



INSURANCE

---

**Graphic Standards Guide**

# VERTICAL LOGO in french

## Official version

The official version is used on a white background.



## Version with background

The gray background (see official colors) is also accepted and highlights each element of the logo in a busy context.



## Reverse version

The reverse logo can only be used on a blue (see official colors) or black background.



## Monochrome version

Use in certain situations where contrast is desired or in a black and white document.



# HORIZONTAL LOGO in french

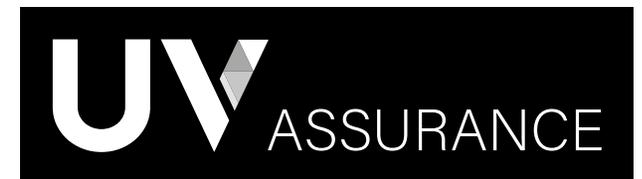
## Secondary version

A version in a horizontal axis allows the insertion of the logo when the space is narrow in height, for example, on the web and portals.

## Version with background

## Reverse version

## Monochrome version



# VERTICAL LOGO

in english

## Official version

The official version is used on a white background.



## Version with background

The gray background (see official colors) is also accepted and highlights each element of the logo in a busy context.



## Reverse version

The reverse logo can only be used on a blue (see official colors) or black background.



## Monochrome version

Use in certain situations where contrast is desired or in a black and white document.



# HORIZONTAL LOGO

in english

## Secondary version

A version in a horizontal axis allows the insertion of the logo when the space is narrow in height, for example, on the web and portals.

## Version with background

## Reverse version

## Monochrome version



## MINIMAL SIZE

To ensure optimal visibility the logo must be kept to a minimum size.

It is forbidden to reduce the logo below the measurements shown on the right.

UV  
INSURANCE

0.7 in.

UV INSURANCE

1.15 in.

## PROTECTION SPACE

A protective space, determined along the vertical axis of one of the triangles of the half-V, allows to isolate the logo among the other graphic or typographic elements of the document.



Protective space is the height of the dark blue triangle in the logo.

# IMPROPER USE

The logo must be placed at all times in an area where visibility and contrast are optimal.

For example, avoid placing the logo without a background on a photo or on a background of an unauthorized color (see page 3).

Do not change the location of the logo elements.

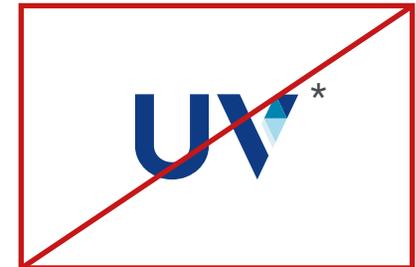
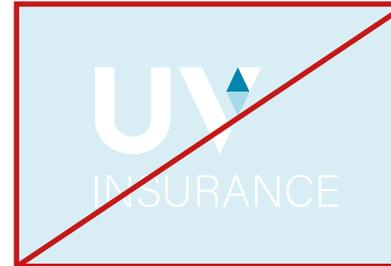
Do not angle the logo.

Do not use the logo components separately\*.

Do not reverse or change colors other than the versions suggested on page 3.

Do not change the size or the proportion of the elements of the logo.

Do not add effects around the logo.



\* with the exception of promotional items



# OFFICIAL COLORS

## Principal colors

The boldness of a quartet of blues, accompanied by its gray, to support all the facets of UV Insurance's expertise.

## Complementary colors

Used individually and as an accent to support the official colors in various communication tools.

---

Symbol of financial health, the **GREEN** also represents the confidence that UV Insurance has in its promising future.

The **VIOLET**, reassuring and significant of serenity, brings a distinguished side to the declination of blue.

Full of vivacity and warmth, the **YELLOW** transmet conveys the company's boldness. It expresses the sense of pride and belonging to UV Insurance.

---

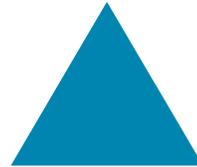
## Background color

A light gray was chosen in order to decluster the space around the logo to make it stand out when integrating a photo.



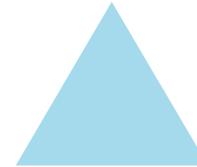
**PMS 7687 C**

<b>C</b> 100	<b>R</b> 29
<b>M</b> 78	<b>G</b> 66
<b>Y</b> 0	<b>B</b> 138
<b>K</b> 18	# 1D428A



**PMS 7704 C**

<b>C</b> 93	<b>R</b> 0
<b>M</b> 4	<b>G</b> 133
<b>Y</b> 8	<b>B</b> 173
<b>K</b> 24	# 0085AD



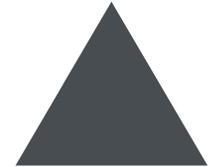
**PMS 636 C**

<b>C</b> 39	<b>R</b> 139
<b>M</b> 0	<b>G</b> 211
<b>Y</b> 7	<b>B</b> 230
<b>K</b> 0	# 8BD3E6



**PMS 7457 C**

<b>C</b> 18	<b>R</b> 187
<b>M</b> 0	<b>G</b> 221
<b>Y</b> 5	<b>B</b> 230
<b>K</b> 0	# BBDDE6



**PMS 7540 C**

<b>C</b> 41	<b>R</b> 75
<b>M</b> 28	<b>G</b> 79
<b>Y</b> 22	<b>B</b> 84
<b>K</b> 70	# 4B4F54



**PMS 7488 C**

<b>C</b> 52	<b>R</b> 120
<b>M</b> 0	<b>G</b> 214
<b>Y</b> 82	<b>B</b> 75
<b>K</b> 0	# 78D64B



**PMS 2583 C**

<b>C</b> 47	<b>R</b> 160
<b>M</b> 72	<b>G</b> 94
<b>Y</b> 0	<b>B</b> 181
<b>K</b> 0	# A05EB5



**PMS 1365 C**

<b>C</b> 0	<b>R</b> 255
<b>M</b> 34	<b>G</b> 181
<b>Y</b> 76	<b>B</b> 73
<b>K</b> 0	# FF9E1B



**PMS 7541 C**

<b>C</b> 7	<b>R</b> 217
<b>M</b> 1	<b>G</b> 225
<b>Y</b> 3	<b>B</b> 226
<b>K</b> 2	# D9E1E2

# TYPOGRAPHY

## Principal font

Adapted for all platforms, the Roboto font is the universal choice for all corporate communications.

It features elongated and straight characters, suggesting the strength and expertise of UV Insurance.

## Accent font

The condensed version of Roboto will be used to emphasize certain important elements, for titles and subtitles.

The installation of the font must be done locally on your computer by downloading it from the google font link.

## Printed / Word / Web correspondence

### Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!\$%?&\*()\_+

Thin - Light - Regular - **Medium - Bold - Black**

### Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!\$%?&\*()\_+

Light - Regular - **Bold**