[HUGH F. MILLER]
insurance agency, inc.

here [*family*] matters

Brand Guidelines

External Use

Brand Guidelines

Overview

HFM Mission Statement

Hugh F. Miller Insurance Agency Inc. – an independent, family owned and operated business – aims to thoughtfully educate and inform our community and clients on the products they need to protect themselves and their families.

Brand Identity

Hugh F. Miller Insurance Agency, Inc. is a brand dedicated to serving the local community in the best way possible. The Brand Guidelines focus on the quality protection that HFM aims to provide. These Brand Guidelines are designed to encourage the correct use of the identity and to support the business' goals.

Content

Brand Guidelines

Logo and Logo Usage

Primary Logo

The 2 color logo should be used whenever possible.

Inverse Logo

The inverse logo should be used when necessary to make the "Hugh F. Miller" name more visible on colored backgrounds.

Black and White Logo

The black and white logo should be used only if color printing is unavailable.

Brand Guidelines

Logo and Logo Usage

Name Only and Tagline Only Treatment

The name and the tagline of the logo can be used independently of one another.

[HUGH F. MILLER]
insurance agency, inc.

Name Only

here [*family*] matters

Tagline Only

Usage Requirements

Hugh F. Miller Insurance Agency, Inc.'s logo should be surrounded by a generous amount of clear space. To make sure there is enough space, the height of the area from the rule to the bottom text (X) should be maintained around the entire logo. In general, when printed the icon should be at least one inch tall.

[HUGH F. MILLER]
insurance agency, inc.
here [*family*] matters

x

x

Brand Guidelines

Logo and Logo Usage

Unacceptable Logo Usage

DO NOT change the size relationship between the name and the tagline.

DO NOT condense, expand or stretch any part of the logo.

DO NOT modify the colors in the logo.

DO NOT place the logo on a complex background or background that makes any part of the logo difficult to read.

Brand Guidelines

Fonts

Typography

For materials created by Hugh F. Miller Insurance Agency, Inc. the following fonts are designated. Other users of the logo may use fonts as they deem appropriate. Times New Roman should be used in all internal and external documents and correspondence if possible. Alternatives to Acumin Pro: Arial or Helvetica. Alternatives to Times New Roman: Century Schoolbook or Minion Pro

Acumin Pro

Communicates: Modernity, Freshness, Stability

ultrathin	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
extra	light ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
medium	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
semibold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
black	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
ultrablack	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

Times New Roman

Communicates: Warmth, Longevity, Timelessness

regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
italics	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*
bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
bold italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890***

Standard Usage

Headline: Acumin Pro SemiBold
Subhead: Acumin Pro Light

Body Copy: Times New Roman Regular

Brand Guidelines

Colors

Primary Colors

RGB: 111, 0, 31   **CMYK:** 32, 100, 79, 46
HEX: #6F001F

RGB: 102, 102, 102 **CMYK:** 60, 51, 51, 20
HEX: #666666

These colors should be used within materials made by Hugh F. Miller Insurance Agency, Inc. whenever possible.

Secondary Colors

RGB: 255, 255, 255 **CMYK:** 0, 0, 0, 0
HEX: #FFFFFF

RGB: 61, 11, 13 **CMYK:** 48, 83, 73, 73
HEX: #3D0B0C

RGB: 112, 44, 21 **CMYK:** 34, 84, 97, 44
HEX: #6F2C15

These colors should be used as compliments to the primary colors. A page with tint options is attached to the back of the packet. All of the primary and secondary colors and their respective tints are acceptable for web use as well.

Brand Guidelines

Imagery

Primary Imagery

Main imagery should consist of appropriate icons of various sizes and in Hugh F. Miller Insurance Agency Inc.'s color palette. Many icons have already been created, but the icon bank can be expanded if created in this style.

Secondary Imagery

Sometimes, the need for photography may arise. if needed, photography should be warm amd clean lifestyle photography.

Brand Guidelines

Secondary Logos

To emphasize the vast line of products that Hugh F. Miller Insurance Agency, Inc. offers, logos with small changes will be developed over time, examples pictured below. The HFM logo should only be used on social media platforms for profile photos.

here [*health*] matters

here [*life*] matters

[HFM]
insurance agency, inc.

here [*family*] matters

Co Branding

In co branding situations with multiple logos, Hugh F. Miller insurance Agency, Inc. should be placed first. it should appear above or to the left of any other logos.

Contact Info

If you have any questions regarding the brand guidelines or would like to request access to Hugh F. Miller Insurance Agency, Inc. logo or icon library, please contact reghan@ hughmillerinsurance.com