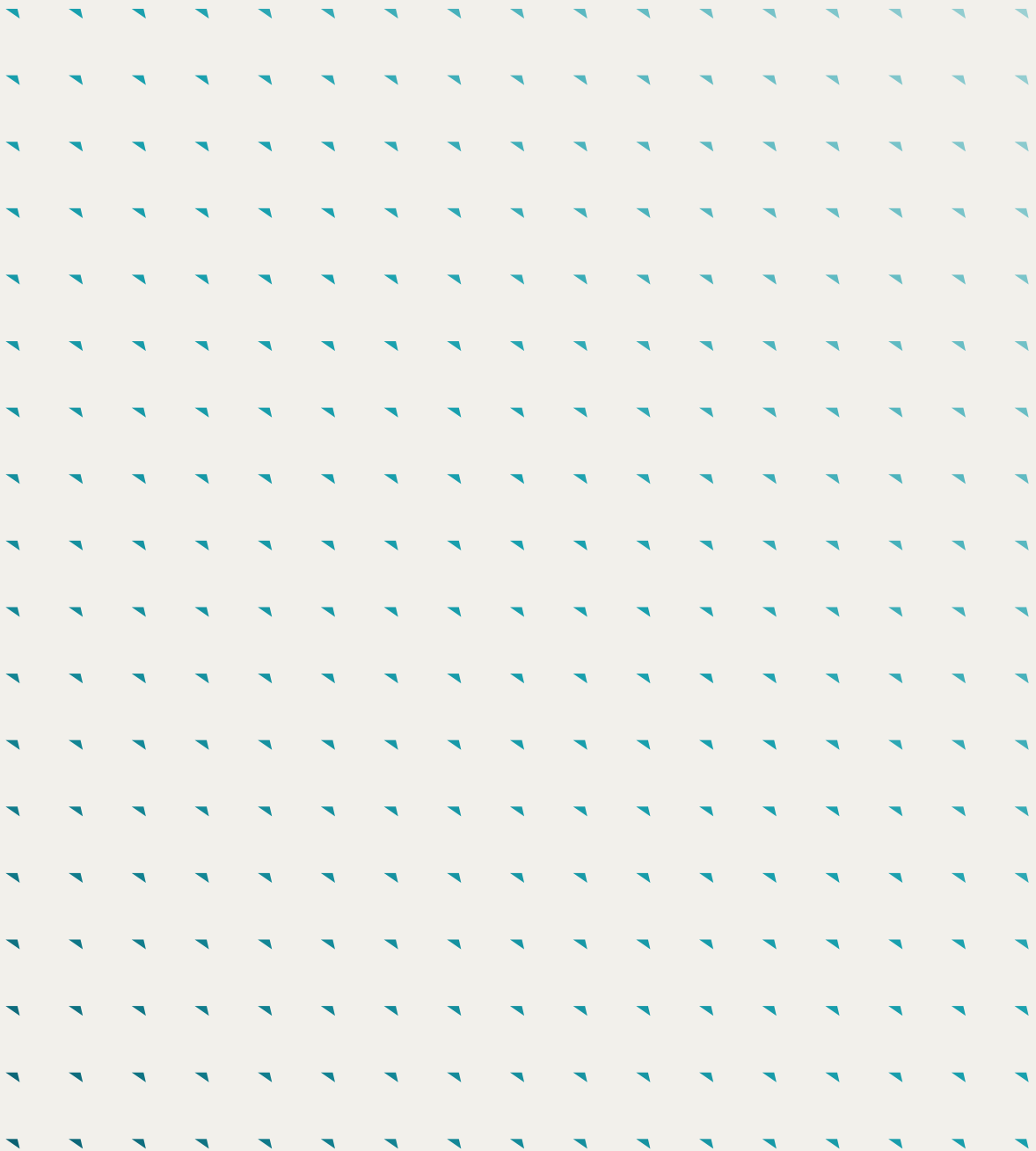




Alliant Corporate Logo Third Party Usage



18100 Von Karman Avenue, 10th Floor
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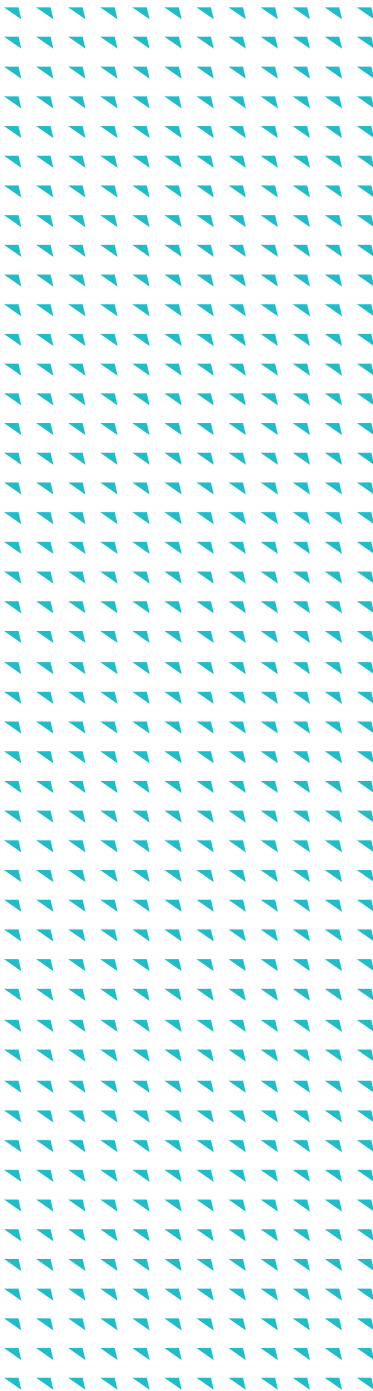
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Logo Usage Requirements

Thank you for your interest in using the Alliant Insurance Services logo. The Alliant name and logo are valuable trademarks and important representations of our brand, reputation, and services. Consistent and appropriate use of the Alliant logo helps protect the integrity of our brand and ensures clear communication in the marketplace.

As a general rule, use of the Alliant logo requires prior written permission from Alliant Insurance Services, Inc. (“Alliant”) and must comply with these guidelines and any additional brand standards provided by Alliant.

Alliant reserves the right, in its sole discretion, to approve, deny, revoke, or modify permission to use the Alliant logo at any time. Alliant may require third parties to modify or discontinue any use that, in Alliant’s judgment, does not comply with these guidelines, misrepresents the relationship with Alliant, or otherwise infringes upon Alliant’s intellectual property rights.

Approval Requirement

Any third-party use of the Alliant logo in advertising, marketing, promotional, sales, public relations, sponsorship, event, website, social media, or other external-facing materials requires prior written approval from both the Alliant Legal Department and the Alliant Corporate Marketing team.



Alliant predominantly uses two variations on the logo. Choose accordingly for light versus dark backgrounds.





Follow the minimum clear space and size guidance shown to maintain the integrity of the logo elements. There is no maximum logo size, just make sure the file has sufficient resolution to render cleanly at the desired size.

Clear space and size





The primary Alliant logo utilizes three colors. The left triangle is Aqua for both the dark and light versions of the logo. However, the right triangle's color depends on which version of the logo is used. This difference allows for optimal contrast.



Alliant Aqua	Light Aqua	Aerial Blue
Pantone 3115 C	Pantone 3105 C	Pantone 540 C
Embroidery 1895	Embroidery 1893	Embroidery 1776
CMYK 70, 0, 23, 0	CMYK 45, 0, 13, 0	CMYK 98, 73, 49, 50
RGB 31, 189, 201	RGB 133, 210, 221	RGB 0, 46, 66
HEX #1FBDC9	HEX #85D2DD	HEX #002E42



Alliant Aqua	Dark Aqua	White
Pantone 3115 C	Pantone 3145 C	Embroidery 1801
Embroidery 1895	Embroidery 1896	CMYK 0, 0, 0, 0
CMYK 70, 0, 23, 0	CMYK 100, 24, 36, 0	RGB 255, 255, 255
RGB 31, 189, 201	RGB 0, 142, 161	HEX #FFFFFF
HEX #1FBDC9	HEX #008EA1	



The Alliant logotype should not be altered. Do not use the logo as text. These standards apply for all content that is owned and controlled by Alliant Insurance Services, including sub-branding and partnerships.



Don't convert the transparency to a solid shape.



Don't alter the colors.



Don't place the logo over busy imagery with poor contrast.



Don't place the logo over colors with insufficient contrast.



Don't use excessive glow filters or treatments



Don't skew or distort the logo.



Don't place the full-color logo on an aqua background.



Don't add strokes.



Don't create alternate versions of the logo.



Don't use excessive drop shadow filters or treatments



alliant.com

Thank you

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