broadway insurance group

WORK BOOK

studiob3creative

The WORK BOOK

Freshly squeezed concepts and digital solutions created for broadway insurance group.

www.studiob3creative.com

Identity System

BIG Version One

Version One
Broadway Insurance Group

Sleek, iconic cursive typography used alone with idetifier.

Or used with colored circle fpr (POP)

Similar typography used as a tagline.

Font Families:
Bira and Kabell

big

broadway insurance group

1 color application black and white

big

broadway insurance group

2 color application black + pantone match and white

Go big your next gig!

TAGLINE
2 color application black + pantone match and white

big

X broadway insurance group

Logotype Font Bira
Secondary Font Family Kabel Itc T Bold

b3

**Broadway Insurance Business
Business Identity**

-Version One

-

Broadway Insurance Group

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

Nicole Bradford
Chief Executive Officer

**Broadway
Insurance Group**

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

broadwayinsure.com

Go Big your next gig!

888 16th Street, NW
Suite 800
Stone Mountain , Georgia

Version One
Broadway Insurance Group

Sleek, iconic cursive typography used alone with idetifier.

Or used with colored circle fpr (POP)

Similar typography used as a tagline.

Font Families:
Bira and Kabell

Identity System

**Image and Marketing
Solutions**

Version One
Broadway Insurance Group

Sleek, iconic cursive typography used alone with idetifier.

Or used with colored circle fpr (POP)

Similar typography used as a tagline.

Font Families:
Bira and Kabell

BIG
Broadway Insurance Group

1 color application black and white

BIG
Broadway Insurance Group

Broadway Insurance Group Brand Identity

We urge all users of this document-those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity-to follow its guidlines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good judgement and use of color breaks.

If there is ever a question on the usage of any mark, logotype or design element for:
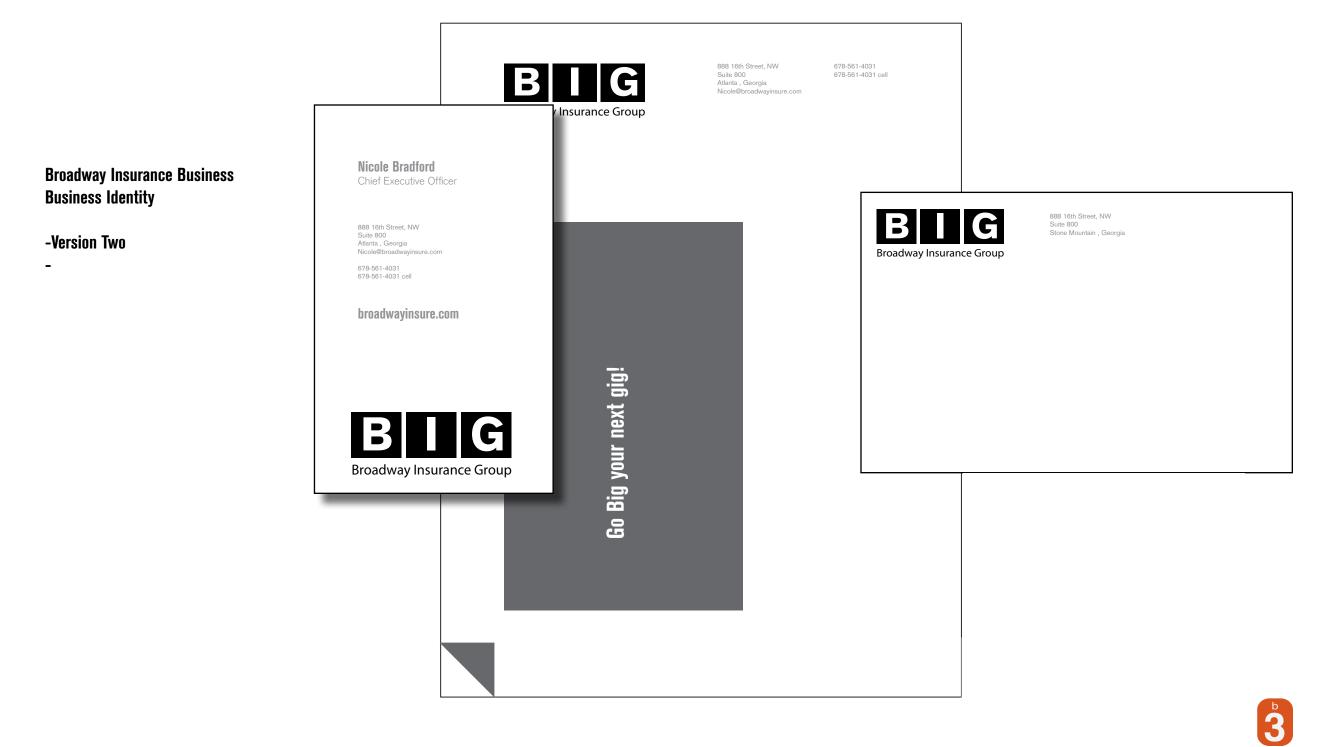
Broadway Insurance Group

please contact:
Nicole Bradford Program
Broadway Insurance Group
Atlanta, GA 30084
770-856-7917 Office
nicolerbradford@gmail.com

The Broadway Insurance identifier will be used for all new and future marketing applications.

This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications.   This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CC
Adobe Photoshop CC
Or pdf files

BIG
X Broadway Insurance Group

Logotype Font Akzidenz Grotesk Blk.
Secondary Font Family Myriad Pro Reg.

3

Broadway Insurance Business
Business Identity

-Version Two

-

B I G
Broadway Insurance Group

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

Nicole Bradford
Chief Executive Officer

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

broadwayinsure.com

B I G
Broadway Insurance Group

Go Big your next gig!

B I G
Broadway Insurance Group

888 16th Street, NW
Suite 800
Stone Mountain , Georgia

Go big your next gig!

Identity System

**Image and Marketing
Solutions**

Version Three
Broadway Insurance Group

Sleek, iconic cursive typography used alone with idetifier.

Or used with colored circle fpr (POP)

Similar typography used as a tagline.

Font Families:
Bira and Kabell

Broadway Insurance Group
1 color application black and white

Broadway Insurance Group
1 color application black and white

X Broadway Insurance Group

Logotype Font Akzidenz Grotesk Blk & Light.
Secondary Font Family Myriad Pro Reg.

b3

Broadway Insurance Business
Business Identity

-Version One

-

Nicole Bradford
Chief Executive Officer

Broadway

Insurance Group

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

broadwayinsure.com

888 16th Street, NW
Suite 800
Atlanta , Georgia
Nicole@broadwayinsure.com

678-561-4031
678-561-4031 cell

888 16th Street, NW
Suite 800
Stone Mountain , Georgia

Broadway Insurance Group