

# STILLWATER BRAND ASSETS

## Logo

The Stillwater Insurance Group logo consists of two components: a symbol (sail) and a wordmark. The established size and positioning relationships between these two components that define this logo must not be altered and should not be used separately. Be sure to use the approved artwork file rather than attempting to recreate the logo.



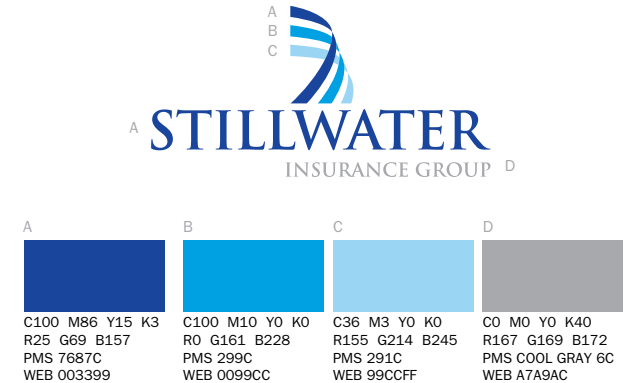
## Vertical and horizontal versions

The vertical version of the logo is for primary use throughout Stillwater Insurance Group applications. The horizontal logo is used when the space available for identifying Stillwater is compact or limited.



## Primary palette

The Stillwater Insurance Group logo is expressed in four colors—a progression of blues and a gray. These colors make up the primary palette for the Stillwater brand.



## Reverse (white)

For use reversed out of dark backgrounds or solid colors when the gray scale version would not be legible.



## Clear space requirements

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The above specifications are minimum requirements. When possible, more clear space is preferred.



## Maintaining shape and proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Stillwater Logo. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

