





# Logo

The BrokerLink logo consists of three parts - the Venn icon, BrokerLink and Insurance. The Venn icon is created by two overlapping rounded rectangles that offset to make a stylized “B”. The three main colours used in the Venn icon are yellow in the top left corner with the blue rectangle overlapping to create the dark green colour. The full colour logo has three versions: Pantone, CMYK and RGB.

- Pantone®: preferred for all branded print items such as stationery and signage
- CMYK: for all other print materials and when Pantones are unavailable or deemed too costly
- RGB & Hex colour codes: for all digital applications



**A clear space** must be left around the logo in equal space to the height of the “I” in “Insurance” to protect the logo from other elements, such as imagery, text, slogans or other graphic components.

|   |                 |                       |
|---|-----------------|-----------------------|
|    | <b>PANTONE®</b> | <b>306 C</b>          |
|   | <b>CMYK</b>     | 75 / 0 / 5 / 0        |
|   | <b>RGB</b>      | 0 / 181 / 226         |
|   | <b>HEX</b>      | #00B5E2               |
|    | <b>PANTONE®</b> | <b>7409 C</b>         |
|   | <b>CMYK</b>     | 0 / 31 / 100 / 0      |
|   | <b>RGB</b>      | 240 / 179 / 35        |
|   | <b>HEX</b>      | #F0B323               |
|    | <b>PANTONE®</b> | <b>349 C</b>          |
|   | <b>CMYK</b>     | 90 / 12 / 95 / 40     |
|   | <b>RGB</b>      | 4 / 106 / 56          |
|   | <b>HEX</b>      | #046A38               |
|  | <b>PANTONE®</b> | <b>COOL GREY 10 C</b> |
|   | <b>CMYK</b>     | 40 / 30 / 20 / 66     |
|   | <b>RGB</b>      | 99 / 102 / 106        |
|   | <b>HEX</b>      | #63666A               |

**Note:** When the BrokerLink logo is needed by vendors/suppliers, contact the BrokerLink Marketing department at [marketing@brokerlink.ca](mailto:marketing@brokerlink.ca) as we require a signed logo release/usage form before releasing the logo to any third parties. To protect our brand and trademarks, we also require review and final approval of all design pieces before production to ensure they are aligned with our brand standards.

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## COLOUR VERSIONS



Each logo has four colour versions: full colour, white, black and reverse. The primary BrokerLink logo is colour on clear white or light background. When using a backdrop colour, the logo should appear on the brand's primary colour palette.



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## EXAMPLES OF MISUSE

The logo must be scaled proportionately. Never change or alter the shape of the letters or the icon in relation to each other.



X Do not place the logo in a frame



X Do not use the logo at an angle



X Do not place writing without a sufficient clear space around the logo



X Do not alter the colours in the logo



X Do not scale the logo disproportionately



X Do not alter the logo



X Do not use the logo on colours other than the brand's colour palette



X Do not place the logo on an image where any part of logo is not clearly visible

