



Minimum size
100px

Standard sizes



2.25"

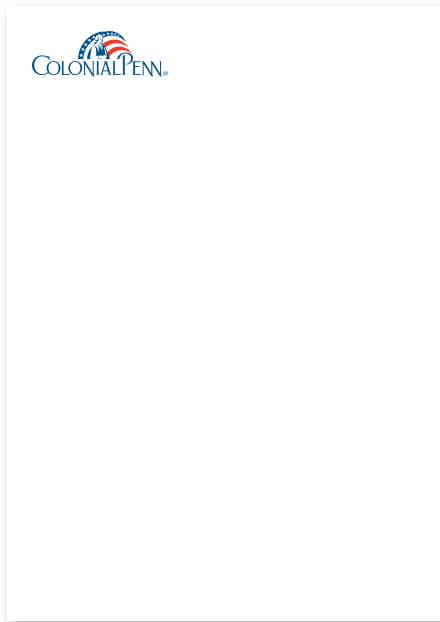
Minimum clear space



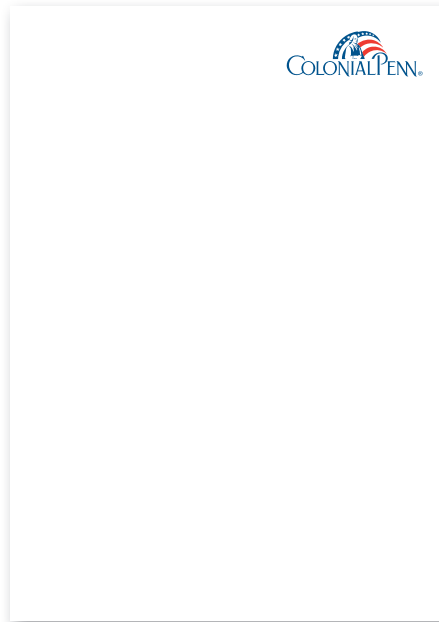
1.375"

Logo placement

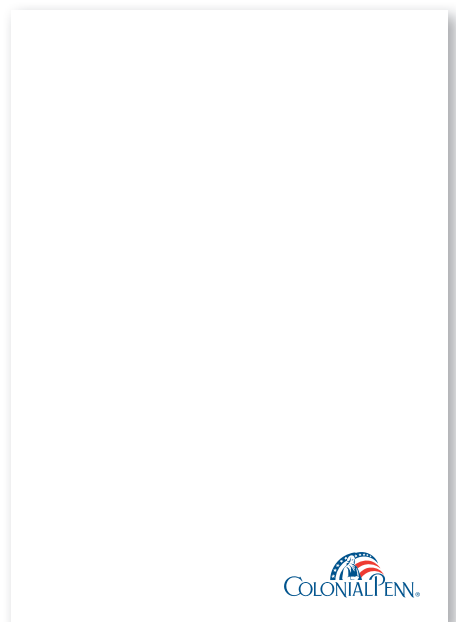
Upper left placement



Upper right placement



Lower right placement



Colonial Penn primary colors

PMS 541 CMYK: 100/61/0/43 RGB: 0/83/141 HEX: 00538D	PMS Red 032 CMYK: 0/91/87/0 RGB: 239/62/51 HEX: EF3E33	PMS 656 CMYK: 12/7/3/0 RGB: 231/237/241 HEX: E7EDF1
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Typography

Body copy fonts

Open Sans Light

Headline copy fonts

Open Sans Bold

Website reference

When referring to our website in copy, drop the protocol reference <http://>, and "www" and capitalize Colonial Penn. Example: ColonialPenn.com

QUESTIONS: Contact Corporate Communications at SusanJudith.Villalobos@CNOinc.com