



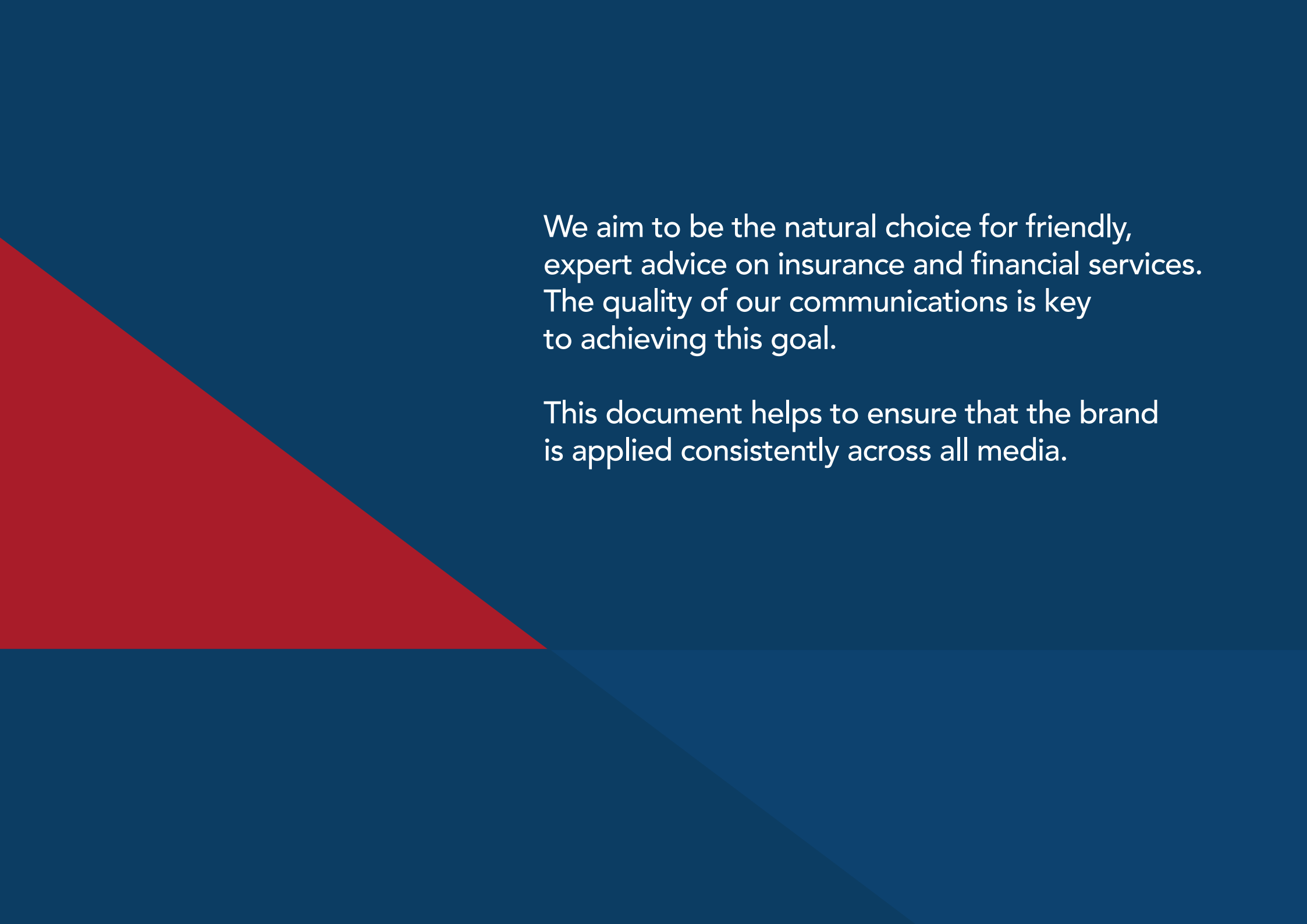
Independent  
Insurance Brokers  
& Financial Planners

## Brand guidelines



Protecting our brand and  
ensuring consistency across  
our communications

v.04 January 2016



We aim to be the natural choice for friendly, expert advice on insurance and financial services. The quality of our communications is key to achieving this goal.

This document helps to ensure that the brand is applied consistently across all media.



## 02a Group logo

The Alan Boswell Group logo is comprised of a symbol, wordmark and descriptor. Where possible, all three elements should be used.

Please refer to 02c (Sector logos) for when we are representing one part of the business.



## 02b Group logo

The Group Logo should be displayed ideally against a white background. If this is not possible (for example when published outside of the organisation), a reversed, all-white logo may be used.

Wherever possible the version with the descriptor line (top) should be used.



## 02c Sector logos

Distinct logos have been created for the two core parts of the Group business. They should be used in place of the Group logo when we speak directly about these.



## 02d Logo isolation

The logo should be surrounded by a minimum area of white space. This area ensures that other visual elements do not encroach on the logo.

The isolation area is defined by the height of one part of the 'B' symbol.



The logo should not be placed over an image. It must be used on solid white background unless expressly permitted.



Do not distort/transform the logo



Do not use any alternative typefaces



Do not reproduce the logo in any colour combinations other than those specified in this document

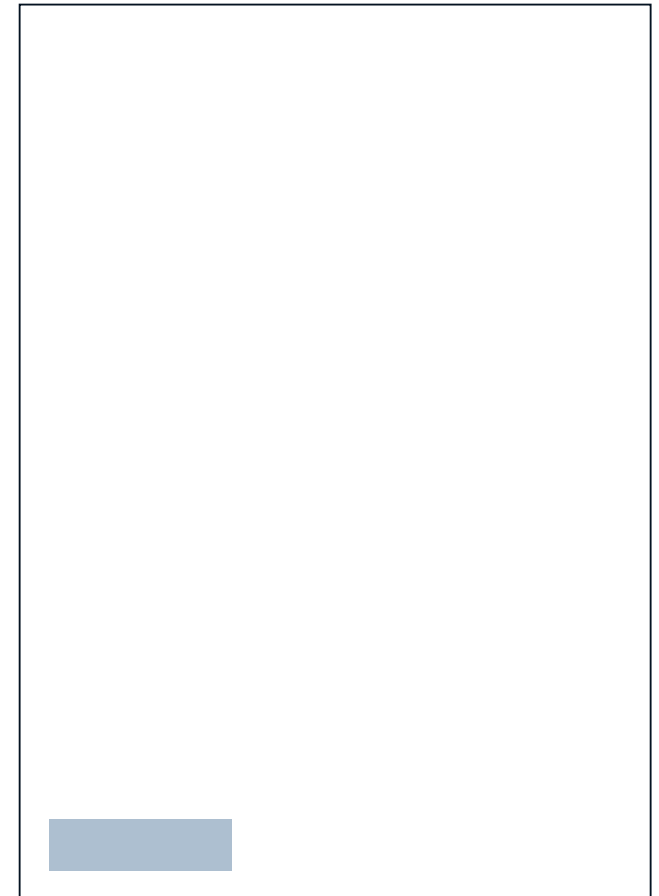
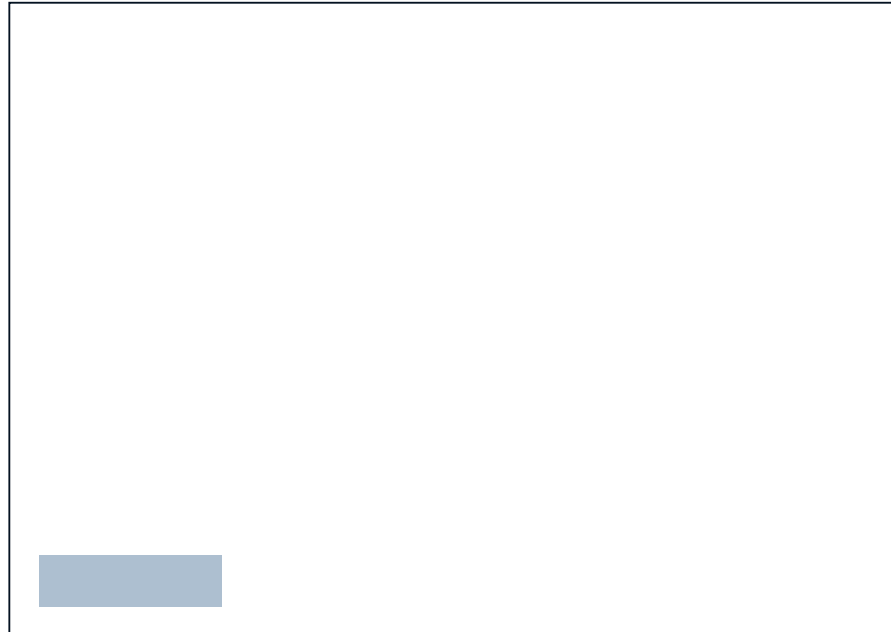


Do not apply any visual effects

## 02e Logo usage

Alan Boswell Group logos should only be used as supplied and preferably against a white background.

Please do not display the logos in any of the ways shown here.

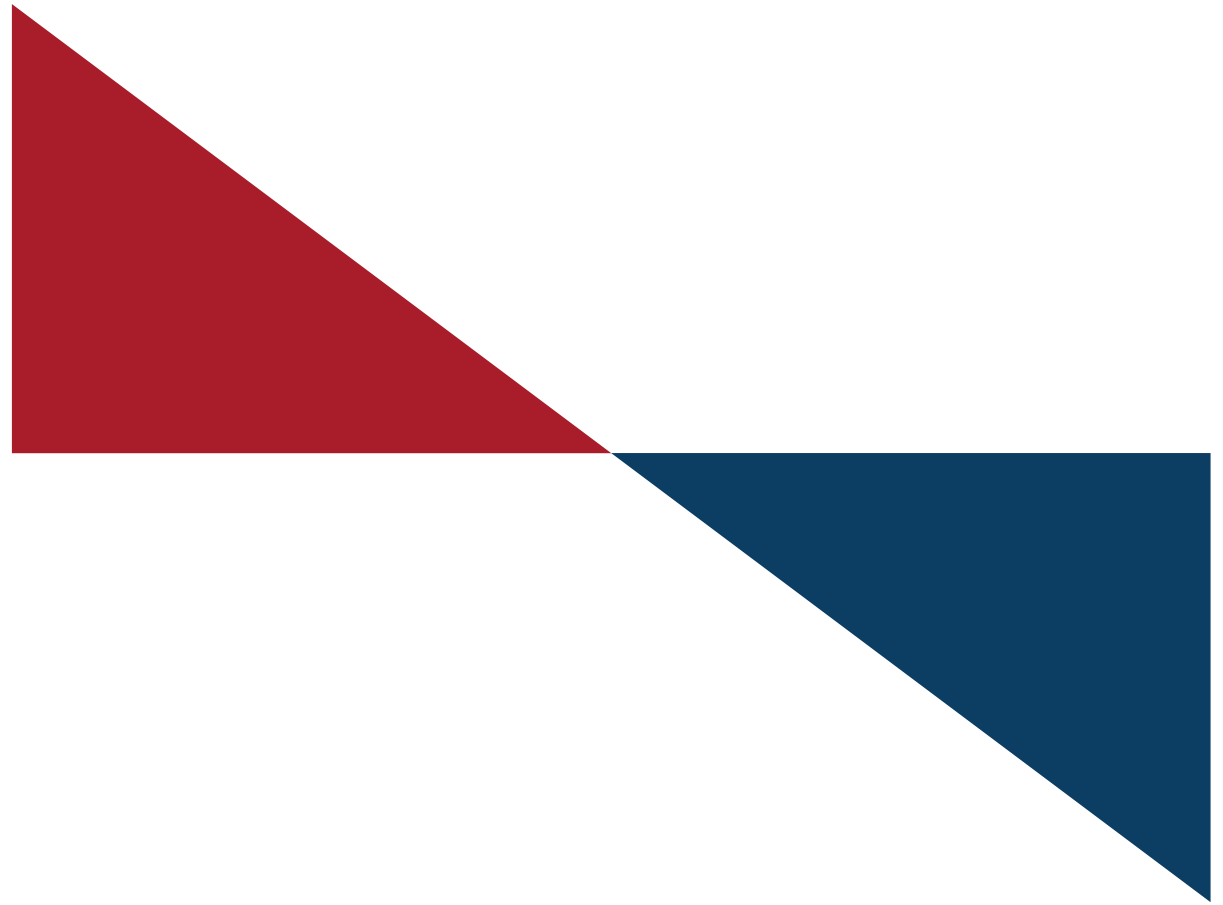


## 02f Logo placement and size

Where possible (and especially on the cover of promotional materials and advertisements), the logo should be placed in the bottom-left corner. Sector logos and the Group logo without descriptor should be 60mm wide at A4 on promotional materials.

As a guide, a margin of 10mm is to be used at A4. Please resize proportionally at other sizes. Ensure that the margin is always at least the same as the minimum logo isolation.

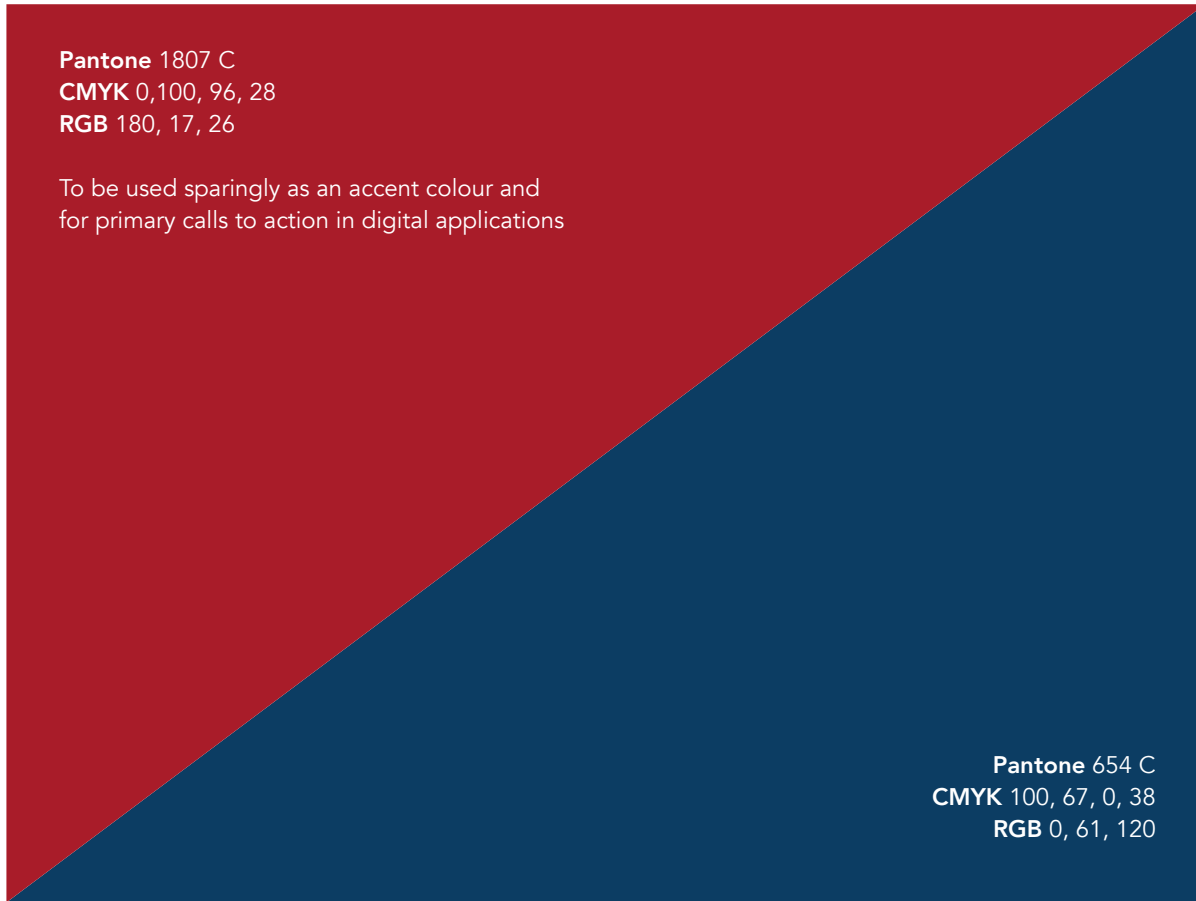




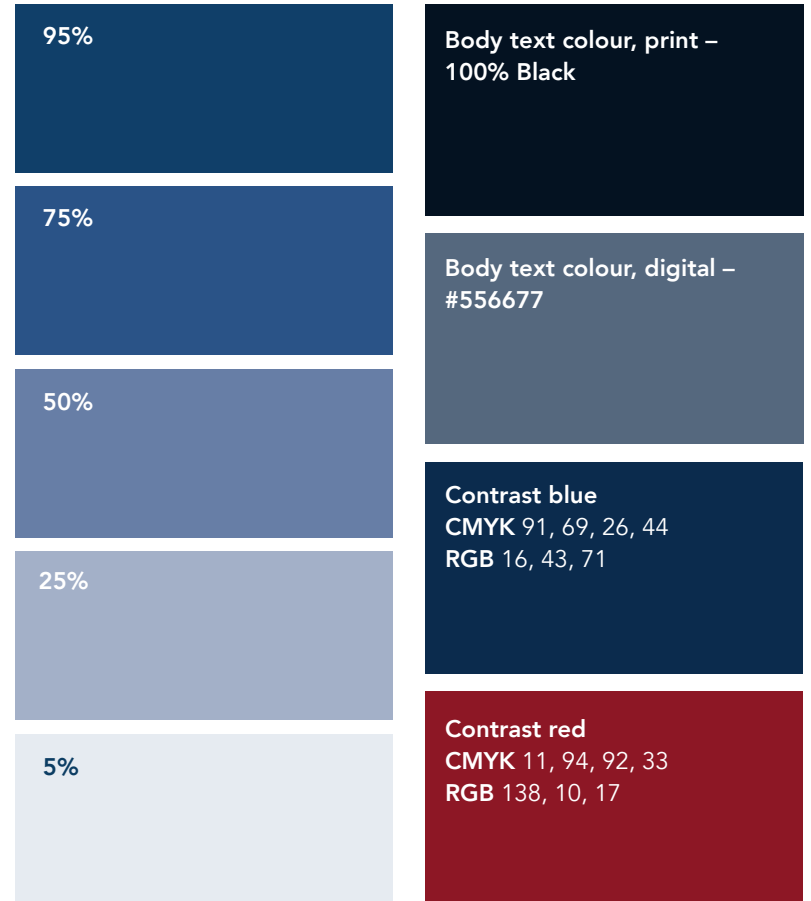
### 03 The partnership device

This graphic device has been created as a principle element of the visual language of the Alan Boswell Group Brand. It represents our close, dependable relationships with our clients.

It may be used flexibly to create dynamic layouts and to define the angle of other diagonal elements within the layout.



Core colours



Accent colours

## 04 Colour palette

The colours shown here form our palette. Please only use colours from this selection.

Accent and contrast colours should be used carefully. Refer to the layout guides (08 onwards) for further guidance on use of colour.

Primary – headlines, titles, sub headings  
Avenir Medium 65

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMONPQRSTUVWXYZ  
1234567890!@£%&?"

Body copy  
Avenir Heavy 85

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMONPQRSTUVWXYZ**  
**1234567890!@£%&?"**

Body copy  
Avenir Book 45

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMONPQRSTUVWXYZ  
1234567890!@£%&?"

## 05 Typography

The following typefaces should be used in all client facing applications.

Where the specific fonts are not available, (specifically, but not exclusively, in emails) Arial Bold and Arial Regular should be used in their place.



## 06 Photography

Where possible, photography from our library of commissioned shots should be used.

Our photographic style is:

- Full colour
- Naturally lit
- Candid
- Believable/honest

We offer straightforward, expert advice.  
Our language is clear, succinct and avoids  
the use of jargon where possible.

We are friendly in our tone, but confident  
in our ability to be authoritative.

We are focused in our communications  
to customers, and aware of their  
key requirements.

## Because no business comes as standard, we only offer the exceptional

Our insurance experts can tailor cover to your precise individual requirements. Very often we can improve your level of cover and still bring premiums down.

Trust us to protect your business; with a 98% Feefo service rating, our customers already do.



“ Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Nulla quis lorem ut libero malesuada feugiat. ”

Susan Smith  
Smiths Florist, Fakenham

Speak directly to our team  
**01603 218000**  
[www.alanboswell.com](http://www.alanboswell.com)

## Specialist leisure and hospitality insurance from the experts

Speak to our friendly, knowledgeable team



**01603 218000**  
[hello@alanboswell.com](mailto:hello@alanboswell.com)

## Because no business comes as standard, we only offer the exceptional

Our insurance experts can tailor cover to your precise individual requirements. Very often we can improve your level of cover and still bring premiums down.

Trust us to protect your business; with a 98% Feefo service rating, our customers already do.

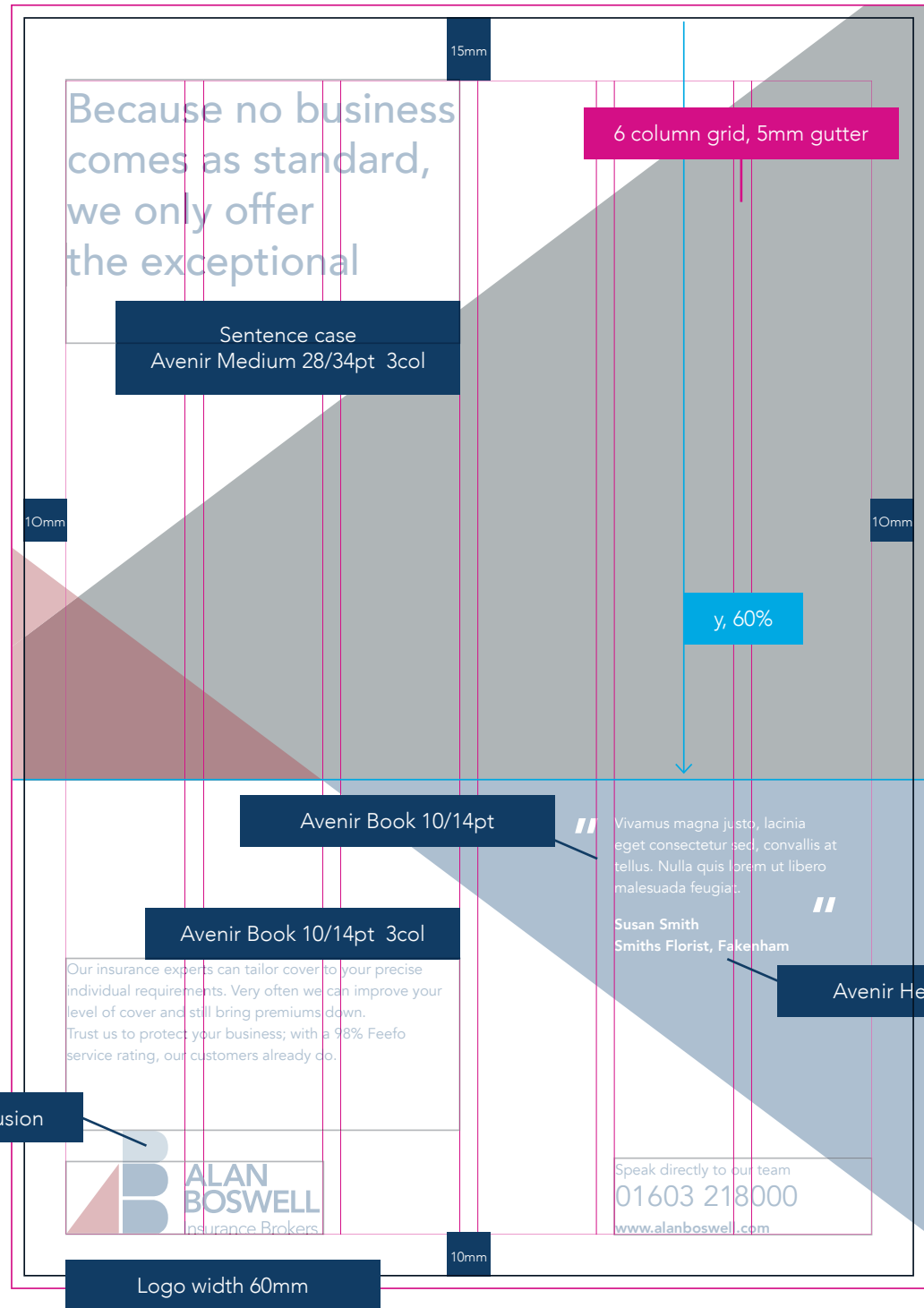


“ Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Nulla quis lorem ut libero malesuada feugiat. neque, auctor sit amet aliquam ”

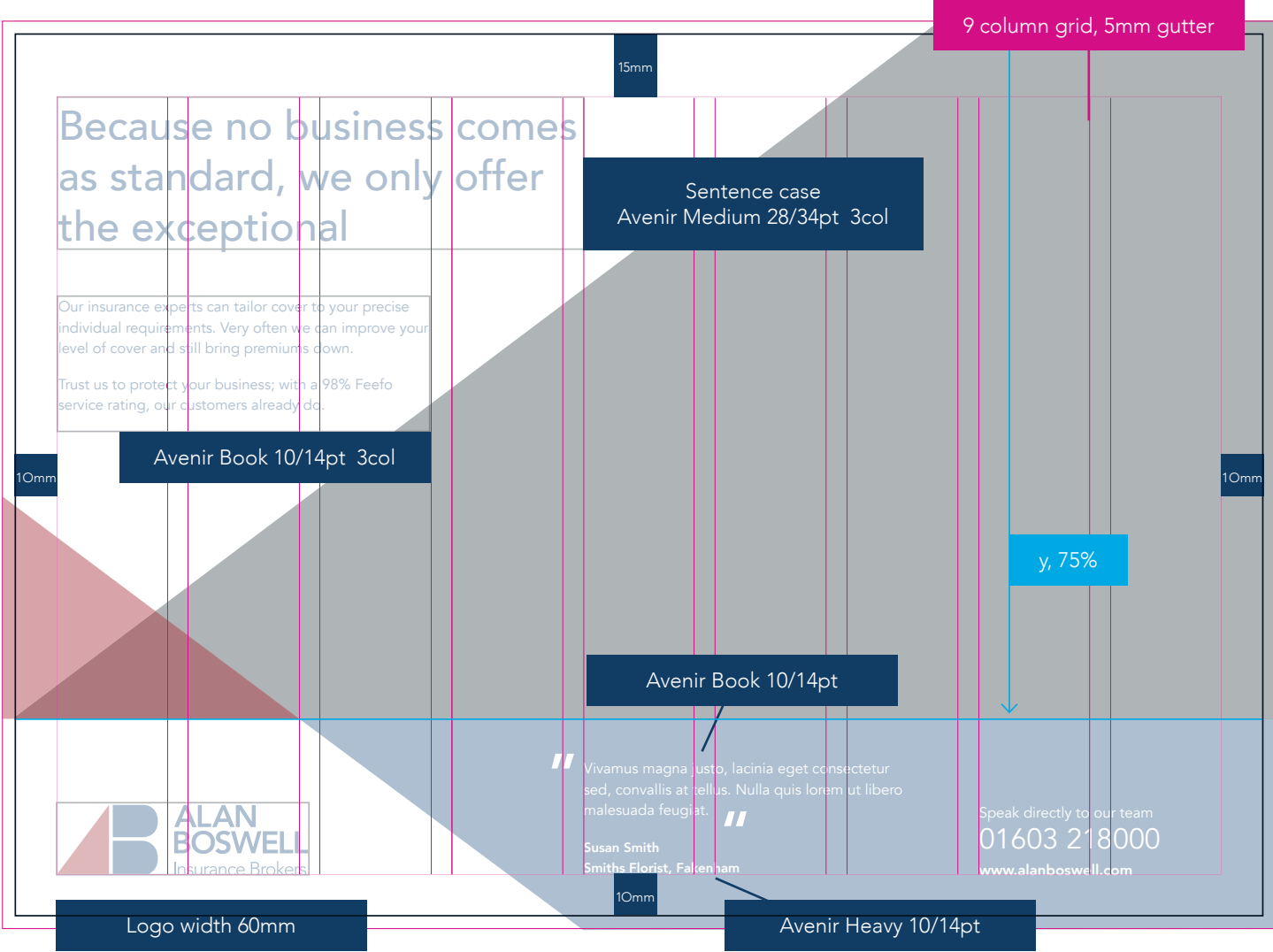
Susan Smith  
Smiths Florist, Fakenham

Speak directly to our team  
**01603 218000**  
[www.alanboswell.com](http://www.alanboswell.com)

The following examples are shown as demonstrations of how the various pieces of the identity come together in a page layout for an A4 advertisement (right, portrait; over, landscape).



## 09 Advertising setup (A4 portrait)



10 Advertising  
setup (A4 landscape)



# 10 Stationery setups

5mm

9 column grid, 1mm gutter

ALAN BOSWELL GROUP | Independent Insurance Brokers & Financial Planners

**Name** Heath Alexander-Bew CITIP  
**Job Title** Director  
**Company** Alan Boswell Insurance Brokers Ltd

**Email** sarah.adcock@alanboswell.com  
**Mobile no.** 07771 528324  
**Office no.** 01603 218010

Suites 5/6, East Barton Barns, Gt. Barton, Bury St Edmunds, Suffolk, IP31 2QY

**Address**

**Web address** www.alanboswell.com

Avenir Heavy 7/10pt

Avenir Book 7/10pt

9 column grid, 5mm gutter

15mm

Avenir Heavy 8/11pt

ALAN BOSWELL GROUP | Independent Insurance Brokers & Financial Planners

Alan Boswell Insurance Management Ltd  
 East Barton Barns, Gt. Barton, Bury St Edmunds, Suffolk, IP31 2QY

T 01603 218000  
 E ifa@alanboswell.com  
 W www.alanboswell.com

Avenir Book 8/11pt

Avenir Book 6.5/10pt

ALAN BOSWELL GROUP | Independent Insurance Brokers & Financial Planners

Alan Boswell Insurance Management Ltd is an appointed representative of Alan Boswell Insurance Brokers Ltd which is authorised and regulated by the Financial Conduct Authority. Registered Office: Harbour House, 126 Thorpe Road, Norwich, NR1 1UL. Registered in England No. 04379208.

Insurance Times  
 INDEPENDENT BROKER OF THE YEAR

10mm

**Alan Boswell Group is made up of the following companies:**

Alan Boswell Group Limited - Registered in England No. 02332930

Alan Boswell Insurance Brokers Limited - Registered in England No. 02591252

Alan Boswell & Company Limited - Registered in England No. 04379208

Alan Boswell Insurance Services Limited - Registered in England No. 03532804

Alan Boswell Insurance Management Limited – Registered in England No. 03893034

Alan Boswell Insurance Advisers Limited - Registered in England No. 05496971

Alan Boswell & Company (London) Limited - Registered in England No. 07565859

## Contact us

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