BRAND GUIDELINES

2025

OUR MISSION

"To provide members with a sustainable competitive advantage."

BIG "I"
USAGE

Beginning Jan. 31, 2019 the Big "I" will transition to a new industry-facing logo. This logo presents our products and services as one and will help independent agents and companies clearly identify resources, services and experiences that are uniquely Big "I". The use of the new identity will also help separate the industry facing and consumer identity which has become increasingly important with social media.

When promoting multiple programs use Big "I" ASSOCIATION logo (R). We want to keep from using multiple logos on one piece—we are one organization offering multiple solutions and stronger together.

When promoting one program, use the PROGRAM logo(R).

Use color palate, font, graphic elements and photo treatments in the following guidelines.

Use full company name in first reference Independent Insurance Agents & Brokers of America.

Website address should be: independentagent.com/program.

Whenever possible include "Empowering Trusted Choice® Independent Agents" with the Trusted Choice logo on all website and printed materials. We are going to embrace the cobrand and illustrating the importance of the brand in the mission of the Big "I".

Most giveaway items (pens, bags) for companies should use the Trusted Choice logo. If an item will be worn, carried or used by an agent when they meet customers or displayed in their office, the preferred logo is Trusted Choice consumer identity. It's who they are.
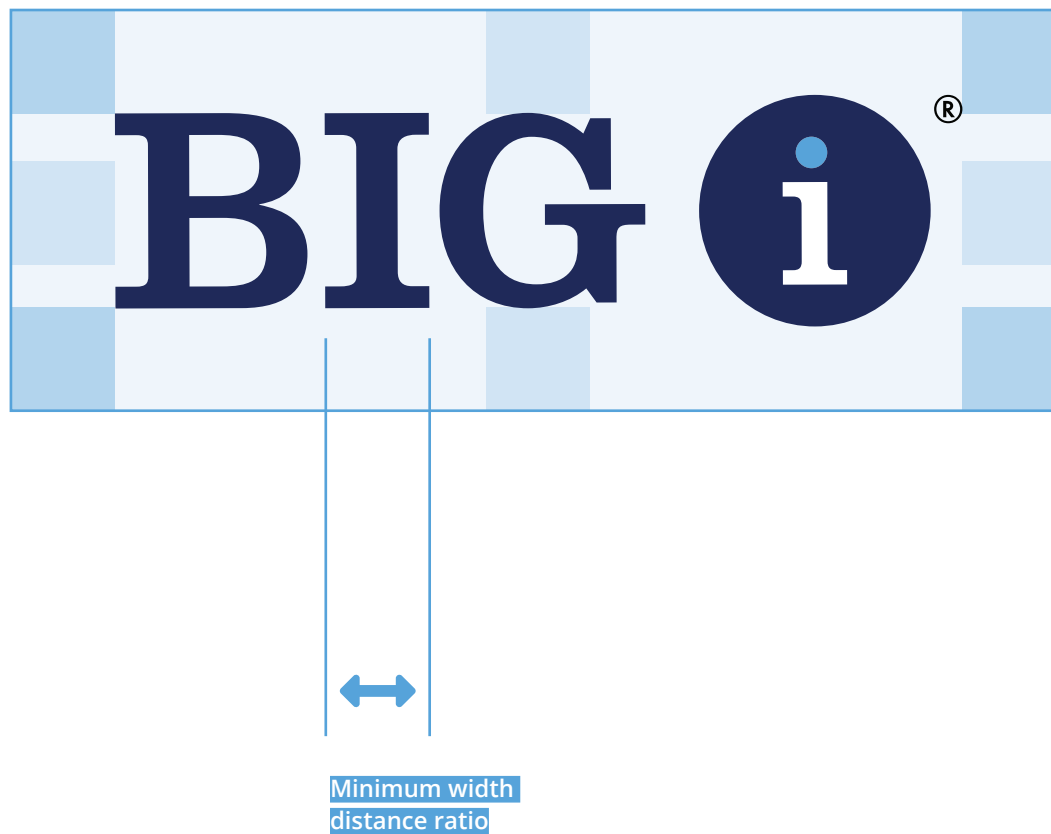

BIG i®

SAVE THE DATE!

BIG "I" LEGISLATIVE CONFERENCE
April 30–May 2, 2025

THE WESTIN
WASHINGTON, DC DOWNTOWN

PROTECT YOUR
INDUSTRY

Independer

LOGO USAGE

LOGO
CLEAR SPACE

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

There should always be a minimum clear space of the width of the uppercase "I" width within the Big "I" brand logo.

BIG i ®

Minimum width distance ratio

LOGO COLOR USAGE

These are the Big "I" logos to be used in color printing and online. These logos should be used in all applications when applicable.

Color Version

BIG i®

Black Version

BIG i®

White Version

BIG i®

Please follow these guidelines to ensure that the logo is visible, legible and used in good taste. Make sure to use the logo versions provided and do not alter the logos.

Do's

DO maintain logo shape and proportions.

DO ensure the logo is reproduced at a legible size.

DO ensure that the logo is surrounded by clear space.

Don'ts

DON'T stretch or squish the logo.

DON'T change the logo color

DON'T alter the design of the logo

DON'T place logo on high contrasting backgrounds.

GENERAL GUIDELINES

When promoting multiple programs use Big "I" ASSOCIATION logo. We want to keep from using multiple logos on one piece—we are one organization offering multiple solutions and stronger together.

When promoting one program, use the PROGRAM logo.

Association Logo Usage

Promoting multiple solutions

BIG i®

BIG i®
Independent Insurance Agents
& Brokers of America.

BIG i®
Independent Insurance Agent.

Program Logo Usage

Promoting one program solutions (examples below)

BIG i®
AGENTS COUNCIL
FOR TECHNOLOGY.

BIG i®
BEST PRACTICES.

BIG i®
DIVERSITY COUNCIL.

BIG i®
FUTURE ONE.

BIG i®
HIRES.

BIG i®
GOVERNMENT AFFAIRS.

Preferred Logo Version

Horizontal Spacing

Minimum clear space ratio
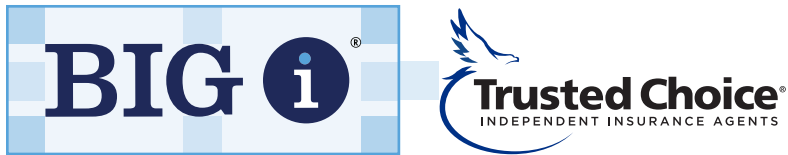
Vertical Spacing

Minimum clear space ratio

Company pieces will be branded Big "I" and will include the Trusted Choice logo with "Empowering Trusted Choice® Independent Agents."

Totebags, lanyards, gifts, pens, shirts, cups, candy, prizes, certificates, awards anything that goes home and gets displayed or used should have the Trusted Choice logo—this is WHO THEY ARE. It's about them, not our services at that point.

Website footer will contain Trusted Choice logo with "Empowering Trusted Choice® Independent Agents."
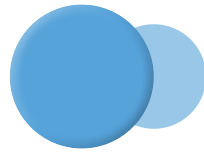
Consumer videos, Trusted Choice logo should be used.
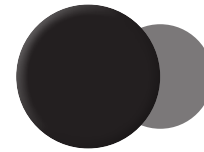
COLORS & TYPOGRAPHY

Primary Colors
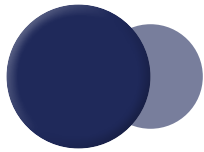
Pantone 288 CP

C 100 M 93 Y 35 K 28

R 32 G 41 B 91

#20295B

Pantone 284 C

C 63 M 22 Y 0 K 0
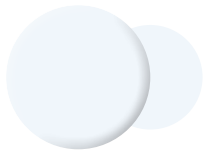
R 85 G 164 B 218

#55A4DA

White

C 0 M 0 Y 0 K 0
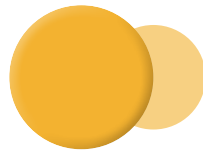
R 255 G 255 B 255

#FFFFFF

Pantone Neutral Black
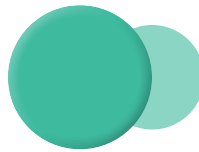
C 0 M 0 Y 0 K 100

R 35 G 31 B 32
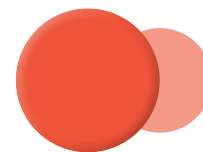
#231F20

Secondary Colors & Gradients

C 4 M 33 Y 92 K 0
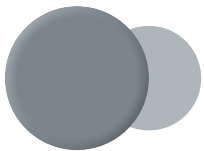
R 242 G 177 B 52

#F0F6FB

C 4 M 33 Y 92 K 0

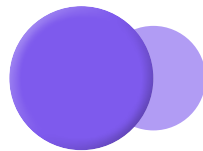R 242 G 177 B 52

#F2B134

C 66 M 3 Y 47 K 0

R 79 G 185 B 159

#4FB99F

C 1 M 82 Y 83 K 0

R 255 G 255 B 255

#ED553B

C 0 M 0 Y 0 K 40

R 237 G 85 B 59

#A7A9AC

C 65 M 70 Y 0 K 0

R 126 G 90 B 237

#7E5AED
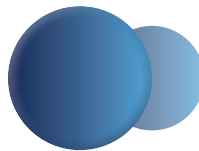
Type: Linear, Angle: 0°

#20295B 0%

#55A4DA 100%

Type: Linear, Angle: 90°

#F0F6FB 0%

#FFFFFF 100%

The Big "I" primary colors are the main theme of colors in logo, branding marks, marketing and on the website. These swatches are used overall, with secondary colors used as an accent.

Secondary colors should be used to emphasis, differentiate or highlight between programs and campaigns.

TYPOGRAPHY THEME

Futura is used for the logotype/ logo wording with program and solution names below the horizontal divider. It is also used for all headlines and occasional body text, ranging from: printed pieces, website design, brochures and all forms of marketing.

Open Sans font family is to be used for all other forms of standard body text, ranging from: web text, white papers, brochures.

Clarendon is the primary font used for the logotype/logo wording Big "I". It can also be used as the standard when stronger emphasis or attention is needed, such as in: stationery, website design, brochures and all forms of marketing.

Arial font family is used for headlines and body text in official conference and building signage and other areas where text is functional.

Headings

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

Body

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

Accent Styles

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890   !@£$%^&*()

HEADING DISPLAY

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HEADING H1 LOREM

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Heading H6 Lorem Ipsum

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Extra Small Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo sollicitudin accumsan. Pellentesque elementum metus eget augue sagittis euismod. Nunc finibus tempor rutrum. Aenean ac lacinia dui. Cras scelerisque suscipit nisl sit amet venenatis. Phasellus ut metus pharetra, tristique ex eu, ornare odio. Donec congue dui est, sit amet aliquam tortor congue eu. Aenean orci nulla, luctus nec pellentesque a, vulputate eget nisi.

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Default Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo sollicitudin accumsan. Pellentesque elementum inline link metus eget augue sagittis euismod. Nunc finibus tempor rutrum. Aenean ac lacinia dui. Cras scelerisque suscipit nisl sit amet venenatis. Phasellus ut **bold text** metus pharetra, tristique ex eu, ornare odio. Donec congue dui est, sit amet aliquam tortor congue eu. Aenean orci nulla, luctus nec pellentesque a, vulputate eget nisi.

Medium Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo sollicitudin accumsan. Pellentesque elementum metus eget augue sagittis euismod. Nunc finibus tempor rutrum. Aenean ac lacinia dui. Cras scelerisque suscipit nisl sit amet venenatis. Phasellus ut metus pharetra, tristique ex eu, ornare odio. Donec congue dui est, sit amet aliquam tortor congue eu. Aenean orci nulla, luctus nec pellentesque a, vulputate eget nisi.

Large Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo sollicitudin accumsan. Pellentesque elementum metus eget augue sagittis euismod. Nunc finibus tempor rutrum. Aenean ac lacinia dui. Cras scelerisque suscipit nisl sit amet venenatis. Phasellus ut metus pharetra, tristique ex eu, ornare odio. Donec congue dui est, sit amet aliquam tortor congue eu. Aenean orci nulla, luctus nec pellentesque a, vulputate eget nisi.

Extra Large Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem.

KICKER HEADING

Heading H2

Heading H3

Heading H4

Heading H5

Heading H6

KICKER HEADING

"Pullquote. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo."

— Citation

Quote Default Style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus.

— Citation

Quote Plain Style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tortor lectus, vehicula eu tempor nec, rhoncus sed erat. Vivamus dapibus eleifend lectus, eget egestas enim. Praesent posuere lorem non leo sollicitudin accumsan. Pellentesque elementum metus eget augue sagittis euismod. Nunc finibus tempor rutrum. Aenean ac lacinia.

— Citation

Unordered List

- Dolor sit amet, consectetur adipiscing
- Aenean orci nulla, luctus nec pellentesque
  - Nulla, luctus nec pellentesque a, vulputate
  - Praesent posuere lorem non leo sollicitudin
  - Elementum metus eget augue sagittis
- Phasellus ut metus pharetra, tristique ex
- Aenean orci nulla, luctus nec pellentesque
- Donec congue dui est, sit amet aliquam

Ordered List

1. Dolor sit amet, consectetur adipiscing
2. Aenean orci nulla, luctus nec pellentesque
   - Nulla, luctus nec pellentesque a, vulputate e
   - Praesent posuere lorem non leo sollicitudin
   - Elementum metus eget augue sagittis
3. Phasellus ut metus pharetra, tristique ex
4. Aenean orci nulla, luctus nec pellentesque
5. Donec congue dui est, sit amet aliquam

BUTTON   OUTLINE BUTTON   › PLAIN BUTTON

WEBSITE THEME

The Big "I" website has seven heading options, ranging from an H1 display to the smallest H6.

Paragraph options range from an Extra Small paragraph to an Extra Large paragraph, with options to bold, italize or use a drop cap at the beginning of a paragraph.

The Kicker Heading option will be used directly above a main headline of an article or to further categorize the article's subject matter.

Pullquotes have three styles options to highlight the content.

Use an ordered list when the order of items is used to provide sequential information. Use an unordered list when you create a list of items where the order does not matter.

All heading, paragraph, pullquote, and list font color are determined by the background color, with the default being the dark blue. All fonts are a san serif font.

Button options are either light blue, white, or plain text. Button options include a filled, outlined, or plain text option. Button color and font color is determined by background color.
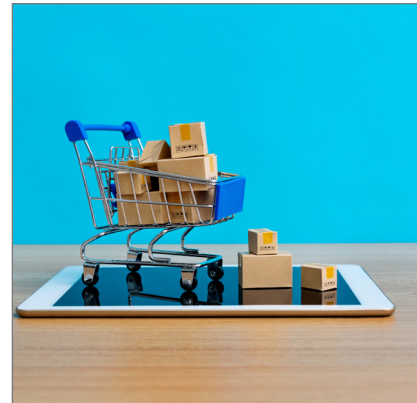
VISUAL LANGUAGE

PHOTO STYLE

Photography is divided into two different categories. An abstract view and people, placing emphasis on topics, action and overall themes.

Photography will be broken into galleries by taxonomy for you to pull from. Images can be used with or without an overlay/ multiply blending mode set at 70% on a layer above the photo.

Abstract
Photography is focused on an abstract view of your content. Photography should include colorful solid backgrounds when possible. Photography should have a clear focal point.

People
Photography of people should place emphasis on topics, action and overall themes. Seldom use individuals facing the camera, unless specifically necessary or called for by the content.

When necessary, photography should follow above guidelines, with genuine reactions, models that are not overly posed, in real-life settings.

Solid & colorful background.

Distinct & clear focal point.

Abstract view of your content.

Diverse relationships.

Natural positions & angles.

Clean & modern environments.

BRAND PRINT EXAMPLES

All print publications will include the Big "I" logo and use the preferred color palate. The Trusted Choice logo should be clearly displayed on the cover and when possible include "Empowering Trusted Choice® Independent Agents."

Marketing materials (postcards, flyers, etc.) should include the Big "I" logo or Big "I" program logo. Only one logo should be on each piece.

Communications will create a standard Big "I" convention booth to use at state and industry events. The branding will be Big "I" and include one 6 ft table cloth and two quick screens that highlight our solutions simply.

Onsite materials will use the Big "I" logo and the meeting and event look/feel—consistent for every conference (Fall, Winter and Legislative Conference). Name badge holders, signs, handouts, program guides, slide decks.

BRAND WEB EXAMPLES
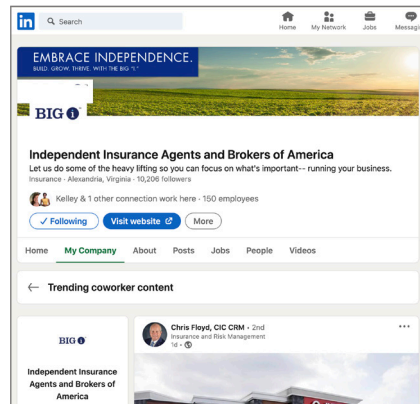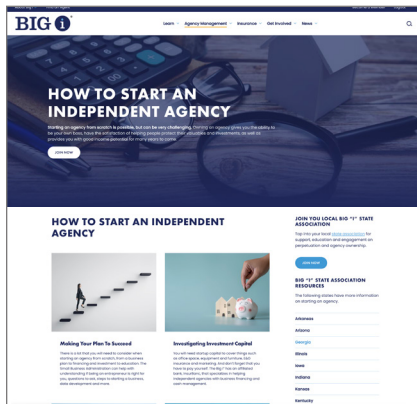
The website header will include the Big "I" logo, while program pages will include the program name. Homepage slider images will use colors, font, and graphic elements in the following guidelines. Sliders do not need to include program logo UNLESS they will also be shared with state associations.

All email footers and e-newsletter headers will include Big "I" logo and in some cases Big "I" and Trusted Choice (company relations, etc.)

Program social media, though limited, will have the Big 'I" logo with program name stacked below. All social media advertising content/graphics should include the Big "I" logo, if it is promoting any program services. Non-promotional content (reposts and holiday tips) does not need to include the association logo.

Presentations should include the Big "I" logo on the cover and closing slides.

Industry facing videos should use the Big "I" logo, however, if a video has a consumer angle, the Trusted Choice logo would be a better fit.
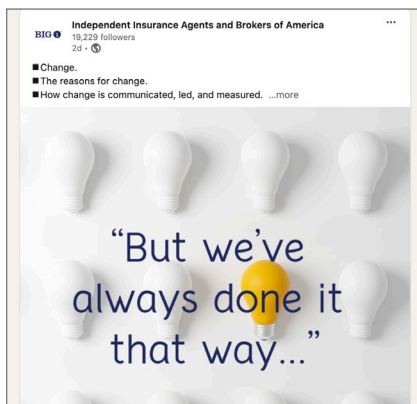
THANK YOU!

CONTACTS

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