Azimuth Risk Solutions Brand Guidelines

These guidelines establish the standards for using Azimuth Risk Solutions' branding across all mediums to ensure consistency, professionalism, and brand integrity.

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1. Logo Usage

Primary Logo:

- The primary Azimuth Risk Solutions logo must be used as provided, without alterations to the design, color, or proportions.

Logo Variations:

- **Full Color**: Use on white or light backgrounds.
- **Monochrome**: Use only for black-and-white materials or dark backgrounds.
- **Reversed (White)**: Use on dark backgrounds to ensure visibility.

Clear Space:

- Maintain a clear space equal to the height of the "A" in the logo around all sides to ensure it stands out and remains legible.

Minimum Size:

- Digital: 100px width minimum.
- Print: 1.5 inches width minimum.

Prohibited Uses:

- Do not stretch, skew, or distort the logo.
- Do not alter the colors or add effects (e.g., shadows, gradients).
- Do not rotate or change the orientation.
- Do not place the logo on cluttered or busy backgrounds.

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2. Color Palette

Azimuth Risk Solutions' colors represent trust, reliability, and innovation. Always use the exact color values provided below:

- **Primary Colors**:
  - Blue: #003366 (RGB: 0, 51, 102 | CMYK: 100, 68, 0, 54)
  - Green: #66CC33 (RGB: 102, 204, 51 | CMYK: 60, 0, 100, 0)
- **Secondary Colors**:
  - Light Gray: #F2F2F2 (RGB: 242, 242, 242 | CMYK: 4, 3, 3, 0)
  - Dark Gray: #4D4D4D (RGB: 77, 77, 77 | CMYK: 65, 57, 52, 29)

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3. Typography

Primary Font:

- **Avenir**: Used for headings, subheadings, and titles.
  - Examples:
    - Heading: Avenir Bold (24pt+)
    - Subheading: Avenir Medium (18pt)

Secondary Font:

- **Roboto**: Used for body text and smaller details.
  - Examples:
    - Body Text: Roboto Regular (12pt-16pt)
    - Captions: Roboto Light (10pt)

Prohibited Typography:

- Do not use decorative fonts or any unapproved typefaces.

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4. Imagery

Style:

- Use clean, professional images that align with Azimuth's values: trust, safety, and global reach.
- Images should feature high-resolution photography that reflects travel, healthcare, and professionalism.

Prohibited Images:

- Avoid overly generic stock images or those with poor resolution.
- Avoid images with heavy filters, excessive colors, or irrelevant subject matter.

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5. Branding Applications

Digital Use

- The logo must always appear in its original proportions.
- Colors must match the provided RGB values.
- Use high-quality images optimized for web viewing.

Print Use

- The logo must be printed in its original proportions.
- Use CMYK color values for printed materials.
- Ensure images have a resolution of at least 300 DPI.

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6. Co-Branding and Partnerships

- When using Azimuth branding alongside partner logos, ensure equal prominence and alignment.
- Maintain a clear visual distinction between Azimuth branding and partner branding.
- Obtain approval from Azimuth Risk Solutions for all co-branded materials before use.

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7. Legal and Compliance

Trademark Notice:

- The Azimuth Risk Solutions name, logo, and branding elements are trademarks of Azimuth Risk Solutions and may only be used with prior approval.

Approval Process:

- Submit all materials featuring Azimuth Risk Solutions branding to marketing@azimuthrisk.com for approval prior to publication or distribution.

Misuse Policy:

- Unauthorized use of Azimuth Risk Solutions branding may result in legal action or termination of agency agreements.

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8. Contact Information

For questions regarding branding or approval requests, please contact:

Marketing Team
Email: marketing@azimuthrisk.com
Phone: (317) 644-6291