PHILADELPHIA
INSURANCE COMPANIES

A Member of the Tokio Marine Group

Logo Style Guide

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The Logo

The Philadelphia Insurance Companies (PHLY) logo is the primary graphic element of the company's brand identity. Accurate, consistent application, and precise production of the logo is essential to maintaining a strong identity in the marketplace. The following pages will show the official PHLY logo (stacked and stretched), PHLY Mark logos, proper color usage, and examples of proper placement in various applications.

The Logo's Elements
The logo is a combination of the PHLY Bell Symbolmark with the official Philadelphia Insurance Companies - A Member of the Tokio Marine Group logotypes.
Symbolmark: The PHLY Bell represents the Liberty Bell and is the Symbolmark of the company. The color is white on a PMS 281 blue rectangle with rounded corners.

Logotypes: The Philadelphia Insurance Companies (PHLY) and Tokio Marine logotype is to be used in conjunction with the PHLY Bell Symbolmark. Use of the PHLY Bell Symbolmark alone is not recommended except in special circumstances (see Minimum Size Requirements below). Additionally, the Tokio Marine logotype should not be separated from the PHLY logotype.

Minimum Size Requirements: Minimal size requirements (2.25 inches wide) will be enforced to avoid lost clarity in the Tokio Marine logotype, especially on the stacked version. When the format needed is very small, the Bell Symbolmark may be used or other solutions will be reviewed by the Marketing Team on a project-by-project basis.

Stacked Logo

The PHLY Bell Symbolmark

The PHLY logotype

PHILADELPHIA
INSURANCE COMPANIES

A Member of the Tokio Marine Group

Tokio Marine logotype

equal distance

x

Top edge and bottom edges of Bell Symbolmark align with the top edge and bottom edge of the PHLY logotype.

PHILADELPHIA
INSURANCE COMPANIES

x

equal distance

x

A Member of the Tokio Marine Group

x

The length of the bar equals the width of the Bell Symbolmark and the PHLY logotype

The Tokio Marine logotype is flush right with the PHLY logotype and flush left with the right edge of the "H" of "Philadelphia".

The PHLY and Tokio logotype and bar elements align right.

Minimum Usable Print Size

PHILADELPHIA
INSURANCE COMPANIES

A Member of the Tokio Marine Group

2.25 inches

Note:
Embroidery and e-communication (web and e-flyer) applications may need a larger minimum size to accommodate reduced dots per inch (dpi).

Logo - stretched version

The preferred logo to use is the stacked version of the logo. The stretched version is used when it lends itself better to a specific application. All logo elements apply equally to both versions.

Minimum Size Requirements: Minimum size requirements for the stretched version (3 inches wide) will be enforced to avoid lost clarity in the Tokio Marine logotype. When the format needed is very small, the Bell Symbolmark may be used or other solutions will be reviewed by the Marketing Team on a project-by-project basis.

Stretched Logo

The PHLY Bell Symbolmark

The PHLY logotype

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

Tokio Marine logotype

x — equal distance

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

x
x

The Tokio Marine logotype is flush right with the PHLY logotype and flush left with the "I" of "Insurance".

The length of the bar equals the width of the PHLY logotype.

The PHLY and Tokio logotype and bar elements align right.

Minimum Usable Print Size

PHILADELPHIA INSURANCE COMPANIES
#### A Member of the Tokio Marine Group

3 inches

Note:
Embroidery and e-communication (web and e-flyer) applications may need a larger minimum size to accommodate reduced dots per inch (dpi).

Logo - spacing

To display the PHLY logo properly and effectively, it is important to give it proper spacing without interference. The proper minimum spacing is outlined below. On the stacked version, the minimum space should be at least half the width of the Bell Symbolmark. On the stretched version, the minimum space should be at least the full width of the Bell Symbolmark. This general rule will help the logo maintain a strong presence on the application.
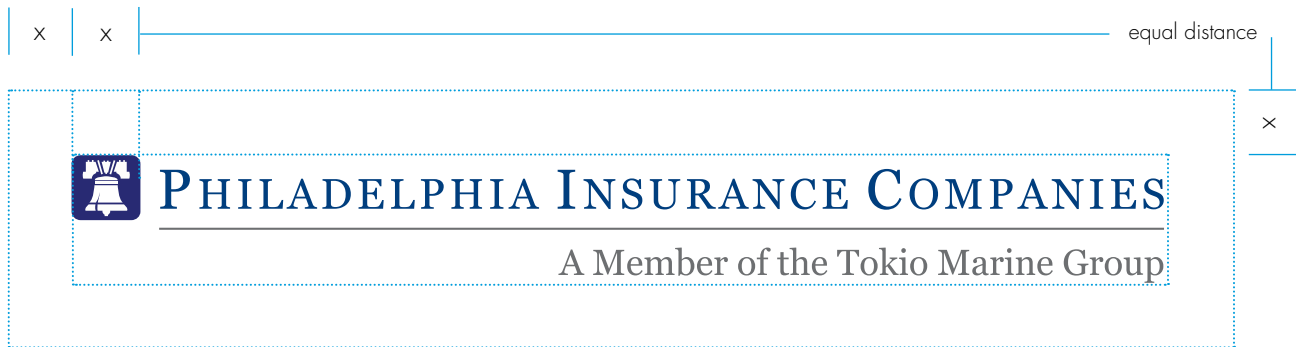
Logo - unusable examples

The Bell Symbolmark and logotype fonts have been designed to be used together on all applications to accurately represent the company's brand. They should not be separated, except on the rare occasion when the application requires a size smaller than the minimum size requirements. In that instance, the Bell Symbolmark may be used.

Please be sure to obtain the proper logo format from the the Marketing Department for your graphic needs.

The PHLY and Tokio Marine logotypes on both the stacked and stretched versions use the Georgia font in conjunction with the Bell Symbolmark.

Unusable examples
Below are just a few examples of unusable logos. Please be sure to avoid using the logo improperly. If you are not sure, contact the Marketing Department for assistance and direction. The logo improperly used weakens the Company's attempt to build and maintain a strong brand in the marketplace.

Correct Logo

PHLY Bell Symbolmark

PHLY logotype

A Member of the Tokio Marine Group

Tokio Marine logotype

Unusable Examples

Do not stretch tall or wide

Do not use old versions of the logo or the wrong font with the Bell Symbolmark

Do not use unapproved colors

Do not rearrange the logo's elements

Do not use shadows

Do not stretch the Tokio logotype

Do not use the incorrect Bell Symbolmark

Do not warp or slant

Logo - background color

The next couple of pages further clarify the official PHLY logo as it relates to color.

Note: In the reverse version of the logo, the Bell picks up the color of the background (either PMS 281 blue, 3366cc*, or black). In these reverse instances the background will match the Bell color. In most instances, the Bell remains white on a light background and PMS 281 blue on a dark background. More examples are seen on the upcoming pages. In a black and white application, grey may be considered for the Bell.

*3366cc blue is a former corporate color still active on some applications.

Logo on White

white

Logo in Reverse

black

3366cc

PMS 281

Logo - background color

The following pages will show examples of the PHLY logo on various shaded/colored backgrounds. Keep in mind, these are *just a few examples* of when to use the pure logo (281 blue and grey), the all blue version (PMS 281 blue), the reverse version, as well as background colors to avoid.

To best determine proper usage, be sure to consult the Marketing Department on a case-by–case basis. It is best for the Designer to see how the logo will apply itself to each application.

Note: 3366cc blue is a former corporate color still active on some applications.

Logo on White

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

white

Logo in Reverse

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

black

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

3366cc

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

PMS 281

PHILADELPHIA INSURANCE COMPANIES
A Member of the Tokio Marine Group

100%

100%

85%

70%

55%

40%

25%
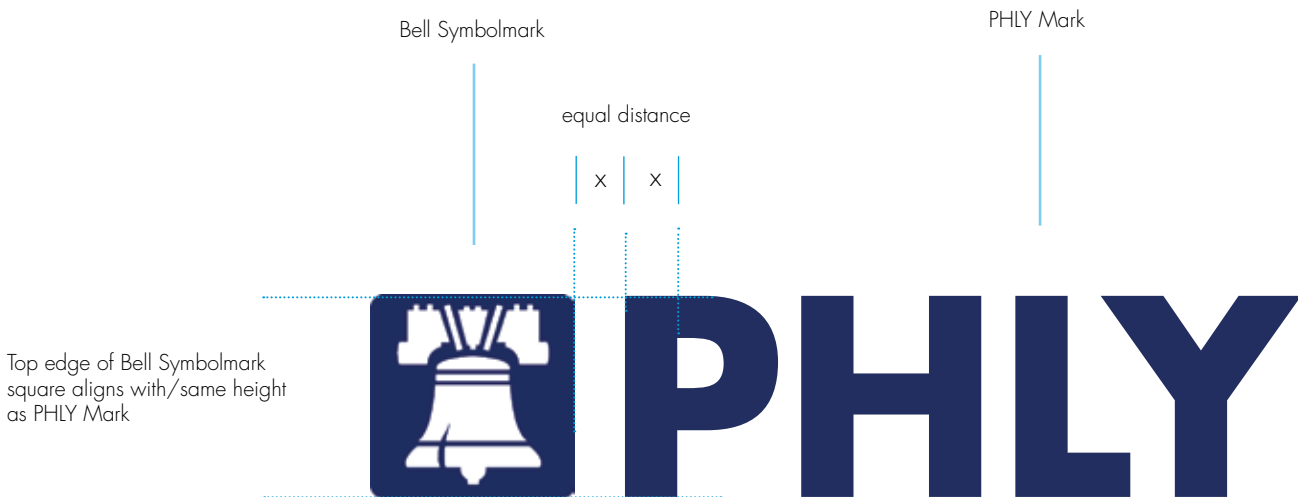
10%

Logo - PHLY Mark

Philadelphia Insurance Companies is often referred to as "PHLY" (pronounced "Philly") and has adopted this shortened version of the name to use on select applications. When the PHLY Mark is used on external applications, the official logo must be present somewhere on the application or at the event.

Color: The Bell Symbolmark and "PHLY" are PMS 281 blue bold. Other corporate colors are used on the subsequent words (added text) in this PHLY Marked secondary logos. See *Logo - backgrounds* section of this guide to determine best usage of the reverse version of the logo.

Bell Symbolmark

PHLY Mark

equal distance

x   x

Top edge of Bell Symbolmark square aligns with/same height as PHLY Mark

PHLY

PHLY Mark with Bell Symbolmark

Added Text

PHLYSalesTraining

Below are a few examples of The PHLY Mark for secondary logos used to promote different departments or events. In order to maintain a strong brand presence on external applications, the Bell Symbolmark is used in conjunction with the PHLY Mark. If, however, the official logo is visibly present on the application or at the event, the Bell Symbolmark portion of the PHLY Mark logo is not always necessary. This would best be determined by the Market Department and the Designer(s) on a project-by-project basis.

Font & Color: The Bell Symbolmark and "PHLY" are PMS 281 blue. Other corporate colors are used on the subsequent words in these PHLY Marked secondary logos. PHLY is Futura Bold and the following word(s) are Futura Light with no space. Futura Book is also used in some instances.

In most instances the elements do not exceed the height of the PHLY Mark as shown here.

In more rare instances, some elements may be designed larger than the height of the PHLY Mark as seen in these two examples. The globe and the "U" are taller than the PHLY Mark logo.

The Bell Symbolmark is not necessary with the PHLY Mark logo used here...

...since the official logo is in close proximity.

Elements

Slogan and Elements

To further strengthen the PHLY brand, a few elements are used consistently: PHLY.com website address, home office 800#, and the registered tagline. These graphic elements are available for use as graphics to place directly into applications so there is no need to type out the text.

Font and Color: The 800# is Futura light, PMS 281 blue, PHLY.com is Futura bold in 10% grey, the tagline is Garamond Premier Pro, 60% grey (PMS 281 blue and PMS 201 red are also acceptable on the tagline).

800.873.4552

PHLY.com

Focus on the things that Matter,
We'll Handle the Risk!®

Focus on the things that Matter, We'll Handle the Risk!®

Typography

Primary Fonts
Georgia font is the font used in the official logo. The PHLY logotype portion of the logo uses this serif font in small caps uniquely spaced. The Tokio logotype is in sentence case.

Futura (primarily use Light, Heavy, Book, Bold) is the main typography choice for header and body text used on marketing applications. This san sarif font compliments the more traditional Georgia font giving applications a modern, fresh, updated look. Futura is also very readable when a document requires various text sizes. The condensed versions of this font are not used.

Garamond Premiere Pro, a serif font similar to Georgia, is used on the tagline as noted on previous page.

Supporting Fonts
For most company-wide correspondence such as applications, letters, legal documents, **Arial** and **Times New Roman** are recommended as a default typeface when the Primary Fonts are not available.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Garamond Premiere Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+:"<>?

Corporate Colors

Blue ("PHLY Blue") is the main color used for PHLY's branding with accents of gold, red and grey. Color is as important as the logo for brand identity. Philadelphia Insurance Companies has chosen PMS 218 blue and PMS 299 blue (Tokio's blue) as the main colors. PHLY has also adopted PMS 125 for gold and PMS 201 red is used for accents as well as 60% grey to compliment the Tokio Marine logotype on the official logo.
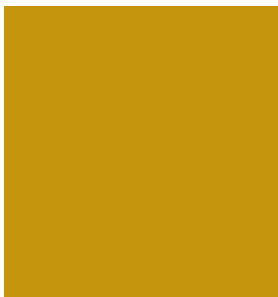
Main Colors

Pantone 281 C
R 0 | G 38 | B 99
C 100 | M 89 | Y 31 | K 30

Pantone 299 C
R 0 | G 160 | B 223
C 100 | M 5 | Y 0 | K 0

Accent Colors

Pantone 125 C
R 174 | G 132 | B 34
C 10 | M 40 | Y 100 | K 20

Pantone 201C
R 158 | G 27 | B 50
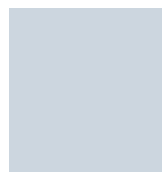C 25 | M 100 | Y 79 | K 20

Pantone Cool Grey 10
or 60% Grey
R 97 | G 98 | B 101
C 62 | M 53 | Y 50 | K 21

Other Colors

Pantone 362 C
R 61 | G 155 | B 53
C 78 | M 15 | Y 100 | K 2

Pantone 5445 C
R 204 | G 214 | B 223
C 8 | M 1 | Y 0 | K 13

Pantone 152 C
R 243 | G 144 | B 29
C 0 | M 51 | Y 100 | K 1

Supporting Photography

A library of royalty free photography has been researched, approved, and purchased for use in all applications. The photography selected for specific products will be used on any subsequent collateral related to that product including: marketing material, e-flyers, product pages, ads, product fairs, trade shows, etc. This visual consistency furthers the company's efforts for having more powerful product recognition and branding in the marketplace. Photography selected is meant to show the product's coverage accurately but also be engaging, appealling, show diversity, and have a current day feel. A few samples are shown below.