

ROOT WORLDWIDE

BRAND STANDARDS · VERSION 1.0 · SEPTEMBER 4, 2026



The Insurance Group Brand & Identity

Prepared for **The Insurance Group**

Independent insurance agency. Clinton, Iowa, since 1949.

1050 N 18th Street, Clinton, IA 52732 · (563) 242-4000 · theinsgroup.org

THE STANDARD IN EIGHT PARTS

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Approval and control

One Mark. Rebuilt From The Only File.

This document controls how The Insurance Group identity appears everywhere: the office sign, business cards, policy folders, print ads, sponsorships, social media, and the website. If you are a print shop, a sign maker, or an advertising partner, everything you need is here and in the asset folder that travels with it.

The only artwork the agency had was a 736 pixel JPG, the Facebook profile picture. Nothing here was traced from it. The typefaces were identified, the letters re-set from the real font outlines at the measured sizes, and the box and plate redrawn to the measured proportions. Laid over the JPG, the rebuild matches to within its blur. Part 02 shows the proof. The JPG is retired.

THE RULE THAT PREVENTS MOST MISTAKES

Choose the lockup by the shape of the space → choose the theme by the background color → choose the file format by the medium → do not modify anything.

WHAT SHIPS WITH THIS DOCUMENT

Four logo lockups

Horizontal (as drawn), two line, inline, and stacked. Each for light and dark backgrounds, plus one color.

Three marks and three wordmarks

The IG box with its plate, the flat box, a square tile for avatars. The words on three lines, two, or one.

Three file formats each

SVG for screens, PDF for print and sign shops, PNG for anything else. All with transparent backgrounds.

A regeneration script

Every file is written by one script from one measured definition. The kit cannot drift from the master.

WHO TO ASK

Brand approval	Mark Mangler and Drew Mangler, Owners, The Insurance Group. Final say on any use of the name or mark.
Files and artwork	Root Worldwide, Inc. Ask us before recreating anything. We will send the correct file same day.
Anything not covered	If this document does not answer it, the answer is not yes by default. Ask first.

READ THIS BEFORE USING ANY OLDER FILE

Every earlier copy of the logo is superseded: the JPG, anything saved from Facebook or the old website, and anything a vendor kept from a previous job. The new website carries a placeholder monogram drawn before this kit existed; it is to be replaced with the square tile and the inline logo before launch. If a file did not come from the folder in part 07, do not use it.

Four Lockups. Three Marks. One Drawing.

Use the horizontal logo wherever it fits. It is the logo as the agency has always used it. The other lockups exist for spaces the horizontal logo does not fit. They are built from the same drawing, and nothing in them is new except the arrangement.



Horizontal logo, on light

The default. Business cards, letterhead, print ads, the office sign, anything on white or paper. **tig-logo-on-light**



Horizontal logo, on dark

Same drawing, wordmark in white, plate dropped. Dark panels, photographs, the website footer. **tig-logo-on-dark**



Inline logo

Short, wide strips: website header, email signatures, sponsor banners. **tig-logo-inline-on-light**



Stacked logo

Square-ish spaces: social posts, ad squares, a shirt back. **tig-logo-stacked-on-light**

THE FOURTH LOCKUP, AND THE MARKS



Two line logo

Wide, shallow spaces: letterhead headers, vehicle doors, banners. **tig-logo-2line-on-light**



Wordmark alone

Rare. When the box would be too small to read, or already appears elsewhere on the piece. **tig-wordmark-black**



The mark

The IG box, plate and all. **tig-mark-color**



The flat mark

No plate. Dark backgrounds, embroidery. **tig-mark-flat-color**



The square tile

Avatars, favicons. Survives the circle crop. **tig-mark-square-color**

How It Was Rebuilt.

A logo that only exists as a small JPG cannot go on a sign, a shirt, or a printed page without looking soft. This is what was done about it, so that anyone who asks "is this really our logo" has the answer in front of them.



Left: the JPG as supplied. Center: the vector rebuild laid over it at fifty percent. Right: the difference. Dark gray is where both agree. Red is ink only in the JPG, blue only in the rebuild. What remains is one pixel of JPG blur around every edge and a slightly longer descender on the p, a difference between cuts of the same typeface.

WHAT WAS MEASURED, AND WHAT WAS DECIDED

The box	Maroon, 21 units wide by 40 tall (0.525 to 1). The letters sit inside with the G almost touching both sides. That tightness is the mark, not a mistake.
The plate	A flat gray rectangle behind the box, showing 5 percent of the box height to the left and 4 percent below it. It is part of the mark on light backgrounds and is dropped on dark ones.
The I and the G	Times New Roman Bold, cap height 44 percent of the box height, both letters 4 percent wider than the font draws them, centered on the box.
The words	Times New Roman, each line sized on its own, condensed to about 80 percent of its natural width, with a little added letter spacing. Flush left, one box width to the right of the box's right edge, top line aligned with the top of the I, bottom line with the bottom of the G.
The weight	Every letter in the JPG is about one pixel heavier than the fonts draw them. That weight was kept, as a true outline offset baked into the paths, because it is what people recognize. The files contain no strokes and no live text.
The color	The JPG's maroon averages to within two levels of the value already used on the new website, so the website value, #5D111E, is the standard. If a paint code or Pantone exists for the sign, that wins and this document moves to 1.1.

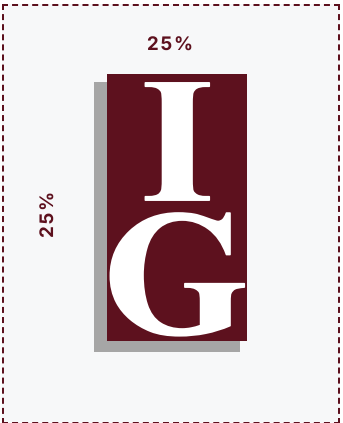
WHAT THIS MEANS FOR YOU

The files in this kit are the master. There is no older, better, or "original" version to go looking for. If you have a file that did not come from this kit, replace it.

Give It Room.

The mark is a tall box with a plate hanging off its lower left corner. That plate only reads as deliberate when nothing crowds it. Keep other elements, folds, trim edges, and photographs outside the clear space.

CLEAR SPACE



Minimum clear space on all four sides is 25 percent of the height of the box. If the box is one inch tall, keep a quarter inch clear all the way around, measured from the plate on the left and bottom.

For every lockup, measure from the box, not from the words. When in doubt, give it more room. Nothing is ever hurt by extra space.

This applies to type, rules, photo edges, the edge of a sign panel, and the trim line of a printed piece.

MINIMUM SIZE

Below these sizes the condensed letters in the wordmark begin to fill in and the plate becomes a smudge. The sizes below are shown at actual size on this page, measured by the height of the box.



On screen	Box 40 px tall for the horizontal, two line, and stacked logos. 32 px for the inline logo. 20 px for the flat mark. 16 px for the square tile, which is the favicon.
Embroidery	Flat mark only, box 1 in tall minimum, using the one-color file so the letters are cut out. The condensed wordmark does not embroider; set the name in the embroidery machine's own type beside it.
Etch, engrave, one color	Use the black files. The letters are genuinely cut out of the box, so there is nothing to convert. Never let a shop "convert to one color" on their own.

THE SHORT VERSION

Bigger than the minimum, a quarter of the box height in clear space around it, and never squeezed to fit.

Do Not Redraw It.

Every one of these has happened to a small business logo. Each example below is the real mark, altered. None of them are acceptable on anything carrying The Insurance Group name.



NEVER

Stretch or squash. Scale both dimensions together.



NEVER

Rotate, tilt, or set on an angle.



NEVER

Recolor. The maroon is fixed.



NEVER

Full color on a maroon field. The box vanishes. Use the white one-color file there.



NEVER

Place on a busy or clashing background.



NEVER

Add a second shadow, a glow, a bevel, or an outline. The plate is the only shadow.

ALSO NEVER

- **Do not retype the name.** The words in the logo are outlined artwork, not live text. Setting "The Insurance Group" in Times New Roman next to the box is not the logo, and it is the mistake most likely to be made, because the resemblance is close enough to fool a rushed vendor.
- **Do not rebuild the box.** The proportions, the tightness of the G, and the plate offset are fixed. A close approximation is still wrong, and we can tell.
- **Do not use the JPG, a screenshot, or a copy pulled off Facebook.** Ask for the file. It takes us five minutes.
- **Do not put the logo inside a shape** such as a circle, badge, or rounded box. The box is already the container. The square tile exists for the one case that needs it.
- **Do not add a tagline, a year, a slogan, or a service list** inside the clear space. Set that type outside it.
- **Do not drop the plate on light backgrounds or add it on dark ones.** The files already make that choice. Pick by background.

Maroon, Black, Gray, White.

One maroon does the work. The gray exists only to be the plate. Everything else is a neutral. Resist adding a second brand color, and never substitute a close maroon because a press or a supplier finds it easier.

	COLOR	HEX	RGB	CMYK
	Maroon The brand color. The box, headlines, buttons, rules.	#5D111E	93 17 30	0 / 82 / 68 / 64
	Plate Gray The plate behind the box. Never for text, never anywhere else.	#A6A6A6	166 166 166	0 / 0 / 0 / 35
	Black The wordmark on light backgrounds. Body text in print.	#000000	0 0 0	0 / 0 / 0 / 100
	White The letters inside the box. The wordmark on dark backgrounds.	#FFFFFF	255 255 255	0 / 0 / 0 / 0
	Paper The light background on the website. Warmer than plain white, and intentional.	#F7F3EC	247 243 236	0 / 2 / 4 / 3
	Ink Dark surfaces on the website. Body text on paper.	#1B1512	27 21 18	0 / 22 / 33 / 89
	Brass Website detail only: thin rules, numerals, small accents. Never in the logo, never for small text on light.	#A87B3A	168 123 58	0 / 27 / 65 / 34
	Deep Maroon Pressed and hover states on the website. Never in print.	#360A11	54 10 17	0 / 81 / 69 / 79

CMYK values are direct conversions for digital print. For offset work, tell the printer to match the maroon to a proof rather than to the numbers, and see the note on the next page.

Which Pairs Are Legible.

CONTRAST RULES, MEASURED

These are real contrast ratios, not opinions. The threshold for normal size text is 4.5 to 1.

COMBINATION	RATIO	VERDICT
Maroon on white	13.42 : 1	Use freely. Headlines, buttons, the box.
White on maroon	13.42 : 1	Use freely. This is the inside of the box, and the correct way to set type on a maroon panel.
Maroon on paper	12.14 : 1	Use freely.
Ink on paper	16.33 : 1	Body text on the website.
Brass on ink	4.78 : 1	Passes. Brass text is acceptable on dark surfaces only.
Brass on white	3.78 : 1	Fails for text. Rules, numerals over 18 pt, and decoration only.
Plate gray on white	2.43 : 1	Fails. The gray is a shape, never a text color.
Maroon on ink	1.35 : 1	Fails. Never set maroon type on a dark surface. The flat mark survives on ink only because its letters are white.

SPOT COLOR AND PANTONE

No Pantone number has been assigned. The maroon in this document is the value from the new website, which matches the JPG to within its noise. If your process needs a spot color, build to the CMYK values on the previous page and match to a proof, or contact Root Worldwide and we will supply a matched number against a physical guide. If the agency's sign or an existing print job carries a Pantone or paint specification, send it to us; a known specification outranks a value read from a JPG, and this document will move to version 1.1 to carry it.

Times Inside. Zodiak And Switzer Outside.

The letters in the logo are outlined artwork. Everything around the logo is set in two typefaces: Zodiak for headlines and Switzer for everything else. Both are free from Fontshare and both are already in use on theinsgroup.org. That is the whole typographic system, and keeping it that short is the point.

ZODIAK BOLD, THE HEADLINE FACE

Independent, since 1949.

The logo letters	Times New Roman, condensed, emboldened, and outlined into paths. There is no font file and no live text. Scale it, do not set it.
Headlines	Zodiak Bold. Sentence case. Tight letter spacing at large sizes. Not all caps for long headlines.
Body and interface	Switzer. Regular for body, Medium and Semibold for emphasis and labels.
If they are unavailable	In Word, Outlook, or a vendor's software, use Georgia for headlines and Arial for body. Never Times New Roman for text near the logo, which makes the logo look like the first line of a paragraph, and never condensed, script, or decorative faces.

HOW TO WRITE OUR CONTACT INFORMATION

Office	1050 N 18th Street, Clinton, IA 52732 · Monday to Friday, 8:00 AM to 5:00 PM
Phone and fax	(563) 242-4000 · fax (563) 242-6973
Web and email	theinsgroup.org · quotes@theinsgroup.org · facebook.com/TheInsGrp
Name	The Insurance Group. Always with "The", never "TIG" or "IG" in text. The legal entity name, for contracts and invoices, is to be confirmed with the owners.
Descriptor	"Independent insurance agency. Clinton, Iowa, since 1949." For the website and ads. Not part of the logo; never inside the clear space.

CONFIRM BEFORE YOU PRINT

These statements appear on the new website and are not yet confirmed by the owners. Keep them off print until they are: licensing in Wisconsin, the number of carriers, Trusted Choice membership (that name and mark belong to the Independent Insurance Agents & Brokers of America and may only be used by current members), and any "veteran-owned" wording. Never invent or paraphrase a customer review.

Send The Right File.

Most brand damage happens at this step. Someone needs a logo, grabs whatever is nearest, and a soft copy with a white box ends up on a sign. Match the medium to the format below.

MEDIUM	FORMAT	WHICH FILE, AND WHY
Sign shop, vehicle, banner Large format	PDF	Vector, scales to any size, opens straight into Illustrator with live paths. Horizontal or two line logo. For cut vinyl, send the one-color file: the letters are already cut out of the box.
Commercial print Cards, letterhead, folders, ads	PDF	Same file. Tell the printer the CMYK build from part 05, that no Pantone is assigned, and that the maroon is to be matched to a proof.
Website and email signature	SVG	Smallest and sharpest at every screen size. The inline logo for headers and signatures, the square tile for the favicon.
Social profile and avatar	PNG	The square tile, 1024 px. Most platforms crop to a circle, and the tile is built so the letters survive that crop.
Word, Google Docs, slides	PNG	Transparent background, so it sits on any slide color without a white box. Pick on-light or on-dark by the slide.
Embroidery and screen print	PDF	Flat mark, one color. Vector only. Never let a shop digitize from a PNG or a photo of a shirt.
Third party directory Google, BBB, chamber, carrier locators	PNG	Square tile, 1024 px, as supplied. Where a wide logo is required, the inline logo on light.

WHERE THE FILES LIVE

TIG Logo files/

1 Logos (Approved)/ the only files cleared for outside use

Logo - horizontal/ the default

Logo - horizontal 2 line/ Logo - inline/ Logo - stacked/

Mark - IG box/ Mark - square tile/ Wordmark - text only/

All variants preview.png every file on one sheet

2 Original Artwork/ the JPG, the script that rebuilds the kit, and the overlay check. Internal.

File names follow one pattern: **tig-[lockup]-[theme].[format]**. For example **tig-logo-on-light.pdf** is the horizontal logo, for light backgrounds, as vector PDF. Themes are **on-light** and **on-dark** for the full-color lockups, **color** for the marks, and **black** or **white** for one color. If a file name does not match that pattern, it is not an approved file.

Ask Before You Print.

Controlling a brand is mostly one habit: nothing carrying The Insurance Group name goes to production without someone looking at a proof. That habit costs a day and saves reprints.

01 Request the file

Contact Root Worldwide with the medium and the finished size. Do not use a file you already have on hand unless you can confirm it came from this kit.

02 Send a proof back

A PDF proof, a photo of a sample, or a screen mockup. For anything installed on the building or a vehicle, we want to see it before it is cut.

03 Get written approval

Email is enough. Approval comes from Mark Mangler or Drew Mangler, or from Root Worldwide acting on their behalf. Verbal approval over the counter does not count.

04 Send back the final artwork

Whatever the shop produced goes back into the brand folder so the next vendor starts from the right file.

TRADEMARK SYMBOLS

The logo carries no registered or trademark symbol, and none is to be added. No trademark search was performed for this issue. "The Insurance Group" is a descriptive name and would be difficult to register on its own; the IG box, as a design, is the part that could be protected. That is a question for the agency's attorney, not a legal opinion from Root Worldwide.

WHO MAY USE THE MARK

Owners and staff	On agency materials, apparel, and the website, using approved files.
Vendors and printers	Only for work commissioned by The Insurance Group, and only for that job.
Carriers and partners	Written permission per use. A carrier's agent locator or a sponsorship listing is not automatic permission to redraw the mark; supply the file from this kit.
Anyone else	No. Report unauthorized use to Root Worldwide.

What Changes, And When.

This document is versioned. Quote the version number when you reference it, and check that you are working from the current one before sending anything to production.

Document	The Insurance Group, Brand and Identity Standards
Current version	Version 1.0 , issued September 4, 2026, for review by the owners
Owner	Root Worldwide, Inc., on behalf of The Insurance Group
Approver	Mark Mangler and Drew Mangler, Owners
Review cycle	Annually, or on any change to the logo, colors, address, phone numbers, or ownership
Source of truth	The HTML source in the client Marketing/_source folder. The PDF is printed from it. Edit the source, never the PDF.

VERSION NUMBERING

Minor version (1.0 to 1.1)	Wording, added examples, corrections, new file formats, a confirmed Pantone or legal name. No change to the mark, the colors, or the rules.
Major version (1.x to 2.0)	Any change to the logo artwork, the color values, or the approved lockups. A major version retires every earlier version.
Superseded versions	Are not valid for production. Destroy or archive old PDFs when a new one is issued.

REVISION HISTORY

VERSION	DATE	WHAT CHANGED
1.0	Sep 4, 2026	First issue. Logo rebuilt as vector from the 736 px JPG, with the overlay check documented. Four lockups, three marks, and three wordmarks in light, dark, and one-color themes, all with transparent backgrounds. Color palette aligned with the website and documented with CMYK and contrast values. File format matrix, clear space and minimum sizes, misuse rules, typography, copy rules, and the approval process added.

OPEN ITEMS FOR THE NEXT REVISION

Sign-off from the owners on the rebuilt mark and on the new lockups (inline, two line, stacked, and the square tile), which are proposals until then. A Pantone or paint code for the maroon if one exists on the sign. The registered legal entity name. Replacing the placeholder monogram on the website with the square tile and the inline logo, and updating the Facebook profile picture from the square tile.

Questions about anything in this document, or to request files, contact Root Worldwide, Inc., West Monroe, Louisiana. Brand approval rests with The Insurance Group.