



BRAND GUIDELINES



INTRODUCTION

While cyber risk can be scary, cyber insurance shouldn't be. At Cowbell we pride ourselves in bringing tangible value and peace of mind to agents and policyholders. Harnessing technology and data we provide small and medium-sized enterprises with the insights and actions needed to grow and protect their businesses, no matter how the cyber threat landscape evolves.

As a company we move fast, with an outrageous sense of urgency. Challenging ourselves to continually look beyond the status quo, and delivering innovations that create meaningful impact for our customers and partners, while remaining radically transparent in our approaches and decisions. We celebrate each other, our unique contributions, and successes every step of the way.

Cowbell is signaling a new era of cyber insurance, one that lifts the dark veil of cyber risk and empowers businesses to thrive and succeed.


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OVERVIEW



- 
- Brand values
 - Brand persona

BRAND VALUES

Transparency

Radical Transparency.

We foster innovation through our unwavering openness to our approach and actions.

Urgency

Act at the speed of relevance.

We always collaborate to win with a bias for action and execution.

Resiliency

Fail fast. Fail forward.

We fail fast. We fail forward.

Empowerment

Celebrating each other.

We trust our teams to take decisions and value each other's perspectives, uniqueness, and accomplishments.

BRAND PERSONA

- The Cowbell brand is insightful, reassuring, and trustworthy.
- The brand thrives on innovation and sharing knowledge and service that will empower and protect others.
- The brand culture seeks to help others, encourages analytical thinking, and is rooted in perseverance and transparency.
- The brand voice is approachable and sophisticated with a high level of expertise yet is easy to understand and relate to.



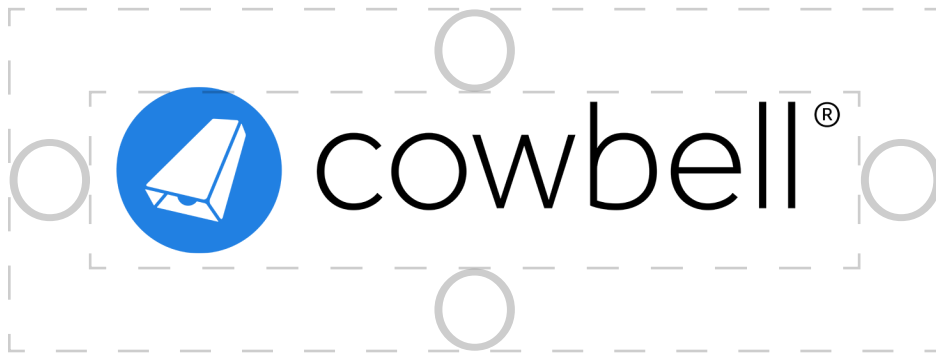
LOGO USAGE

- Correct logo usage
- Incorrect logo usage

CORRECT LOGO USAGE



Leave space around logo equivalent to the size of the "o" in Cowbell. Do not place logo smaller than 1 inch or 72px.



Stacked logo



Logo bug

Utilizing the stacked logo or bug as a standalone logo should only be done when there is not adequate space for the the full logo to be clearly visible.



Alternate logo in white with knockout bell

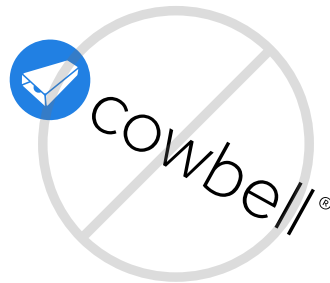
Alternate logo in blue and white with filled bell



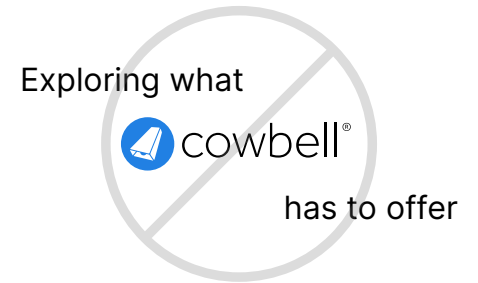
INCORRECT LOGO USAGE



Do not stretch, distort or skew



Do not rotate



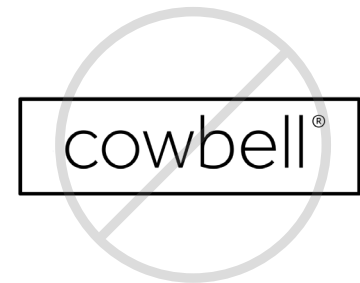
Do not use logo within copy



Do not alter opacity



Do not use unapproved colors or gradients



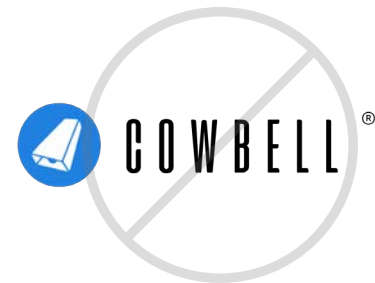
Do not add or remove elements



Do not apply a dropshadow



Do not alter placement



Do not alter typeface





COLOR PALETTE

- RGB color values
- CMYK color values
- PMS color values

COLORS RGB

HEX: 2180E2	HEX: 6AC52A	HEX: 25CCA0	HEX: 00B6BA	HEX: 13587A	HEX: FF7100	HEX: 727272
RGB: 33/128/226	RGB: 106/197/42	RGB: 37/204/160	RGB: 0/182/186	RGB: 19/88/122	RGB: 255/113/0	RGB: 114/114/114
<div><div>Primary Blue</div><div>Sapphire</div></div>	<div><div>Green</div><div>Olive</div></div>	<div><div>Jade</div><div>Emerald</div></div>	<div><div>Turquoise</div><div>Teal</div></div>	<div><div>Petrol</div><div>Navy</div></div>	<div><div>Orange</div><div>Brick Red</div></div>	<div><div>Gray</div><div>Black</div></div>
HEX: 0451AD	HEX: 638910	HEX: 189E71	HEX: 007271	HEX: 0A2D54	HEX: CC4125	HEX: 000000
RGB: 4/81/173	RGB: 99/137/16	RGB: 24/158/113	RGB: 0/114/113	RGB: 10/45/84	RGB: 204/65/37	RGB: 0/0/0

COLORS CMYK

CMYK: 77/47/0/0	CMYK: 61/0/100/0	CMYK: 68/0/52/0	CMYK: 74/3/31/0	CMYK: 94/62/33/14	CMYK: 0/69/100/0	CMYK: 56/48/47/14
Primary Blue	Green	Jade	Turquoise	Petrol	Orange	Gray
Sapphire	Olive	Emerald	Teal	Navy	Brick Red	Black
CMYK: 95/76/0/0	CMYK: 66/27/100/10	CMYK: 81/13/72/1	CMYK: 89/37/53/15	CMYK: 100/86/39/35	CMYK: 14/88/100/4	CMYK: 75/68/67/90


COLORS PANTONE

Pantone: 2727C	Pantone: 368C	Pantone: 3385C	Pantone: 7710C	Pantone: 7700C	Pantone: 1575C	Pantone: 424C
Primary Blue	Green	Jade	Turquoise	Petrol	Orange	Gray
Sapphire	Olive	Emerald	Teal	Navy	Brick Red	Black
Pantone: 2388C	Pantone: 370C	Pantone: 2417C	Pantone: 562C	Pantone: 2767C	Pantone: 173C	Pantone: Black 6C



TYPOGRAPHY



- 
- Typefaces
 - Fonts
 - Usage

Headings - Manrope (Bold)

- Title case.
- To be used for headings or short amounts of text.
- Uppercase may be used for special circumstances, such as buttons, labels, section headers and graphics.
- Example point size 24pt.

Subheadings - Inter (Regular)

- Sentence case.
- For subheadings.
- *Italics*, **SemiBold** and **Bold** may be used for call-outs if neccesary.
- Example point size 18pt.

Body - Inter (Regular)

- Use Inter for large amounts of text or body copy.
- *Italics*, **SemiBold** and **Bold** may be used for call-outs if neccesary.
- Line spacing (leading) should be set just a little wider than standard, at 1.2pt (Example 12pt, leading is set to 18pt.)
- Example point size 12pt.

Fonts folder

Manrope (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

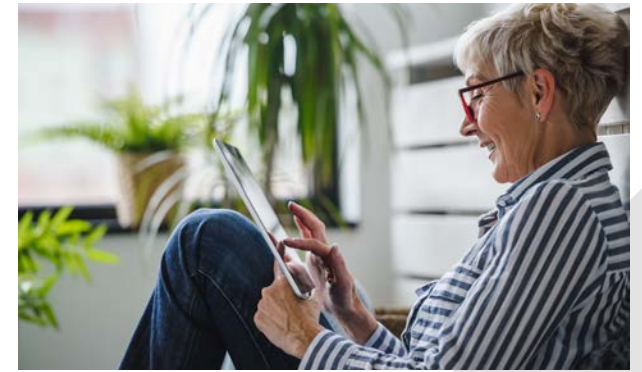
IMAGERY



- Photography
- Iconography

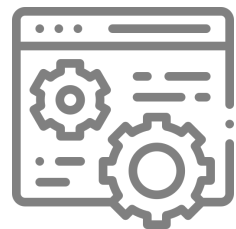
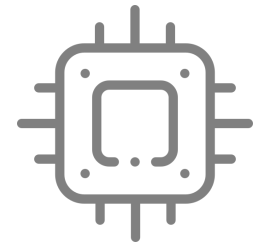
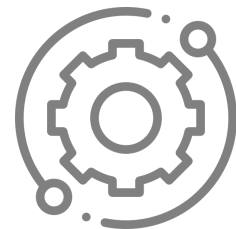
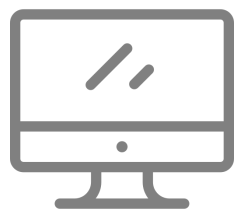
PHOTOGRAPHY

Photography should be authentic, using light, bright images that do not feel overly posed or staged. Color pops including blues, greens or images that reflect the brand color palette are preferable.



ICONOGRAPHY

Icons have a detailed, rounded, lineal style, with a subtle dot break in the line.





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