The PALADIN GROUP

VISUAL BRAND GUIDELINES

EFFECTIVE 11.15.21

The Paladin GROUP

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INTRODUCTION

The Paladin Group places significant value in presenting a distinctive and meaningful brand/logo identification.

It is in The Paladin Group's best interest that its brand/logo ID is presented in a consistent and accurate manner. The Paladin Group identity is associated by the visual representation of its logo. Therefore, it is vital that it receives uniform treatment whenever and wherever it is displayed.

This document provides guidelines on the use of The Paladin Group logo.

Signature Logo

LOGO TREEATMENT

Always use approved digital artwork when reproducing the signature logo.

The Paladin Group logo is the exclusive property of The Paladin Group. Its proper use is important to their brand and success.

All marketing, advertising, and anything featuring The Paladin Group brand must be approved by The Paladin Group prior to being released.

RESIZING

When resizing the logo, maintain the proper proportions and avoid distortions.

CLEAR SPACE

■

Clear space is the area surrounding the signature that should be free of any text, graphics, borders, or other images. This ensures the signature's visibility and impact. The minimum clear space requirement for the signature is based on the measurement "X," which is equal to the height of the "N" in "PALADIN" in the logo. (fig. a) If there is extra space on the sides or top and bottom, then center the logo.

Maintain a clear space zone around the logo as displayed in this example. Adhering to the proper clear space promotes greater readability of the logo in communications.

Icid enia consent officto et dolupta sperchil inum et de pel inctia blant quias eos volenihil mo excest, quBinciat ibeaquam aut omnis pom ab ipsam et. Eum in nat rehent dera cus sequia dolorpo itatemquiae moluptatiae excerchilit rempora dolor ratis aped qui blaut vent in haria nat vent. nt quias eos volenihil.

All marketing, advertising, and anything featuring The Paladin Group brand must be approved by The Paladin Group prior to being released.
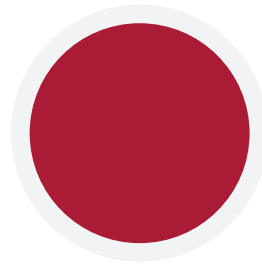
COLOR PALETTE

Pantone colors for The Paladin Group are **207 C** and **Black C** and it is ideal for the logo to be printed as three-color with these Pantones.
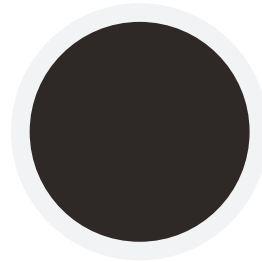
Four-color (CMYK) process versions are acceptable.

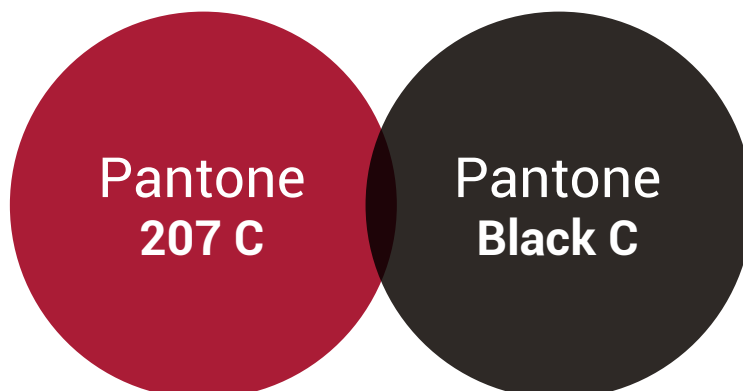When printing on a dark or black background, the white version must be used.

PRIMARY COLOR
Pantone
207 C

SECONDARY COLOR
Pantone
Black C

Pantone
207 C

Pantone
Black C

BACKGROUND COLOR

If you wish to print the logo on a color that is low in saturation, use the red/black logo. If you wish to print the logo on a color high in saturation, use the all-white logo as illustrated to the right.

For black and white prints, the entire logo must be 100% black or 100% white as illustrated to the right.

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FONTS

When choosing a font for content, choose a nice sans font **(suggested are Roboto or Arial).** The font used for headlines is Microgramma D Extended Bold.

MICROGRAMMA

ROBOTO

Example

HEADLINE
SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel leo a felis gravida porta vehicula in orci. Cras faucibus justo sit amet luctus ornare. Ut dignissim augue consectetur lorem condimentum eleifend. Etiam rhoncus tellus porta augued.

**TYPE EXAMPLE
ROBOTO**

ROBOTO

Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

PARTNER LOGOS

The Paladin Group's sister company is Avalon Casualty. The following logos are approved and to be used in conjunction with The Paladin Group materials when appropriate.

Avalon Casualty logo

Avalon Casualty logos