

Citizens **Brand Guidelines**



Logo

The Citizens logo is more than just a visual element. It also carries an important message about Citizens: who we are and what we do. The logo also often is the first or most prominent graphic element people see on a publication or document from Citizens.

Consistency in using the Citizens logo is critical to the identification of communications from Citizens. Consistent usage should apply to positioning of the logo on the document, the colors used to print the logo, the proportions of the logo elements, and when to use some or all of the logo elements.

Before using the Citizens logo, please check with Corporate Communications regarding placement requirements.



The proper amount of space around the logo should always be based off the height of the Citizens logo text treatment.



Reverse



Full color



One color

Colors

The Citizens logo uses bold colors that highlight our primary focus: Florida residents and property owners. The primary colors symbolize Florida's sky and water. The consistent use of these colors will contribute to a cohesive look for Citizens' identity.

For print production, use Pantone® spot colors for the most accurate color reproduction. Use CMYK equivalents when process colors are required; for example, when reproducing four-color prints.

For the Web, use the Browser Safe Hexachrome system or translate the red-green-blue (RGB) value into its direct Hexachrome equivalent if browser safety is not an issue.

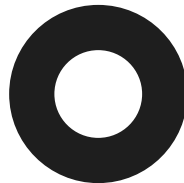
Primary



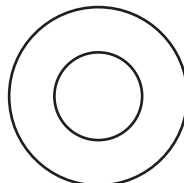
Ocean
PMS: 307U
R0 G102 B161
C100 M31 Y5 K20
HEX: #1465a1



Palm
PMS: 368U
R88 G166 B24
C67 M0 Y98 K5
HEX: #86b34b



Midnight
PMS: BlackU
R30 G30 B30
C0 M0 Y0 K100
HEX: #000000

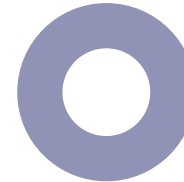


White
PMS: Bright White
R30 G30 B30
C0 M0 Y0 K0
HEX: #FFFFFF

Secondary



Jaguar
PMS: 5483U
R56 G147 B155
C62 M0 Y21 K31
HEX: #38939B



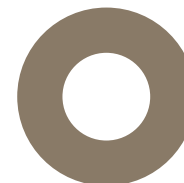
Lily
PMS: 5285U
R145 G148 B182
C31 M27 Y0 K20
HEX: #9194B6



Sun
PMS: 138U
R245 G160 B26
C0 M42 Y100 K0
HEX: #F5A01A



Garnet
PMS: 201U
R152 G30 B50
C7 M100 Y65 K32
HEX: #981E32



Sandalwood
PMS: Warm Gray 9U
R138 G121 B103
C0 M14 Y28 K55
HEX: #8A7967

Fonts

Citizens generally uses three types of fonts for its communications, including printed, email and on the website: Avenir, Arial and Times New Roman. The company name in the Citizens logo uses a font called Rotis, but this font is not used in any other application.

Secondary fonts also have been designated for those times when additional font variety is required. The secondary fonts are Verdana (san-serif) and Georgia (serif).

Avenir (Primary)

AaAa

Avenir Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Avenir Black
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Arial (Primary)

AaAa

Arial Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Arial Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Verdana (Secondary)

AaAa

Verdana Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Verdana Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Times New Roman (Primary Serif)

AaAa

Times New Roman Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Times New Roman Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Georgia (Secondary Serif)

AaAa

Georgia Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Georgia Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Usage

Consistency in using the Citizens logo is critical to the identification of communications from Citizens. Consistent usage includes the logo elements, colors and backgrounds, and positioning.

Before using the Citizens logo, check with Corporate Communications regarding format, color, placement and printing requirements.



Logo Misuse



Do not stack the wordmark and symbol.



Do not use a gradient on the logo.



Do not add other graphic elements to the logo.



Do not distort or warp the logo.



Do not outline the logo.



Do not change the logo colors.



Do not rotate the logo.



Do not change the typeface or recreate the logo.



Do not apply any Transparency to the logo.



Do not use a low resolution or pixelated logo.



Do not use the symbol without the wordmark.



Do not apply drop shadows or other effects to the logo.

References

References to the Citizens' company name, website, and employee emails follow specific styles that should be adhered to consistently, helping to ensure effective branding and a sense of professionalism. Most often, incorrect use of these elements occurs with the improper use of an acronym to shorten the company name and capitalized lettering within the website address and/or employee email addresses.

Referenced Element	Incorrect Reference/Usage	Correct Reference/Usage
Company Name – External Applications	CPIC	<i>Citizens Property Insurance Corporation</i>
Citizens website	<i>www.CitizensFla.com,</i> <i>http://:www.citizensfla.com,</i> <i>citizensfla.com</i>	<i>www.citizensfla.com</i>
Citizens employee email address	<i>John.Doe@CitizensFla.com</i>	<i>john.doe@citizensfla.com</i>

Logos No Longer In Use

These are samples of logos that are no longer acceptable to use.



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