

Retail Style Quick Guide: Branding | Brown & Brown

Logos

The Brown & Brown Retail Horizontal logo is the primary logo that should be used for the Retail brand. The Tangle B symbol is a secondary icon that should only be used once the Retail Primary Horizontal logo has been used.

Retail Primary Logo - Horizontal

Secondary Tangle B Icon



Note: Extended variations of the logo can be found via the Logos link (below) or Full Brand Style Guide link (below).



FULL-COLOR
CMYK/PMS/RGB



FULL-COLOR REVERSED
CMYK/PMS/RGB



HIGH CONTRAST BACKGROUND



SOFT BACKGROUND

Note: Brown & Brown Retail does NOT use any version of the logo that includes the word "Insurance."

Fonts

The Proxima Nova font family is used in all printed applications, such as brochures, ads, collateral materials, etc. If these fonts are not readily available, the Arial font family is a system font that should be used as an alternate.

Primary Font

Alternate Font

Proxima Nova

Light

Regular

Medium

Semibold

Bold

Extra Bold

Arial

Regular

Bold

Note: Each font weight listed above may also be used in its Italic format.

Colors

Tints may be used when working within the navy blue and secondary color palette. Red should not be tinted below 70%. Adhere to the information in the Color Combinations section of the Full Brand Style Guide (link below) to determine which typography, icon and accent color is most legible on each background.

Primary Colors

<p>Navy Blue</p> <p>100c 69m 8y 54k 0r 40g 85b HEX #002855</p>	<p>White</p> <p>0c 0m 0y 0k 255r 255g 255b HEX #FFFFFF</p>	<p>Black</p> <p>0c 0m 0y 100k 0r 0g 0b HEX #000000</p>
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Secondary Colors

<p>Royal Blue</p> <p>98c 77m 14y 2k 25r 79g 144b HEX #194F90</p>	<p>Light Blue</p> <p>51c 27m 0y 0k 123r 165g 222b HEX #7BA5DE</p>
<p>Light Gray</p> <p>0c 0m 0y 25k 199r 200g 202b HEX #C7C8CA</p>	<p>Dark Gray</p> <p>0c 0m 0y 70k 109r 110g 113b HEX #6D6E71</p>

Accent Colors

<p>Accent Red</p>	<p>18c 100m 87y 9k 186r 32g 49b HEX #BA2031</p>
<p>Cheetah Yellow</p>	<p>1c 31m 83y 0k 249r 183g 70b HEX #F9B746</p>
<p>Green</p>	<p>61c 16m 100y 1k 115r 166g 65b HEX #73A641</p>

Quick Reference Links

- » [The Marketing Spot](#)
- » [Apparel Store](#)
- » [Retail Print Portal](#)
- [Logos](#)
- » [Full Brand Style Guide](#)
- » [Press Release Policy](#)
- [Marketing Materials](#)
- » [Writing Style Guide](#)
- » [BBU](#)

**Contact the
Retail Marketing Team at
RetailMarketing@bbrown.com**

Retail Style Quick Guide: Writing | Brown & Brown

This quick guide is an overview of the guidelines to follow when writing for or about Brown & Brown (the Retail segment). **For full details, please see the [Brown & Brown, Inc. Writing Style Guide](#) (includes Brown & Brown Retail guidelines).**

Brand Wordsmithing

Brand Name

Brown & Brown is the name brand of our Retail segment.

The Company should be referred to as Brown & Brown in sales tools and communications. Formal documents for an individual office should use their legal entity name (example: LLC or other).

BBrown.com

The Retail website URL should have a consistent treatment. It should be written with two capital "B"s and never include "www." at the beginning.

Correct

- ✓ Brown & Brown
- ✓ Brown & Brown
- ✓ B&B (*internal use only*)
- ✓ BBrown.com
- ✓ BBrown.com
- ✓ BBrown.com
- ✓ Daytona Beach

Incorrect (Do NOT Use)

- ✗ Brown and Brown
- ✗ Brown & Brown Retail
- ✗ B and B
- ✗ www.BBrown.com
- ✗ bbrown.com
- ✗ www.bbrown.com
- ✗ Daytona

Word Choice

There are specific nuances and cultural significance to the words we do or do not use.

We Say

- ✓ Customer
- ✓ Teammate
- ✓ Leader
- ✓ We
- ✓ Office
- ✓ Segment

Instead of

- ✗ Client
- ✗ Employee
- ✗ Manager or Boss
- ✗ I
- ✗ Profit Center/Business Unit
- ✗ Division

Protected & Approved Phrases & Taglines

- ✓ Knowledge You Can Trust™
- ✓ Preparing You for Tomorrow's Risks—Today™
- ✓ The Power of WE™
- ✓ A Forever Company™
- ✓ Built to Last™
- ✓ A Meritocracy™

About Brown & Brown

Growth has no finish line.

No matter where you are on your growth journey, we can help you find solutions to meet your ever-evolving insurance and risk management needs. If you are a highly complex multinational company, an individual or anything in between, our experienced teams can help every step of the way.

Words & Phrases to Avoid

The legal team has eliminated the use of these words in all external sales and marketing materials.

- ✗ Best/Right/Ideal Solution
- ✗ Budget-Friendly
- ✗ Closing the Gap
- ✗ Continually Monitor
- ✗ Cost-Effective
- ✗ Create
- ✗ Ensure
- ✗ Expert/Expertise
- ✗ Extension of Your Team
- ✗ Filling Shortfalls
- ✗ Fits Your Budget
- ✗ Fully Protected
- ✗ Guarantee
- ✗ Implement
- ✗ No-Gap
- ✗ Partner/Partnering
- ✗ Promise
- ✗ Proper/Proper Coverage
- ✗ Represent
- ✗ Strategic Partnership
- ✗ We've Got You Covered
- ✗ National Strength. Local Presence.
- ✗ Whatever Your Needs

DO NOT USE Words

APPROVED Alternatives

- ✗ Best Solution
- ✗ Right Solution
- ✗ Ideal Solution
- ✗ Cost-Effective
- ✗ Budget-Friendly
- ✗ Fits Your Budget
- ✗ Expert
- ✗ Expertise
- ✗ Fully Protected
- ✗ National Strength. Local Presence.
- ✗ We've Got You Covered
- ✓ Comprehensive Solution
- ✓ Personalized Solution
- ✓ Meet(s) Your Unique Needs
- ✓ Specialist / Specializing
- ✓ Seasoned Insurance
- ✓ Professionals
- ✓ Knowledgeable Teammates
- ✓ Help(ing) To Protect
- ✓ Local People. Powerful Solutions.
- ✓ You Built It. We Can Help Protect It.

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