

# THE GREAT PROVIDER

Logo Design



previous logo



**THE GREAT PROVIDER**  
**GENERAL INSURANCE AGENCY**  
A GENERAL AGENT OF INSULAR LIFE ASSURANCE COMPANY LTD, CO.



**The Great Provider**  
**General Insurance Agency**  
**A General Agent of Insular Life**

# new logo

**The logo has a modern style approach for the design to last long. The design is formal, minimal and flat to be print and digital friendly.**

**The typeface and colors used represents firmness, trustworthy and formal.**

new logo



# new logo



## **Triangle with rays.**

Represents the Holy Trinity, God, who is our great provider.

**Circle.** Represents the world, the human race, people, whom the company is serving.

**Hand.** Represents the hand of God, reaching out to the world to provide.

**Arrangement.** The flow of grace, from the top, the Holy Trinity), down to us, people.

# logo variations



full color



black



white

# logo variations



logo



horizontal/wide

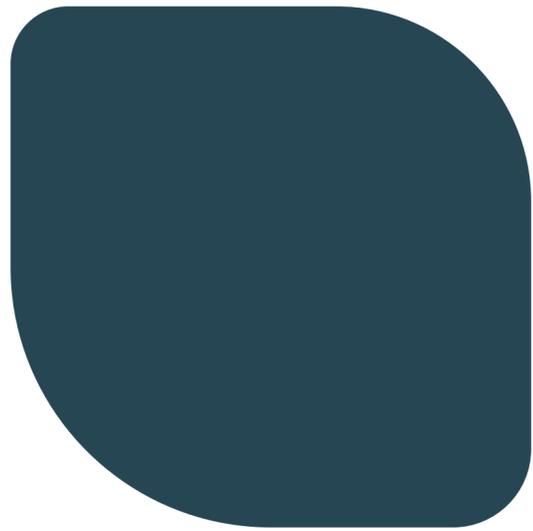
# Branding Styleguide



# new logo

**This serves as your manual or guide on how your logo should be used. This contains the standards required to represent your logo, in digital and print.**

# colors



## blue dianne

hex: #264653

rgb: 38,70,83

cmyk: 86,62,50,36



## tango

hex: #E87925

rgb: 232,121,37

cmyk: 5,64,99,0

# COLOR GUIDE

## RGB



Digital (Red, Green, Blue)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images

## CMYK



Print (Cyan, Magenta, Yellow, Black)

These are four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards, brochures, etc.

**typeface**

# **Arupala Grotesk W05 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

# Mockups

This is how the logo  
will look like in the real world.





Lorem ipsum

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thanks for choosing **iaa**  **dsigns**