

ACT STYLE GUIDE



VISION

ACT seeks to foster an Independent Agency System in which stakeholders are fully educated about modern, efficient insurance technology and workflows. Further, stakeholders are motivated to develop their technical and leadership skills, thereby advocating for continuous improvement to the customer experience.

PREFERRED ACT LOGO



COLOR SCHEME

	PURPLE 	GREEN 
CMYK	56/79/0/0	61/0/100/0
RGB	168/42/251	41/253/47
WEB	#A82AFB	#29FD2F
PMS SOLID COATED	PMS 2592 C	PMS 802 C
PMS SOLID UNCOATED	PMS 2592 U	PMS 801 U

SECONDARY ACT LOGO

When one color printing is necessary use one of the following options.



SIZE GUIDELINES AND RESTRICTIONS

Logo with tagline should never be smaller than 100 x 48 px.



When using the logo at widths between 60 and 99 px, please use the mark without the tagline.



The logo should never be smaller than 50 x 20 px.



CLEAR SPACE

The logo should be surrounded on all sides by space that is 1.25x the height of the "a".



PREFERRED TYPEFACES FOR ACT

Raleway Light

Raleway Bold

Baskerville Regular

BUSINESS SYSTEMS

SAMPLE BUSINESS CARD



SAMPLE LETTERHEAD

