

Guidewire Brand Identity Guidelines



The Guidewire Brand Identity Guidelines are a key component of the overall Guidewire branding strategy. The “look and feel” of the Guidewire brand is open, clean, and elegant, with generous use of white space, and minimal use of “decoration” – a style that reflects our openness and honesty with customers, prospective customers, partners, investors, and each other.

These brand identity guidelines are built around a standardized “vocabulary” of visual elements that are defined in the following pages. Adherence to these standards makes our materials distinctive and immediately recognizable as being from Guidewire – projecting a unified corporate image that instills confidence in our brand and heightens awareness worldwide.

Table of Contents

- The Guidewire Brand Identity System Elements 4
- The Guidewire Logo 5
- Improper Use of the Guidewire Logo. 6
- The Guidewire Color Palette 7
- The Guidewire Typography System 8
- Use of the Color Bar 10
- Use of Handwriting as a Brand Element 11
- Photographic Guidelines..... 12
- Trademark Attributions 13

The Guidewire Brand Identity System Elements

The Guidewire brand identity system consists of standard visual elements that, when used together, form a visual “vocabulary” giving Guidewire communications their distinctive look. These elements include the Guidewire logo, typographic palette, color palette, color bar, handwriting element, and photographic style.

THE GUIDEWIRE LOGO



TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE



COLOR BAR



HANDWRITING ELEMENT

*Deliver insurance
your way.*

PHOTOGRAPHIC STYLE



The Guidewire Logo

The Guidewire logo is the cornerstone of our brand. It should always be used consistently and appropriately. Always use the official logo artwork which can be obtained from the Guidewire marketing department. The logo should only appear in Guidewire blue, black, or white. The logo should always have a minimum space clearance of no less than 50% of the logo height on all sides.

LOGO SPACE CLEARANCE



There are two versions of the Guidewire logo: a version that incorporates the corporate tagline “Deliver your insurance your way”, and an alternate version without the tagline. In general, the version with the tagline is preferred, however the alternate version should be used in the following situations: 1) when the tagline appears as a handwriting brand element elsewhere on the page or screen, or 2) in situations where the tagline would be so small that it would be illegible.

PROPER USES OF THE LOGO



Improper Use of the Guidewire Logo

Never attempt to recreate or modify the Guidewire logo in any way. It should not be cropped, stretched, distorted, italicized or printed over. Do not incorporate the Guidewire logo into another logo or symbol without prior approval. Do not modify or translate the tagline that is part of the logo. Avoid placing the logo against a complex or “busy” background. The logo should not be reproduced in sizes less than 1” in width. The logo should only appear in Guidewire blue, black, or white, and it should never be tinted or screened.



The Guidewire Color Palette

Within the Guidewire Brand Identity Guidelines, color is used to provide a visual linkage between documents and to lend a sense of consistency to all visual communications. These colors should be used exclusively on all corporate literature, advertising and other communications materials. Colors are defined below in four color models: PMS and CMYK for print, and RGB and Hex for Microsoft Office and digital applications. Tints of these colors may be used where appropriate.

Note: Different shades of these colors are used in the Guidewire PowerPoint template. Please refer to the corporate presentation template for presentation color specifications.

BLUE
main brand identity color



CMYK
Cyan: 100%
Magenta: 50%
Yellow: 0%
Black: 10%

RGB
Red: 0
Green: 103
Blue: 172

Hex
0067AC

GREEN
main accent color

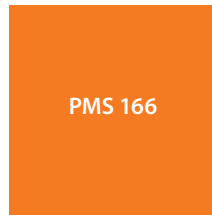


CMYK
Cyan: 70%
Magenta: 0%
Yellow: 100%
Black: 9%

RGB
Red: 63
Green: 142
Blue: 57

Hex
3F8E39

ORANGE
secondary accent color



CMYK
Cyan: 0%
Magenta: 64%
Yellow: 100%
Black: 0%

RGB
Red: 232
Green: 113
Blue: 33

Hex
E87121

PURPLE
secondary accent color

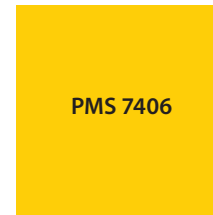


CMYK
Cyan: 59%
Magenta: 66%
Yellow: 0%
Black: 0%

RGB
Red: 109
Green: 96
Blue: 160

Hex
6D60A0

YELLOW
highlight color
(use sparingly)

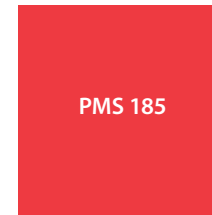


CMYK
Cyan: 0%
Magenta: 18%
Yellow: 100%
Black: 0%

RGB
Red: 229
Green: 186
Blue: 3

Hex
ESBA03

RED
for calling attention
(use sparingly)



CMYK
Cyan: 56%
Magenta: 47%
Yellow: 44%
Black: 11%

RGB
Red: 214
Green: 58
Blue: 65

Hex
D63A41

GRAY
for "handwriting" text



CMYK
Cyan: 7%
Magenta: 6%
Yellow: 5%
Black: 45%

RGB
Red: 145
Green: 145
Blue: 149

Hex
919195

The Guidewire Typography System – For Professional Graphics Applications

Typography is a key element of Guidewire’s visual identity. The main corporate typeface is Myriad Pro. To maintain the clean, open look of Guidewire visual communications, Myriad Pro should be used in the following weights:

- Light – for most body copy
- Regular – for titles and top-level headings, using a larger point size rather than a bolder weight
- Semibold – for lower level headings, and run-in heads
- Avoid use of Bold weight

MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

MYRIAD PRO LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw*

SEGOE SCRIPT

*ABCDEFGHIJKLMNO
abcdefghijklmnopqrs*

Segoe Script should be reserved for use as a handwriting brand element, to emphasize messages of a personal nature like large quotes or statements. It can also be used for the Guidewire tagline when it appears as a brand element separate from the logo.

MYRIAD PRO SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrst**

MYRIAD PRO SEMIBOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstu***

Note: In professional graphics applications, Segoe Script should be modified as follows:

- Width: 90%
- Letterspacing: -10
- Skew: 5°
- OpenType: Contextual Alternates
- Kerning: Metrics

The Guidewire Typography System – *For Microsoft Office Applications* (Word, PowerPoint, Excel)

All Microsoft Office documents that will be distributed in their native form (e.g. as a PowerPoint or Word doc) should use the Calibri font family due to the ubiquity of these fonts on the Windows platform.

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

SEGOE SCRIPT

ABCDEFGHIJKLM
abcdefghijklmnop

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuv

Use of the Color Bar

The color bar is a distinctive accent unique to Guidewire communications. It is intended to be used along the top or outside edge of a document. The small color blocks should be consistent in size, while the blue portion can be lengthened or shortened as needed to fit the allotted space. Always use the official color bar artwork which can be obtained from the Guidewire marketing department.

When using the color bar, pay attention to the length of the colored blocks portion of the bar in relation to other elements on the page or screen. For example, if the color bar is used in proximity to the Guidewire logo, the Guidewire logo should be “centered” within the colored blocks portion of the bar.

This is an example of the color bar used properly, with the height of the colored blocks portion of the bar in harmony with the title area of this page

The length of the colored blocks portion of the bar should take neighboring elements into account. In the example below, the length of the colored blocks is sized to be in harmony with the Guidewire logo, and the logo is centered within the colored blocks portion of the bar.



The blue portion may be lengthened or shortened as needed, while the colored blocks portion remains constant.

Use of Handwriting as a Brand Element

The handwriting font, *Segoe Script*, should be used to emphasize messages of a personal nature like large quotes or statements. It can also be used for the Guidewire tagline when it appears as a brand element separate from the logo.

When using the tagline as a handwriting brand element, always use the official tagline artwork which can be obtained from the Guidewire marketing department. The tagline artwork is available in both a single-line and stacked versions, in multiple languages.

TAGLINE HANDWRITING BRAND ELEMENT

Deliver insurance your way.

Single-line version

*Deliver insurance
your way.*

Stacked version

EXAMPLES OF HANDWRITING ELEMENT USAGE



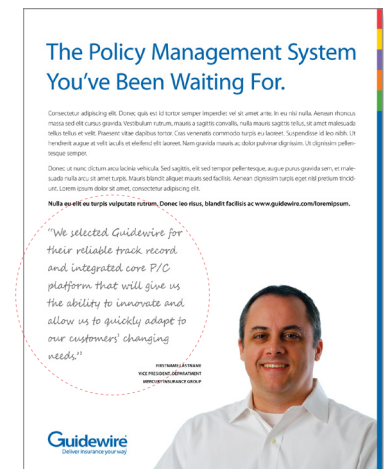
Corporate brochure cover



Corporate brochure inside spread



Letterhead and business cards



Advertisement

Photographic Guidelines

The photographic images that appear in Guidewire documents should have a strong emphasis on people. The people should look typical and real rather than slick professional models and the photos should have a candid quality. This holds true whether they are custom photos or portraits or stock images. Photos should come across as direct and honest without obvious manipulation for special effects. Where appropriate, photographs should be taken on a white background to promote a clean, open look.

The examples below represent suitable images for Guidewire publications.



Guidewire Trademarks

When referencing Guidewire and Guidewire products in a document, always include the registered trademark notation (®) or trademark notation (™) with the first instance. After the first instance you may drop the trademark notation. When using the Guidewire logo, always include the ®, unless the size would be so minute that it would be unrecognizable.

REGISTERED TRADEMARKS

- Guidewire®
- Guidewire Software®
- Guidewire ClaimCenter®
- Guidewire PolicyCenter®
- Guidewire BillingCenter®
- Gosu®
- the Guidewire logo (®)

TRADEMARKS

- Guidewire InsuranceSuite™
- Deliver Insurance Your Way™ (tagline)
- Guidewire ContactCenter™ (though we don't sell this as a standalone product)
- Guidewire Studio™ (though we don't sell this as a standalone product)