

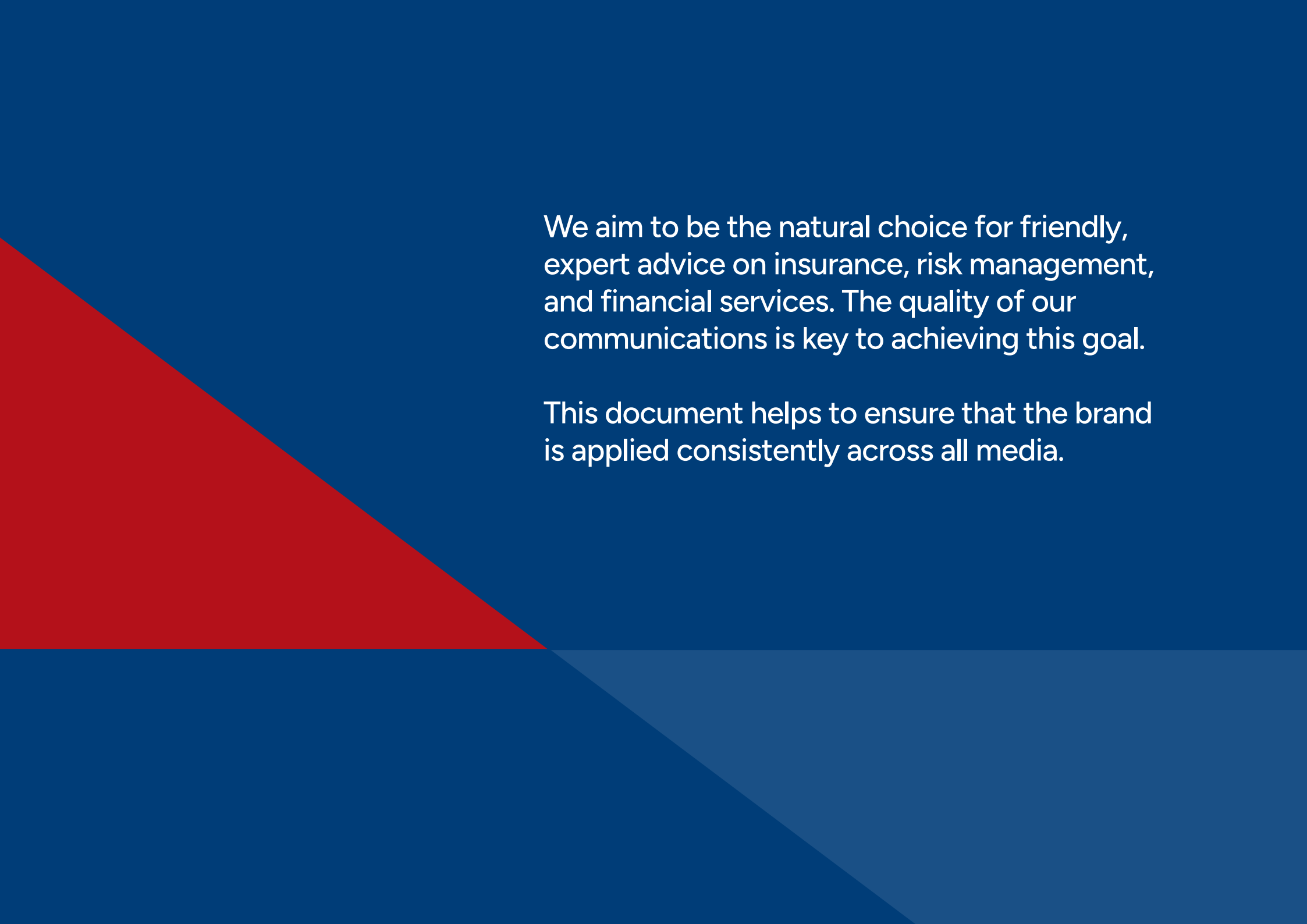


Insurance Brokers
Risk Management
Financial Planners

Brand guidelines

Protecting our brand and
ensuring consistency across
our communications

v.05 September 2025



We aim to be the natural choice for friendly, expert advice on insurance, risk management, 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.

Symbol

Descriptor



Insurance Brokers
Risk Management
Financial Planners

Wordmark

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 three 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

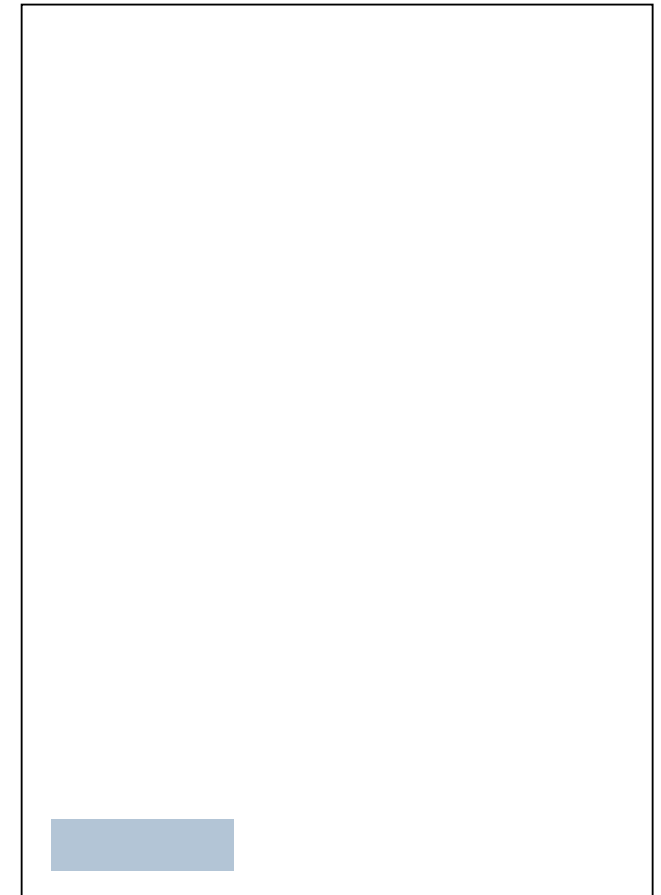
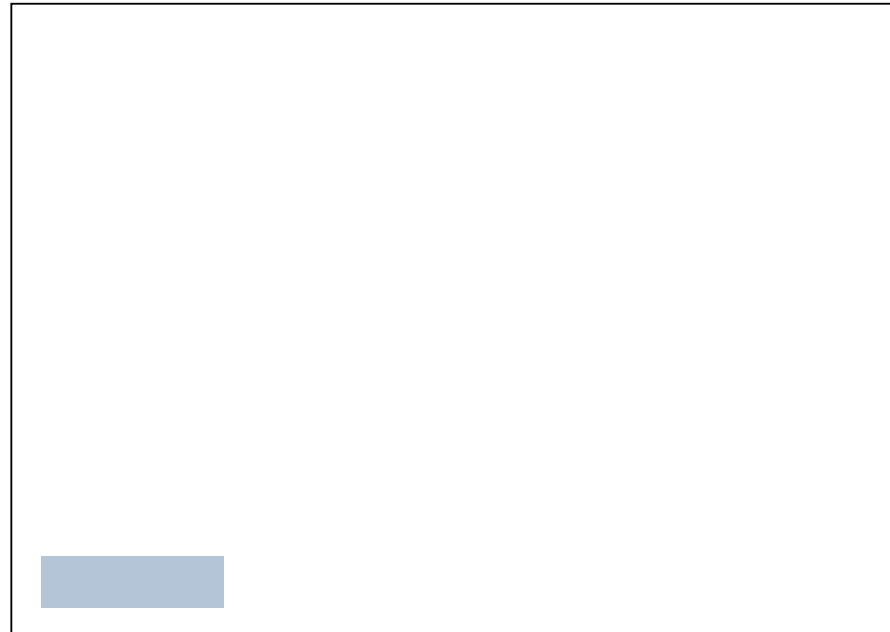


Do not apply any visual effects

02e Logo usage

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

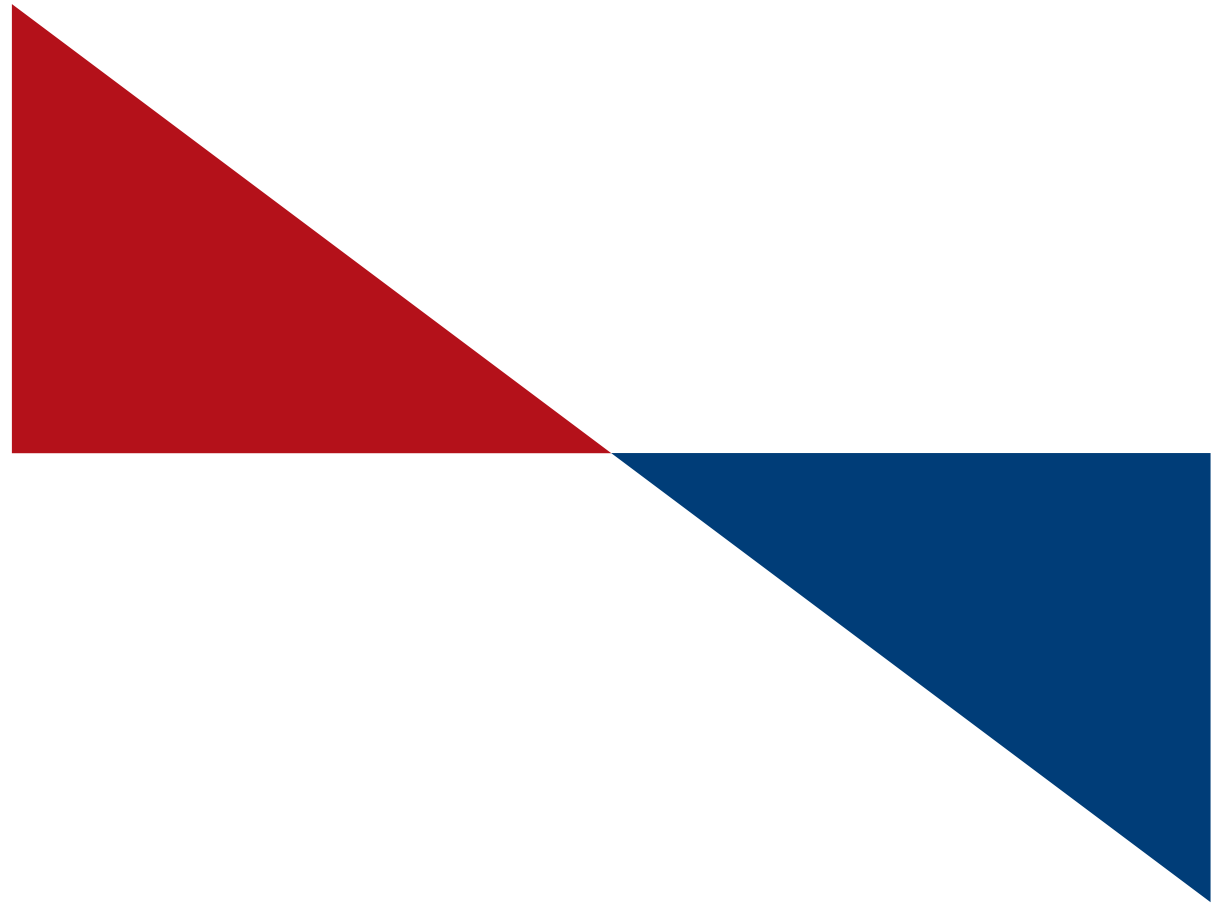
Please do not display the logos in any of the ways shown here.



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

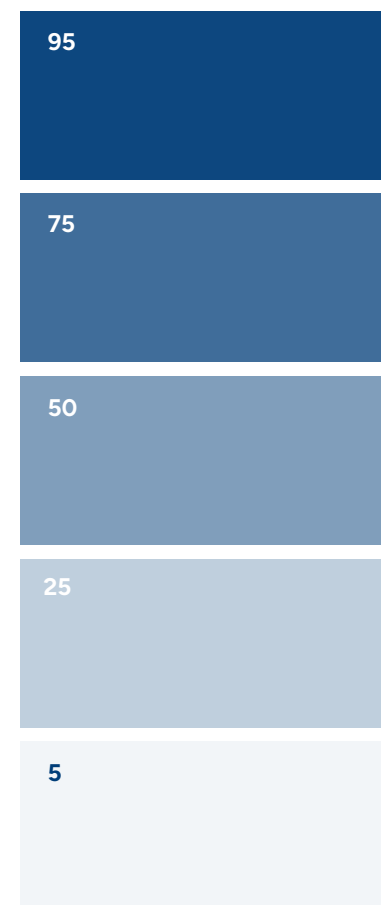
This graphic device has been created as a principle element of the visual language of the Alan Boswell Group brand. It represents our close, dependable relationships with our clients.

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

Core colours



Core tints



04a Core colours

These colours are synonymous with our brand and form our core palette.

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

Text-only colours

For body copy in print and digital applications.

Body text – print only
CMYK 0, 0, 0, 100

Body text – digital only
RGB 62, 75, 87
HEX #3e4b57

Accent colours

Secondary colours, to contrast against the core colours.

Contrast Blue
CMYK 91, 69, 26, 44
RGB 16, 43, 71
HEX #102B47

Contrast Red
CMYK 11, 94, 92, 33
RGB 138, 10, 17
HEX #8A0A11

Background colours

Neutral backgrounds used as an alternative to white.

Grey 15
CMYK 0, 0, 0, 15
RGB 229, 232, 235
HEX #E5E8EB

Grey 10
CMYK 0, 0, 0, 10
RGB 238, 240, 241
HEX #EEF0F1

Grey 5
CMYK 0, 0, 0, 5
RGB 246, 247, 248
HEX #F6F7F8

Hover colours

Used only for hover states on digital buttons.

Hover Blue
RGB 0, 89, 176
HEX #0059B0

Hover Red
RGB 231, 22, 33
HEX #E71621

04b Secondary colours

The colours here have specific uses, and should be used carefully and only in the appropriate media.

Primary – headlines, titles, sub headings
Figtree Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£%&?"

Body copy
Figtree Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£%&?"

Body copy
Figtree Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

Specialist leisure and hospitality insurance from the experts

Speak to our friendly, knowledgeable team



01603 218000
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.



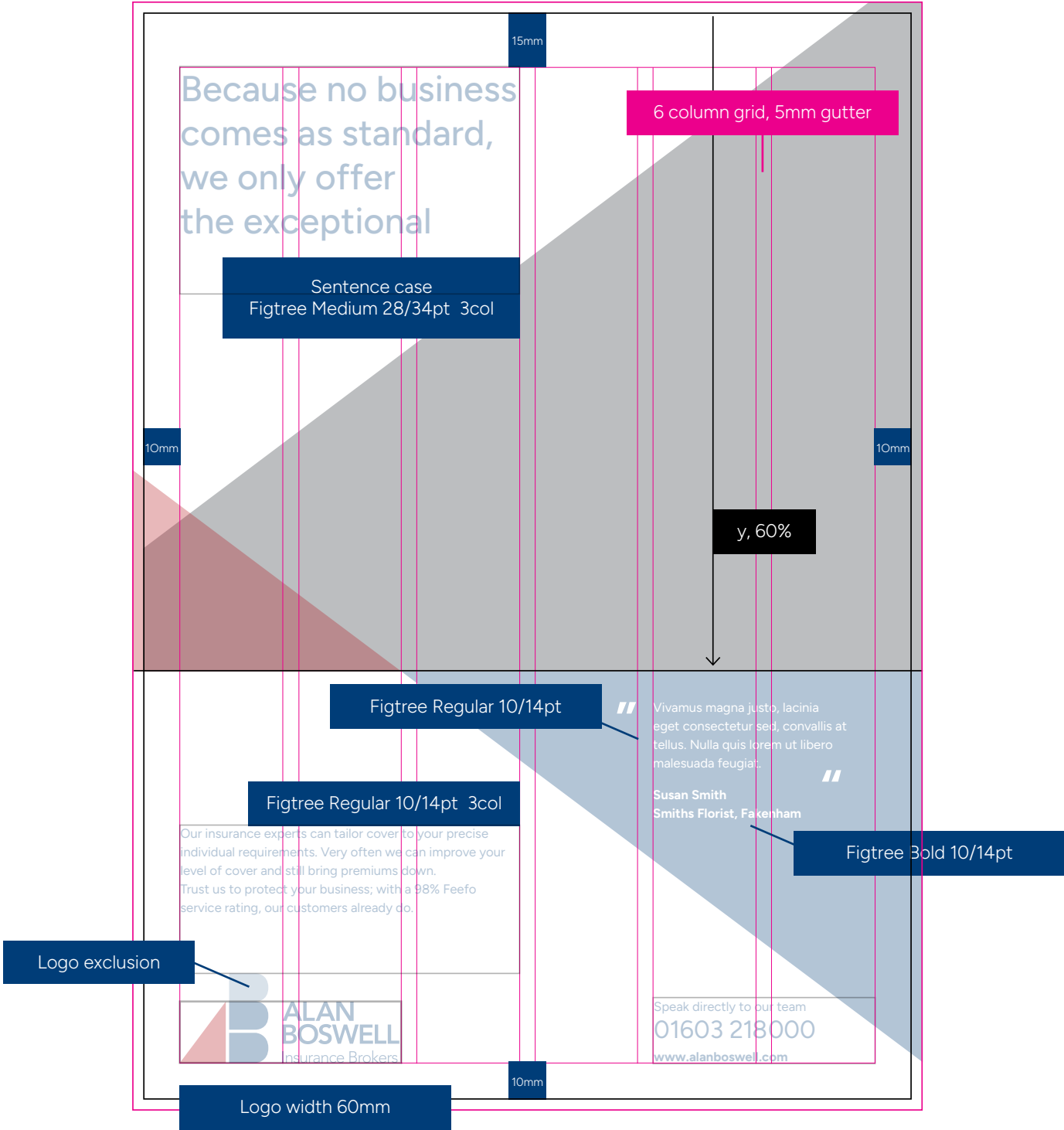
“ Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Nulla quis lorem ut libero malesuada feugiat. neque, auctor sit amet aliquet ”

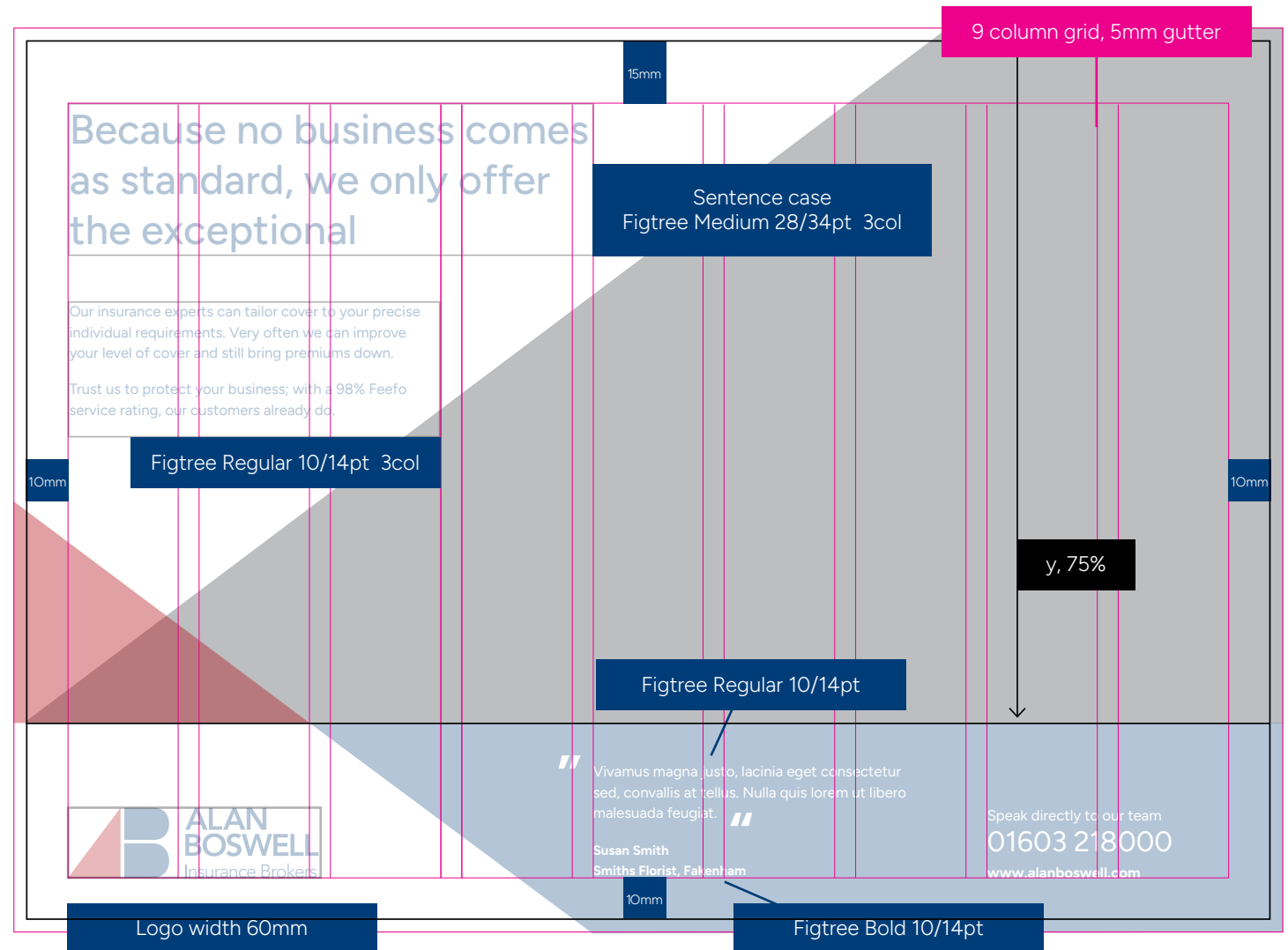
Susan Smith
Smiths Florist, Fakenham

Speak directly to our team
01603 218000
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)

Name
Job Title

Brendan Tinney BA (Hons), DipPFS
Financial Planner

Email
Office no.
Mobile no.

btinney@alanboswell.com
01603 967919
07760 162340

www.alanboswell.com

Web address

Figtree Regular 7/10pt

Figtree Bold 7/10pt



Company
Address
Tel

Alan Boswell Insurance Brokers Ltd
Newton House, Cambridge Business Park,
Cambridge,
CB4 0WZ
01223 324233

11 Stationery setups

9 column grid, 5mm gutter



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

Figtree Regular 8/11pt

Figtree Regular 6.5/10pt

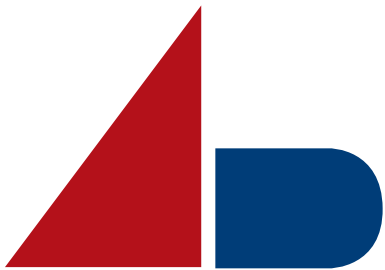


Alan Boswell Insurance Management Ltd is an appointed representative of Alan Boswell Insurance Brokers Ltd which is authorised and regulated by the Financial Conduct Authority.
Registered Office: Harbour House, 126 Thorpe Road, Norwich, NR1 1UL
Registered in England No. 04379208

We can use a mixture of shapes, gradients and images to create foreground compositions that bring movement and depth to layouts.

These compositions are particularly suited for use in digital collateral with a marketing or sales intent, such as websites, social media, brochures or advertising.

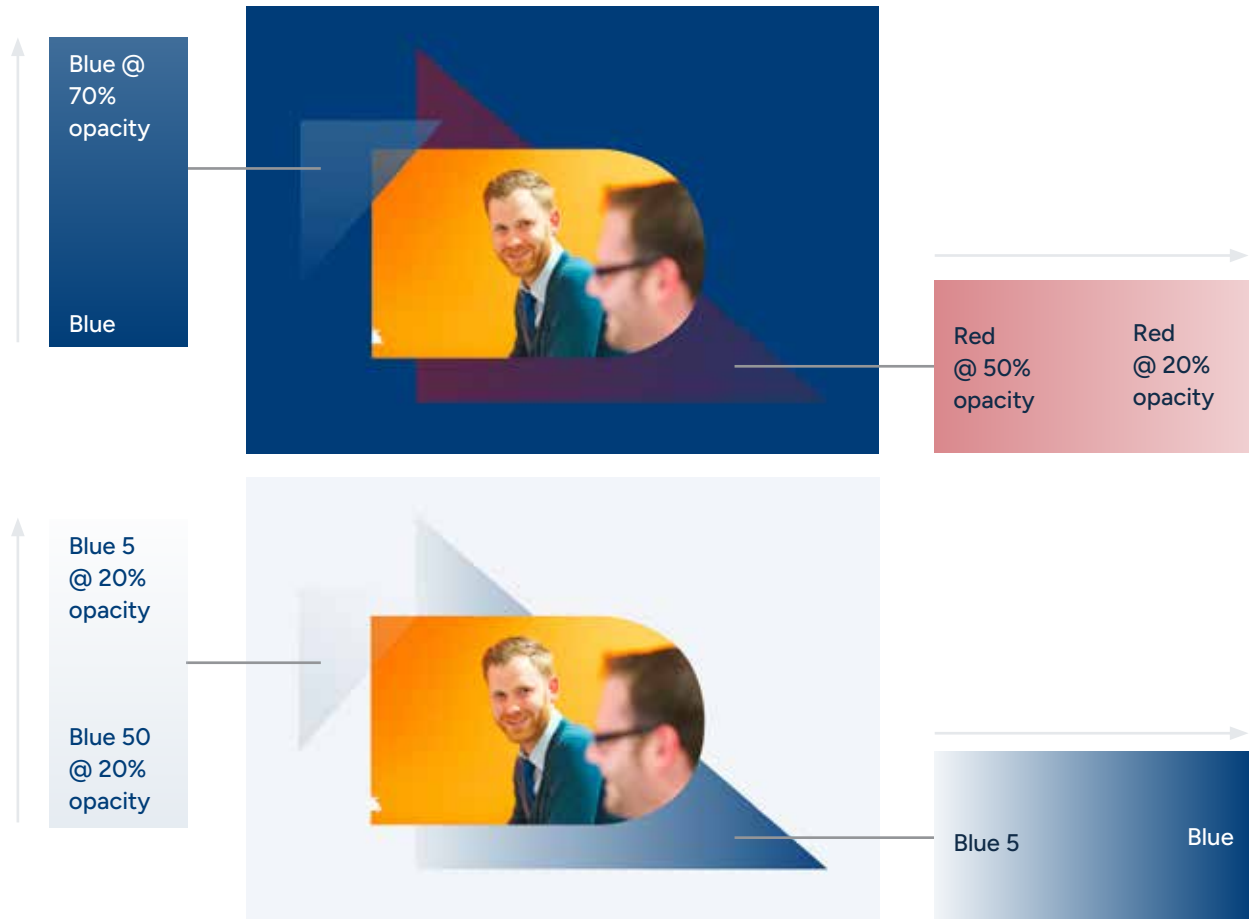
For print, check with suppliers, as gradients may not always reproduce well in lower-quality processes.



Shapes should be taken from the symbol. These can be rotated and resized as needed.

Foreground compositions

These layouts use two shapes to frame the main image, one in front and one behind. Gradients are created with colours, tints, and opacities. Images can be rectangular or masked with a shape and overlaps are encouraged. Layouts and colours may be adapted as needed.



12a Foreground compositions

Background compositions

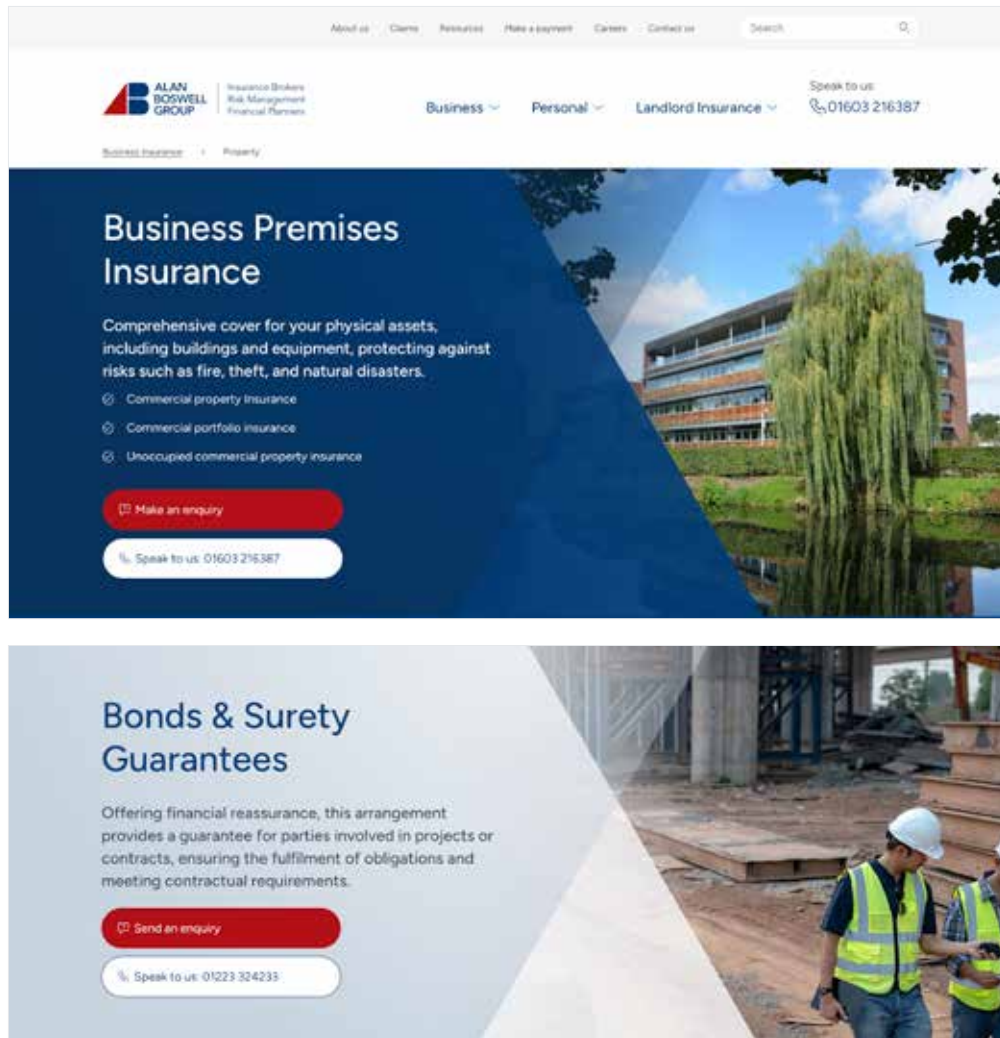
These use multiple shapes with subtle, calm colours. The applied gradients are created with colours, tints, and opacities, and can be angled as needed. Patterns should be made or altered to fit the specific requirements of the task and available space. The pattern elements may bleed out of the container if needed and overlaps are encouraged.



12b Background compositions

Background patterns can help to draw the user to a particular area, such as a CTA, or can be used to add texture to a layout, such as a social media post or quote.

Examples



13a Banners

The banner layout is designed to highlight an image, whilst also creating a branded panel for text.

Banners were designed to work as website headers, but the approach is also applicable for other image-led collateral such as brochure covers, adverts and social media.

Banners are built up using several overlapping layers, each with their own gradient. The use of different opacities helps to create depth in the banners.

The angles used in the shapes are taken from the triangle in the symbol, approximately 32.5°, and the gradients within the shapes follow this angle.

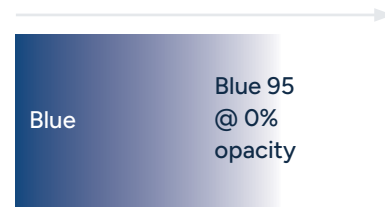
The image that forms the background layer (1) has a gradient to ensure the branded panel always fades out to a full colour.

Banners can be horizontal or vertical, depending on what fits the layout and both versions can use either the blue gradients or the grey gradients.

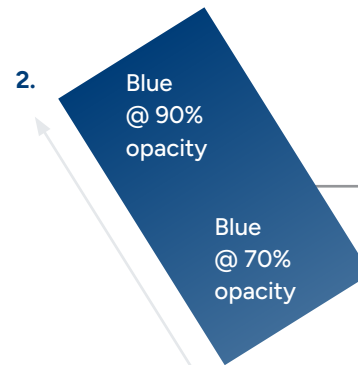
The ratio of image to background can be altered depending on the needs of the application.

Horizontal version - blue

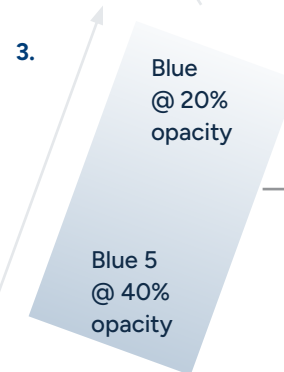
1.



2.



3.



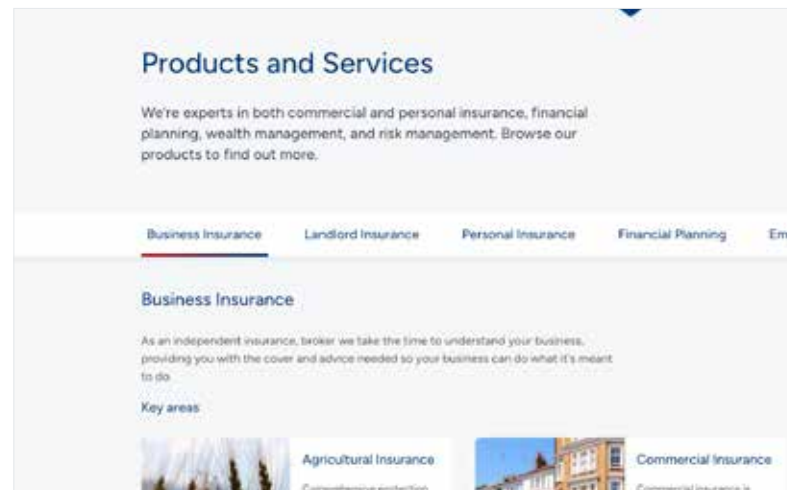
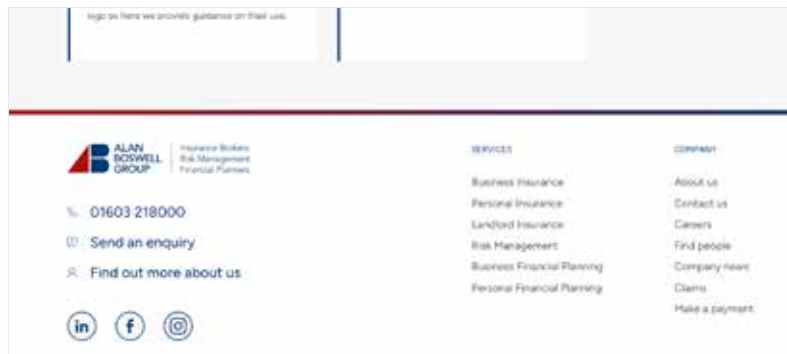
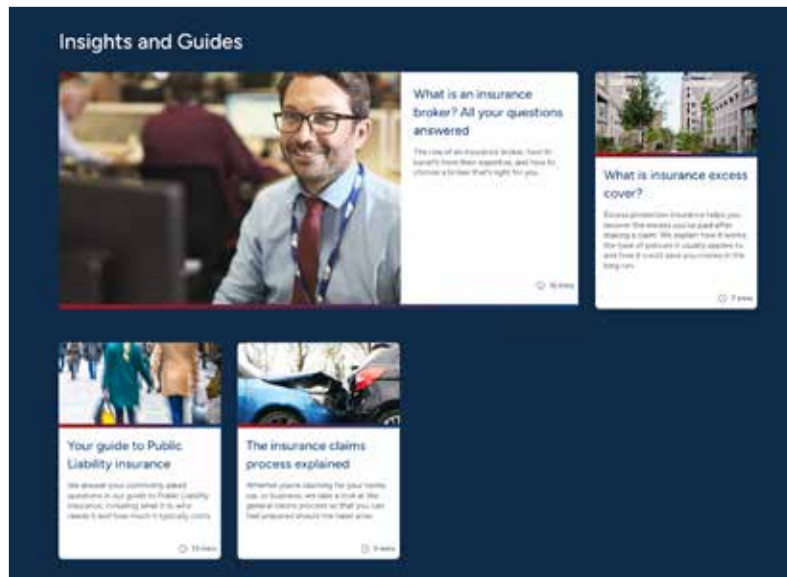
13b Horizontal banners

The vertical version uses the same layout as the horizontal, but it is rotated 90°, and has an optional extra layer (2) added to help create more space for text.

Vertical version - grey



Examples

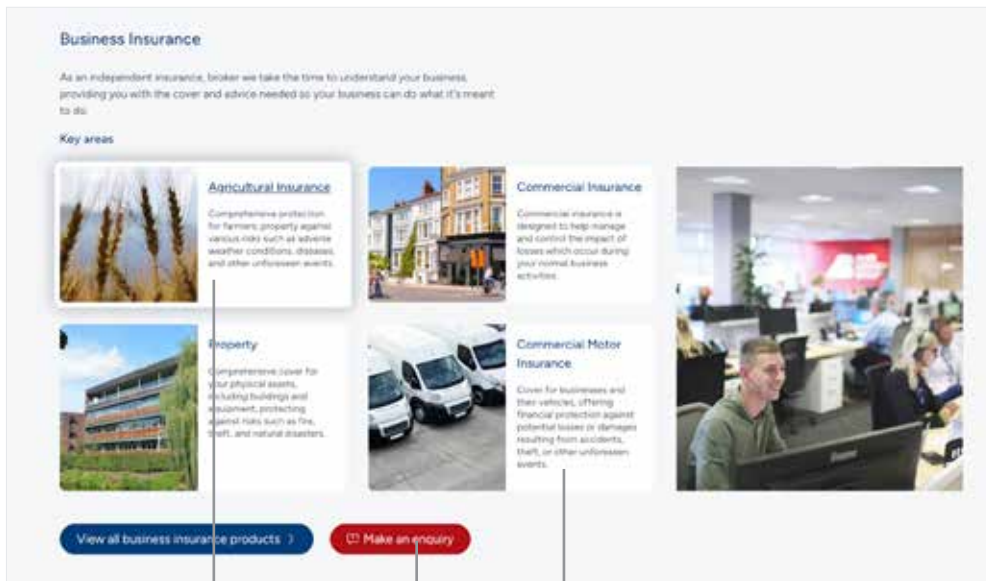


15 Red-to-blue gradient lines

Use the red-to-blue gradients sparingly as highlights or section dividers. Red-to-blue gradients should not be used as a background for text.

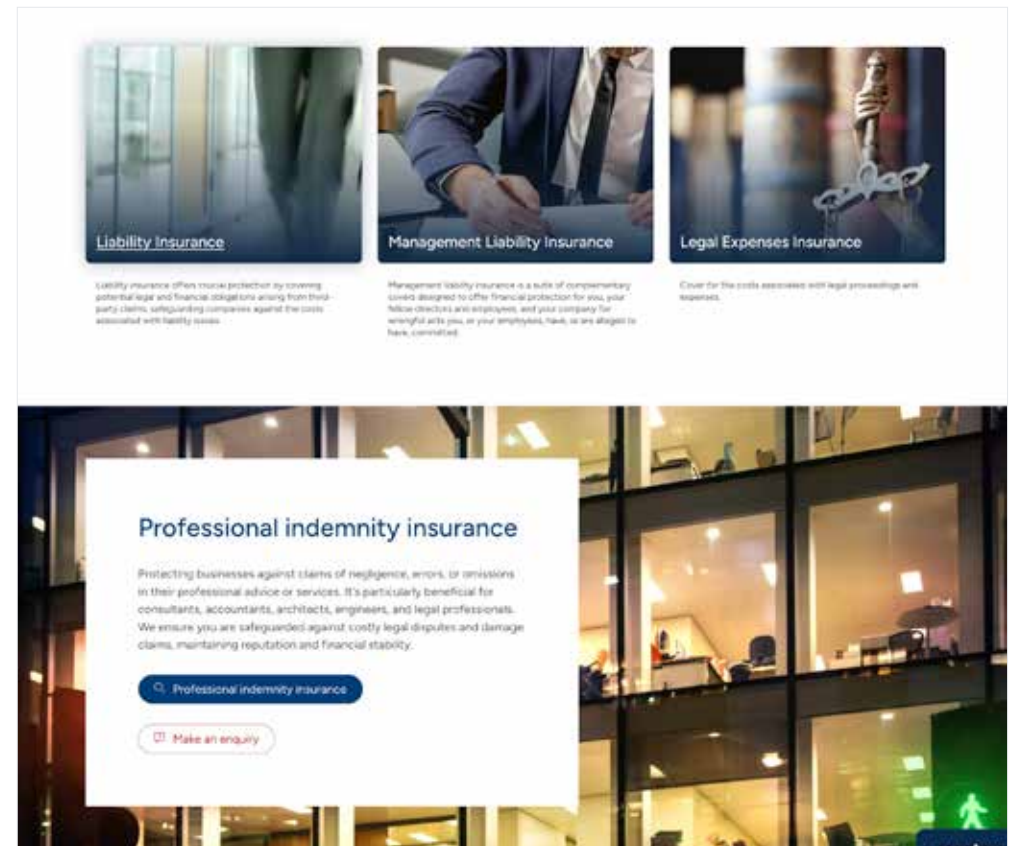
The lines must be thick enough to show colour clearly – a minimum of 8px in digital format.

Examples



Drop-shadows can be used to highlight an element that is being hovered over. They should be centred, not offset, and use a 24px blur and a maximum of 40% opacity.

Tiles should have an 8px radius and buttons and inputs should be fully rounded.



16 Rounded corners and drop-shadows

Square corners should be used as a default for design elements in print, but for digital applications, rounded corners can be introduced to differentiate clickable elements.

Typically, these elements will either be tiles, buttons or inputs.

Contact us

Alan Boswell Group
Prospect House
Rouen Road
Norwich, NR1 1UL

T 01603 218000
E marketing@alanboswell.com
www.alanboswell.com