

Washington National brand guidelines

This document includes basic guidelines on how to represent the Washington National brand through our graphic elements.



Pantone 647 (blue)/Cool Gray 7 (gray)



Black



Reverse (white)

Unacceptable uses



Do not present the graphic element by itself



Do not separate the elements.



Do not replace Washington National logotype with a different typeface



Do not stretch or skew the logo in any way



Do not change colors.



Do not place the logo on top of a pattern or background that compromises legibility

Minimum size and clear space

Print applications



Minimum size
1"

Online and screen applications



Minimum size
100px

Minimum clear space



Standard Sizes



1.75"



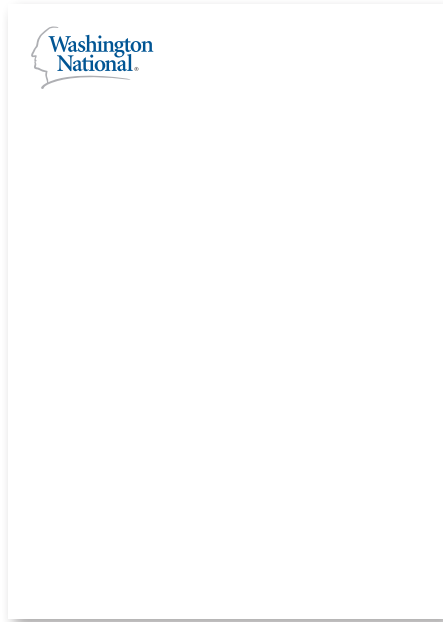
1.375"



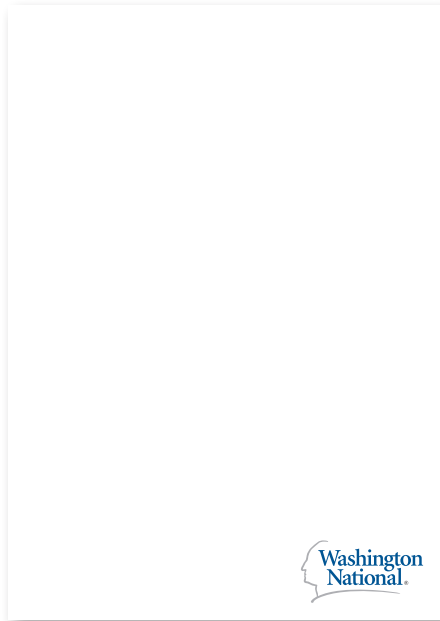
1"

Logo placement

Upper left placement



Lower right placement



Washington National primary colors

PMS 647 CMYK: 100/56/0/23 RGB: 22/87/136 HEX: 284589	PMS Cool Gray 7 CMYK: 0/0/0/37 RGB: 155/156/157 HEX: 9a9b9c	PMS 298 CMYK: 69/7/0/0 RGB: 61/183/228 HEX: 3db7e4
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Typography

Fonts

Minion
Whitney

Website reference

When referring to our website in copy, drop the protocol reference <http://>, and “www” and capitalize Washington National. Example: WashingtonNational.com

QUESTIONS: Contact Corporate Communications at SusanJudith.Villalobos@CNOinc.com

WashingtonNational.com

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