



**ROCKINGHAM**<sup>®</sup>  
INSURANCE

# Brand Standards

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# Brand overview



# Brand overview

## Registered Brand

As of December 10, 2019, Rockingham Insurance is a legally registered brand. The new mark and certain logo variations now incorporate the registered trademark symbol. Please contact the Marketing Communications department for updated versions of brand assets that include the registered trademark symbol.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

## Brand positioning

*Here.* For us there's no other place quite like it, and it takes someone from the community to really understand and value that. At Rockingham Insurance, we've devoted over a century to providing peace of mind to the people who love it here as much as we do. That's not just our responsibility as an insurance company, but as a friend and neighbor. After all, we live where you live.

## Tagline

Wherever you are, we're *here*.<sup>®</sup>



# Brand overview

## Key Messaging

**A solid future built on a distinguished history.**

We've been insuring the people and businesses that make our communities grow and thrive for almost 150 years. By taking a conservative approach to risk, we've built a rock solid foundation to continue protecting what matters for years to come. We're here to stay.

**Real coverage from real people.**

We offer a range of insurance products that help protect what's valuable to the people in our community—farms, businesses, homes and autos. Our agents build enduring relationships with customers, becoming trusted advisors and friends. The result is reliable coverage and peace of mind.

**Service from here comes from the heart.**

At Rockingham, service means honoring the commitments we make to our customers. From an initial quote to closing out a claim, our agents respond with genuine care for the people who have chosen to place their trust in us. Because they're not just our customers, they're our friends and neighbors.

**Community comes first.**

We're accountable only to our policyholders so all of our coverage and claims decisions are driven by what's right for the customer. We never forget that we have a responsibility to our community, and helping those around us just makes it that much stronger.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

# Visual elements



# Visual elements

## **Here mark**

The *here* mark is an essential element of the brand. It highlights Rockingham Insurance's hometown roots in the Shenandoah Valley along with a welcoming energy for current and future customers.

When the mark is presented as a single element, the ® trademark should be included.

Sun rays representing a positive today and tomorrow.

Massanutten Peak represents the home of Rockingham Insurance.

Color scheme of the mark represents the Blue Ridge Mountain region.





# Visual elements

## Master logo

When using the master logo, adhere to the following rules:

- The Rockingham vertical master logo is the preferred brand logo.
- Use master logos that include the ® symbol.
- Master logos can be provided by reaching out to [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com).

**This is the vertical logo (preferred).**



**This is the horizontal logo and should be used in extreme horizontal spaces.**



**This is the wordmark.**



*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

# Visual elements

## Clearspace area and scaling

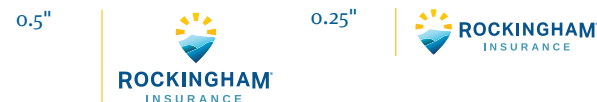
A clearspace area has been established around the logo to ensure that the brand is always clearly visible and consistent.

- The clearspace area is defined by "x" which is equal to the height of the "R" in Rockingham.
- Minimum sizes have been developed to ensure that logos are clearly legible. The vertical logo can not be less than 0.5" high. The horizontal logo can not be less than 0.25" high. These minimum sizes should accommodate most applications.

### Clearspace area specs



### Minimum height



All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Visual elements

## Preferred logos

The full color gradient version of the logo should be used as much as possible. The included CMYK versions are for printing and RGB versions are for digital applications. These logos are provided as EPS for scalable vector artwork and JPG.

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects.

Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required. *Note: The CMYK Gradient Reversed version may not be optimal for some dark blue backgrounds.*

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### CMYK Gradient

Use this version for all print applications. This is the preferred logo.

*Filename:*

*CMYK-C-TM\_ROCK-CORPORATE-VERT-GRADIENT.eps*

*CMYK-C-TM\_ROCK-CORPORATE-VERT-GRADIENT.jpg*

### CMYK Gradient Reversed

Use this version when the background is too dark to allow use of the preferred mark or the 1-color alternate version (e.g., reverse applications, premium items, small sizes, silkscreen, etc.).

*Filename:*

*CMYK-C-TM\_ROCK-CORPORATE-VERT-GRADIENT-REV.eps*

*CMYK-C-TM\_ROCK-CORPORATE-VERT-GRADIENT-REV.jpg*



**ROCKINGHAM**<sup>®</sup>  
INSURANCE



**ROCKINGHAM**<sup>®</sup>  
INSURANCE



# Visual elements

## Logos for print

Use these logos when CMYK Gradient logos cannot be used. They are designed to provide legibility for specific application types.

These versions of the logo are provided as EPS for scalable vector artwork and JPG.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



**ROCKINGHAM**  
INSURANCE

### 4-color Limited

Use this version when the application requires a simplified mark for apparel only (i.e. embroidery).

Filename:

CMYK-C-TM\_ROCK-CORPORATE-VERT-LIMITED.eps

CMYK-C-TM\_ROCK-CORPORATE-VERT-LIMITED.jpg



**ROCKINGHAM**  
INSURANCE

### Black

Use this version when the application requires a simplified mark in black (e.g., fax sheet, premium items, small sizes, etc.).

Filename:

CMYK-C-TM\_ROCK-CORPORATE-VERT-BLK.eps

CMYK-C-TM\_ROCK-CORPORATE-VERT-BLK.jpg



**ROCKINGHAM**  
INSURANCE

### 1-color Blue

Use this version when the application requires a 1-color or simplified mark on light backgrounds. This version is preferred if the application doesn't require only black and white printing.

Filename:

CMYK-C-TM\_ROCK-CORPORATE-VERT-BLU.eps

CMYK-C-TM\_ROCK-CORPORATE-VERT-BLU.jpg



### White

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark or the 1-color alternate version (e.g., reverse applications, premium items, small sizes, etc.).

Filename:

CMYK-C-TM\_ROCK-CORPORATE-VERT-KO.eps

No JPG file available

# Visual elements

## Logos for digital

These versions are used for all desktop and on-screen applications.

RGB logo files are provided in SVG and PNG file formats in 2" sizes. These versions are also provided as scalable vector artwork (SVG). Additionally, SVG format files may also be used to create files in any of the other image formats at exactly the sizes required.

Use PNG files when transparent backgrounds are required, such as websites and when placing the logo on a background that is not white.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



### 4-color Gradient

This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc.

Filename:

*RGB-C-TM\_ROCK-CORPORATE-VERT-GRADIENT.svg*

*RGB-C-TM\_ROCK-CORPORATE-VERT-GRADIENT.png*



### Black

Use this version when the application requires a simplified mark in black or shades of gray.

Filename:

*RGB-C-TM\_ROCK-CORPORATE-VERT-BLK.svg*

*RGB-C-TM\_ROCK-CORPORATE-VERT-BLK.png*



### 4-color Gradient Reverse

Use this version when the application requires the logotype to be white and the background is too dark to allow use of the preferred mark.

Filename:

*RGB-C-TM\_ROCK-CORPORATE-VERT-GRADIENT-REV.svg*

*RGB-C-TM\_ROCK-CORPORATE-VERT-GRADIENT-REV.png*



### White

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark.

Filename:

*RGB-C-TM\_ROCK-CORPORATE-VERT-KO.svg*

*RGB-C-TM\_ROCK-CORPORATE-VERT-KO.png*

# Visual elements

## Misuse

Ensure our logo is clearly recognizable by using it properly and without alterations.

Be sure to consider the appropriate logo version and the background it is placed on for the best legibility.



Do not alter the gradient direction.



Do not distort the logo.



Do not type 'Rockingham Insurance' in a different font and lock it with the logo.



Do not add a white background to the logo for use on images or colored backgrounds.



Do not use our old logo.



Do not reposition the 'here' mark when locked with the logotype.



Do not use the full color logo in grayscale.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



# Visual elements

## Brand architecture

The brand standards guide comprises three classifications for members of the company:

Master – corporate employees and master campaigns

Exclusive Agent – agents and agencies who are a part of the Exclusive Agent program

Business Unit – special services, programs and/or initiatives

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### Master logo



### Exclusive Agent logo



### Business Unit logo



# Visual elements

## Exclusive Agent logo

The Exclusive Agent logo is used for designated agents of Rockingham Insurance. It features the *here* mark along with the agency's name and tagline "Representing Rockingham Insurance." Exclusive Agents are required to use this logo with their marketing materials.

Please do not create your own version of the logo.

Your logo package will include logos for vertical and horizontal configurations along with logos for light and dark backgrounds.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### Vertical logo (preferred)



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

### Horizontal logo



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

# Visual elements

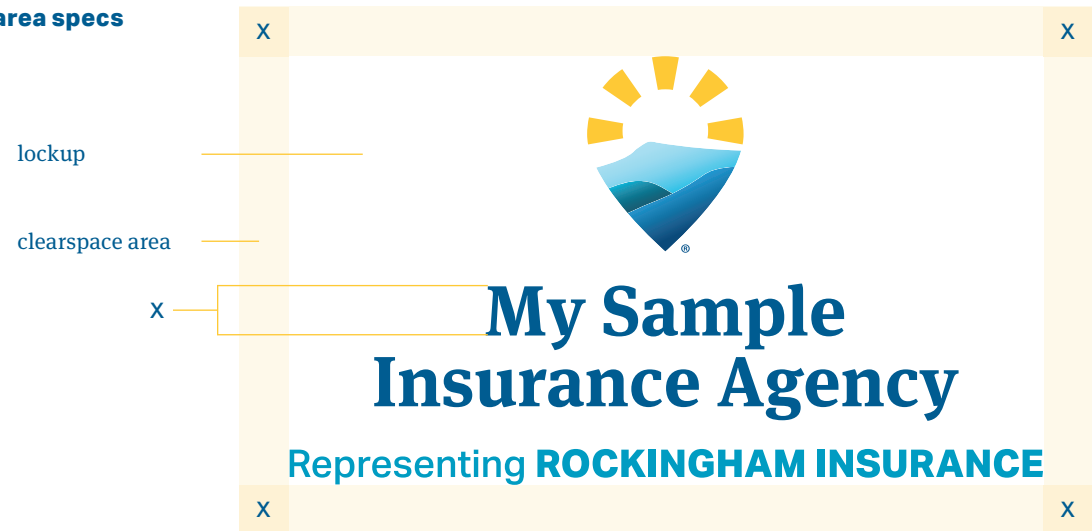
## Exclusive Agent clearspace area and spacing

A clearspace area has been established around the logo to ensure that the brand is always clearly visible and consistent.

- The clearspace area is defined by "x" which is equal to the height of the first letter of your agency's name.
- Minimum sizes have been developed to ensure that logos are clearly legible. The vertical logo can not be less than 0.875" high. The horizontal logo can not be less than 0.5" high. These minimum sizes should accommodate most applications.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### Clearspace area specs



### Minimum height

0.875"



0.5"





# Visual elements

## Preferred Exclusive Agent logos

The full color gradient version of the logo should be used as much as possible. The included CMYK versions are for printing and RGB versions are for digital applications. These logos are provided as EPS for scalable vector artwork and JPG.

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects.

Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required. *Note: The CMYK Gradient Reversed version may not be optimal for some dark blue backgrounds.*

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### CMYK Gradient

Use this version for most print applications. This is the preferred logo.

*Filename:*

*CMYK-C-[Agency Name]-VERT-GRADIENT.eps*

*CMYK-C-[Agency Name]-VERT-GRADIENT.jpg*

### CMYK Gradient Reversed

Use this version when the background is too dark to allow use of the preferred mark or the 1-color alternate version (e.g., reverse applications, premium items, small sizes, silkscreen, etc.).

*Filename:*

*CMYK-C-[Agency Name]-VERT-GRADIENT-REV.eps*

*CMYK-C-[Agency Name]-VERT-GRADIENT-REV.jpg*



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

# Visual elements

## Exclusive Agent logos for print

Use these logos when CMYK Gradient logos cannot be used. They are designed to provide legibility for specific application types.

These versions of the logo are provided as scalable vector artwork (EPS) and JPG.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

### 4-color Limited

Use this version when the application requires a simplified mark for apparel only. (i.e. embroidery)

Filename:

CMYK-C-[Agency Name]-VERT-LIMITED.eps

CMYK-C-[Agency Name]-VERT-LIMITED.jpg



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

### Black

Use this version when the application requires a simplified mark in black (e.g., fax sheet, premium items, small sizes, etc.).

Filename:

CMYK-C-[Agency Name]-VERT-BLK.eps

CMYK-C-[Agency Name]-VERT-BLK.jpg



**My Sample  
Insurance Agency**

Representing **ROCKINGHAM INSURANCE**

### 1-color Blue

Use this version when the application requires a 1-color or simplified mark on light backgrounds. This version is preferred if the application doesn't require only black and white printing.

Filename:

CMYK-C-[Agency Name]-VERT-BLU.eps

CMYK-C-[Agency Name]-VERT-BLU.jpg



### White

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark or the 1-color alternate version (e.g., reverse applications, premium items, small sizes, etc.).

Filename:

CMYK-C-[Agency Name]-VERT-KO.eps

No JPG file available

# Visual elements

## Exclusive Agent logos for digital

These versions are used for all desktop and on-screen applications.

RGB logo files are provided in SVG and PNG file formats. Additionally, SVG format files may also be used to create files in any of the other image formats at exactly the sizes required.

Use PNG files when transparent backgrounds are required, such as websites, and when placing the logo on a background that is not white. Use PNG logos for screen and web applications such as Microsoft Office products.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



### 4-color Gradient

This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc.

Filename:

*RGB-C-[Agency Name]-VERT-GRADIENT.svg*

*RGB-C-[Agency Name]-VERT-GRADIENT.png*



### Black

Use this version when the application requires a simplified mark in black.

Filename:

*RGB-C-[Agency Name]-VERT-BLK.svg*

*RGB-C-[Agency Name]-VERT-BLK.png*



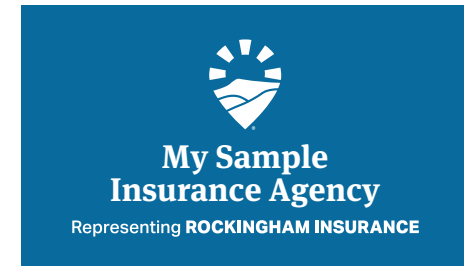
### 4-color Gradient Reverse

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark.

Filename:

*RGB-C-[Agency Name]-VERT-GRADIENT-REV.svg*

*RGB-C-[Agency Name]-VERT-GRADIENT-REV.png*



### White

Use this version when the application requires a simplified mark in white and the background is too dark to allow use of the preferred mark.

Filename:

*RGB-C-[Agency Name]-VERT-KO.svg*

*RGB-C-[Agency Name]-VERT-KO.png*

# Visual elements

## Business Unit logo

Only approved business units are eligible for these marks.

Units (or vendors) should not create their own brand logos. Rockingham Insurance marketing department will supply all brand logos.

The entity typeface is Arimo and with increased tracking to 300.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*



**ROCKINGHAM<sup>®</sup>**  
SPECIALTY

# Visual elements

## Co-branding, sponsorship

When using the Rockingham Insurance logo or endorsement to advertise a Rockingham Insurance-sponsored event, the overall look and feel of your marketing collateral should reflect your organization's branding, with the Rockingham Insurance logo fitting in, not the other way around.

When noted in copy, "Rockingham Insurance" should not receive any special treatment and should be in the same font style and color as the rest of the copy.

Exclusive Agents should use their logo instead of the master logo. When noted in copy, "Representing Rockingham Insurance" should be included to denote relationship with Rockingham.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### Co-branding with another company



Other company logo



Other company logo

### Exclusive Agent co-branding with another company



Other company logo



Other company logo



# Identity guidelines



# Identity guidelines

## Primary and secondary color palette

Three blues and gold are used in the Rockingham logo and are referred to as the "primary" brand colors. They should be used frequently in marketing materials.

The "secondary" palette contains two additional colors that complement the primary palette. These can be leveraged to enhance the main brand colors and photography. They also help with overall visual hierarchy.

Depending on the usage, different versions of the colors may be used. For digital projects, use RGB and HEX codes. For printing, use the Pantone or CMYK colors.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

|                  | COATED PALETTE   | UNCOATED PALETTE                 |
|------------------|--|----------------------------------|
| PRIMARY COLORS   | <b>GOLD</b><br>PMS 123 C<br>C:0 M:21 Y:88 K:0<br>HEX: FDC82F<br>R:253 G:200 B:47       | PMS 115 U<br>C:100 M:37 Y:0 K:18 |
|                  | <b>DEEP BLUE</b><br>PMS 7462 C<br>C:100 M:45 Y:6 K:27<br>HEX: 005A8B<br>R:0 G:90 B:139 | PMS 301 U<br>C:67 M:12 Y:0 K:0   |
|                  | <b>TEAL</b><br>PMS 7459 C<br>C:52 M:0 Y:1 K:0<br>HEX: 4298B5<br>R:66 G:152 B:181       | PMS 632 U<br>C:40 M:1 Y:3 K:0    |
|                  | <b>SKY</b><br>PMS 305 C<br>C:54 M:0 Y:6 K:0<br>HEX: 59CBE8<br>R:89 G:203 B:232         | PMS 305 U<br>C:54 M:0 Y:11 K:0   |
| SECONDARY COLORS | <b>ORANGE</b><br>PMS 173 C<br>C:0 M:82 Y:94 K:2<br>HEX: CF4520<br>R:207 G:69 B:32      | PMS 166 U<br>C:0 M:57 Y:84 K:2   |
|                  | <b>GREEN</b><br>PMS 7725 C<br>C:97 M:0 Y:86 K:15<br>HEX: 008755<br>R:0 G:135 B:85      | PMS 355 U<br>C:82 M:0 Y:92 K:0   |



# Identity guidelines

## Logo on backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

For dark blue solid backgrounds, tint the background to allow for good contrast on the *here* mark.

Logo on image



Logo on variety of backgrounds



All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Identity guidelines

## Logo on blue backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable. The logo must have sufficient contrast to the background color.

When the full-color logo is used, the background color should be equivalent to 10% blue or lighter.

The color reversed logo (full color *here* mark with white text) can be placed on a 30–70% blue background.

The white logo can be placed on a 30% or darker blue background.

The blue logo can be placed on a 30% or lighter blue background.

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

|      | FULL COLOR | COLOR REVERSED | WHITE | BLUE |
|------|------------|----------------|-------|------|
| 10%  |            |                |       |      |
| 30%  |            |                |       |      |
| 50%  |            |                |       |      |
| 70%  |            |                |       |      |
| 90%  |            |                |       |      |
| 100% |            |                |       |      |

# Identity guidelines

## Primary typography for print and web

Typography is an important part of the Rockingham Insurance brand. There are two main typefaces used as part of the brand — Aktiv Grotesk and Meta Serif Pro.

### Aktiv Grotesk notes:

Use: Primary sans serif brand font

Availability: Adobe Typekit

Compatibility: Works on Mac and PC.

### Meta Serif Pro notes:

Use: Primary serif brand font

Availability: Adobe Typekit

Compatibility: Works on Mac and PC.

### Arimo notes:

Use: Logo font only

Availability: Google Fonts

Compatibility: Works on Mac and PC.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

# Aktiv Grotesk

## AKTIV GROTESK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## AKTIV GROTESK XBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## AKTIV GROTESK MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Meta Serif Pro

## META SERIF PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *META SERIF PRO REGULAR ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## META SERIF PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## *META SERIF PRO BOLD ITALIC*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

# Arimo

## ARIMO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Identity guidelines

## Alternative typography for web

Some fonts are not widely available online, so an alternate must be chosen for web usage. We have selected Heebo as the closest web font to match Aktiv Grotesk and Merriweather to match Meta Serif Pro.

### Heebo notes:

Use: Google Font alternative for Aktiv Grotesk  
Availability: Download free from [fonts.google.com](https://fonts.google.com)

### Merriweather notes:

Use: Google Font alternative for Meta Serif Pro  
Availability: Download free from [fonts.google.com](https://fonts.google.com)

All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Heebo

## HEEBO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HEEBO EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HEEBO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Merriweather

## MERRIWEATHER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MERRIWEATHER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MERRIWEATHER PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MERRIWEATHER BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Identity guidelines

## Typography rules

A broad range of fonts have been provided in the Rockingham Insurance brand to allow for clear visual hierarchy and clarity of information.

Minimizing variations in sizes, styles, and weights will yield a more streamlined look. Consistently using fonts across the brand (e.g., body copy always appears in Meta Serif Pro) will aid hierarchy and keep designs clean and uniform.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

### SIZE AND WEIGHT

- Medium weights are suggested for large headlines, with XBold (Extrabold for Heebo) or Medium weights for subheadings, and Regular weight as body copy.
- Use Regular or Semibold weights for increased legibility at small sizes or over backgrounds.
- Additional weights should be used sparingly.

### CASE

- Use sentence case for large headers and all paragraphs and body copy.
- Use all-uppercase for underlined subheadings and/or titles.

### LEADING

- Leading refers to space between lines of type.
- Spacing should be approximately 1.4 times larger than the font size. Be sure that leading is neither too tight nor too loose.

### LETTER SPACING

- Letter spacing (also known as tracking) refers to space between letters.
- Rockingham brand fonts are designed so that letter spacing and word spacing are set by default to zero. In some cases, spacing may need to be adjusted.
- For headings, letter spacing is set to be more condensed. In InDesign, tracking will be set to -30. Refer to the header to the left as an example.

### JUSTIFICATION

- Type should always be set flush left/ragged right or, in some cases, centered.
- Avoid widows, orphans, and lines that end unexpectedly.

# Identity guidelines

## Photography style

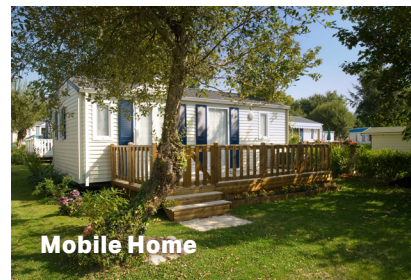
### Subject matter

- Real life and local (not staged, posed or fictional)
- Optimistic and warm
- Singular concept/subject per image

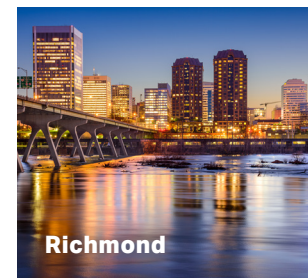
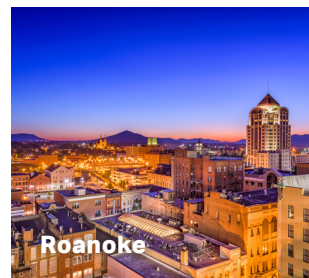
### Style

- Natural lighting
- Bright tonal range
- Clear/sharp focus on subject matter enhanced by shallow depth of field
- No silhouettes or drop shadows

## Hero images for insurance products



## Exclusive Agent regional photos



All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)



# Identity guidelines

## Photography style

### Subject matter

- Real life and local (not staged, posed or fictional)
- Optimistic and warm
- Singular concept/subject per image

### Style

- Natural lighting
- Bright tonal range
- Clear/sharp focus on subject matter enhanced by shallow depth of field
- No silhouettes or drop shadows

### Employee portraits and candid



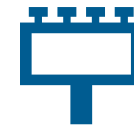
All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Identity guidelines

## Iconography

Icons are used to enhance the visual language of Rockingham Insurance in a friendly way. Displayed is a selection of icons, using the brand colors. A few guidelines with icon usage:

- Icons should not have borders or outlines
- Icons should be filled
- Limit the usage of icons on marketing materials. Icons should be used in conjunction with core corporate functions such as contacting customer support.



# Design system



# Design system

## Mountain illustration

The mountain illustration represents the Shenandoah Valley region. As an important geographic representation of the region, it is an essential part of the design system for the brand.

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department:  
marketing@rockinghamgroup.com*





# Design system

## Using the mountain illustration

The mountains should be used as a visual enhancement element on print and digital materials. There are general layout guidelines to follow:

- The color scheme should always be light to dark, with the lighter shades at the top and darker shades at the bottom.
- Avoid using the mountain graphic on content heavy areas.

A single mountain can be used in white to separate the header image from the main content area.

Multiple mountains can be placed in an overlapping manner. Tint the layers above the darkest mountain layer. The darkest mountain layer should be at the bottom of the page and only used as a footer element.

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**Auto Insurance**  
Around the corner or across the country, travel with confidence knowing we've got you covered from [here](#).

**Why Rockingham? Auto accidents happen—we understand this better than anyone else. That's why we're excited to offer you a policy complete with savings and rewards to ensure your peace of mind, regardless of your journey.**

**Here's what your policy includes:**

- Liability**  
Provides coverage for injury and/or property damage to others in the event that you or your family members are legally responsible for an auto accident.
- Medical Expense Benefits**  
Includes medical expense coverage for you, family members who live with you, and passengers in your vehicle regardless of fault.
- Death Benefit**  
Provides an automobile accidental death benefit for anyone on the policy.
- Vehicle Damage**  
Insures against damage to your vehicle caused by an accident, or event such as a fire, flood, theft or vandalism, and covers towing and labor charges for your disabled vehicle.
- Rental**  
Reimbursement for rental charges if your vehicle becomes unusable due to a comprehensive or collision loss.
- Trip Interruption**  
Provides coverage for a rental car, hotel, and meals should your vehicle break down while you are away from home.
- Loan/Lease**  
Protects you should the value of your new vehicle be less than your loan/lease amount.

**Family Benefits**  
For a parent 24 years of age or older with no accidents or major violations and a child under the age of 6, earns a 15% new family discount. Additionally, we offer a 5% discount for 16-18 year olds without accidents or violations and lower rates for students in high school or college with a 3.0 GPA or higher.

**Multi-Policy Discounts**  
Already have a policy with us? Save 15% on your auto insurance if your home, farm, mobile home, renters, or condo policy is also with Rockingham Insurance Company.

**Accident Forgiveness Plus**  
Your first accident is forgiven if there have been no accidents paid for any driver listed on the policy for three years before the effective date of the policy.

**SAVINGS & REWARDS**

- Accident Prevention**  
If you are over the age of 55, you may receive a 5% discount on your liability and collision premium for completing an accident prevention course.
- Loyalty Benefits**  
Receive a 1% discount each year a policy is renewed, up to 10% with continuous coverage.
- Plus One Car Replacements**  
Provides actual cash value amount for a vehicle one model year newer than the vehicle on the policy when a total loss occurs. Available on private-passenger autos, pickups, or vans with full coverage.

**Additional Benefits**  
If you have more than one vehicle on the policy, you are entitled to a reduced rate on certain coverage plans. At Rockingham, we offer a no-fee monthly EFT pay plan and premium discounts based on how you pay:

- 7% for paying annually
- 5% for paying semiannually
- 3% for paying quarterly.

Allow us to quote your auto insurance at least seven days prior to your renewal, and we'll give you a 7% discount—reduces 1% at each renewal as the loyal customer discount kicks in!

Automobile Insurance is written through Rockingham Insurance Company.

**2016 Annual Report**

**BY THE NUMBERS**

- 60,000+ Policies served
- 8,700+ New policies added
- 65 Charitable organizations supported

**BALANCE SHEET**  
CONSOLIDATED BALANCE SHEET (IN 000'S) | AS OF DECEMBER 31, 2016 AND 2015

| ASSETS                        | 2016              | 2015              | LIABILITIES & SURPLUS             | 2016       | 2015       |
|-------------------------------|-------------------|-------------------|-----------------------------------|------------|------------|
| Bonds                         | \$ 72,338         | \$ 69,142         | Losses & Loss Adjustment Expenses | \$ 18,546  | \$ 17,926  |
| Common Stocks                 | 30,692            | 29,024            | Unearned Premiums                 | 27,344     | 26,501     |
| Cash & Short Term Investments | 69,633            | 8,023             | Other Liabilities                 | 10,266     | 8,868      |
| Real Estate                   | 759               | 834               | Total Liabilities                 | 56,156     | 53,295     |
| Uncollected Premiums          | 9,544             | 8,159             | Surplus                           | 68,852     | 63,637     |
| Other Assets                  | 2,142             | 1,750             | TOTAL LIABILITIES & SURPLUS       | \$ 125,008 | \$ 116,932 |
| <b>TOTAL ASSETS</b>           | <b>\$ 128,008</b> | <b>\$ 116,932</b> |                                   |            |            |

**CUSTOMER SATISFACTION DATA**

**CUSTOMER SURVEY QUESTION:** "Would you refer a friend, family member, or business associate to Rockingham for their insurance needs?"

- 75% Rockingham Insurance
- 76% Insurance industry best (USA)
- 45% Insurance industry average

**PERCENT SATISFIED WITH CUSTOMER SERVICE**

- 94% Rockingham response time
- 98% Employee knowledge
- 96% Overall satisfaction

**BOARD OF DIRECTORS**

- Greg E. Berry - Falls Church, VA
- Michelle K. Cox - Cape Charles, VA
- Douglas C. Miller - Broadway, VA
- R. Roger Higgins, III - Rockingham, VA
- Arno S. Kender - Staunton, VA
- Robert L. Lyon - Rockingham, VA
- Tiffany G. O'Dowd - Richmond, VA
- Todd A. Chinn - Parkton, VA

**ROCKINGHAM INSURANCE**  
633 East Market Street, Harrisonburg, VA 22801 | (540) 434-5344 | [ROCKINGHAM.insure](#)

# Design system

## Header layouts

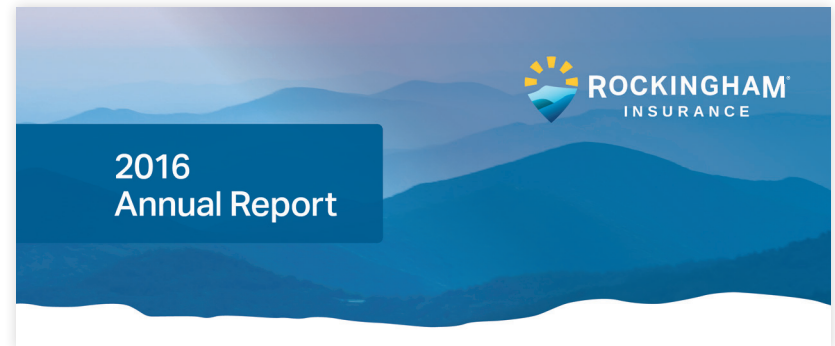
### Gradient header

Use this version for pieces that require a title and description with the image. To build the gradient in InDesign, use the gradient feather tool. Make sure the background color of the image is one of the brand colors.



### Solid field header

Use this version for pieces that only require a title. The top, right and bottom sides of the field should be the same height as the cap-height (uppercase letters). The text should be left aligned.



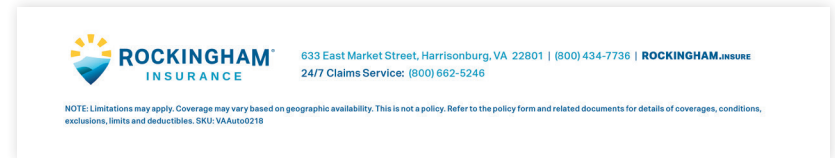
All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Design system

## Footer layouts

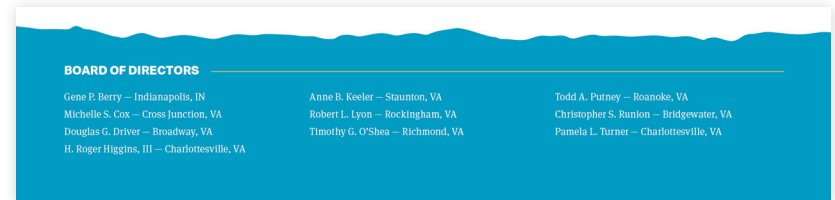
### Logo footer with corporate contact information and disclosure

Use this version for sales-related pieces and other corporate communications.



### Colored mountain footer

Use this version for multi-page documents as a way to highlight key information. Do not use for all the pages or the concluding page.



### Dark blue mountain footer

Use this version on the concluding page of a multi-page document. This is the preferred version of the footer.



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# Brand usage



## Brand usage

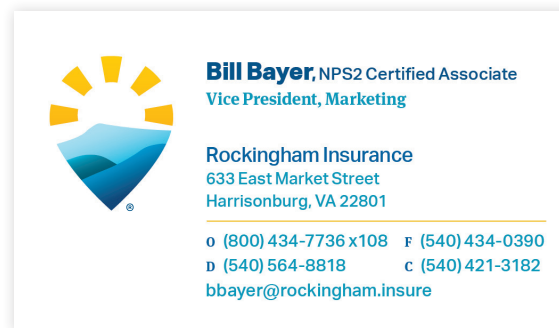
### Corporate office business cards

To order business cards, go to [rockingham.insure/print-portal](https://rockingham.insure/print-portal).

Worth Higgins is Rockingham Insurance's contracted vendor for standard stationery items.

When formatting stationery content, please refer to the guidelines in the Editorial section on page 43.

#### Front of card



- (O) Office phone number
- (D) Direct phone number
- (F) Fax phone number
- (C) Cell phone number

#### Back of card



All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)

# Brand usage

## Exclusive Agent business cards

To order business cards, go to [rockingham.insure/print-portal](http://rockingham.insure/print-portal).

When formatting stationery content, please refer to the guidelines in the Editorial section on page 43.

### OPTION 1

#### Front of card without photo

If street address is too long for one line, abbreviate street directions, street type, and room types.



### OPTION 2

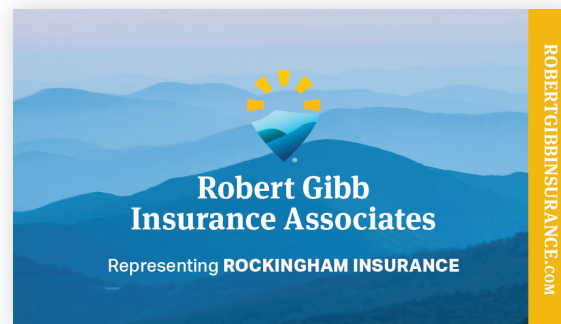
#### Front of card with photo

Photo should be professionally photographed, color corrected with a non-studio background.



### Back of card

URLs should be written without www and with the appropriate extension.



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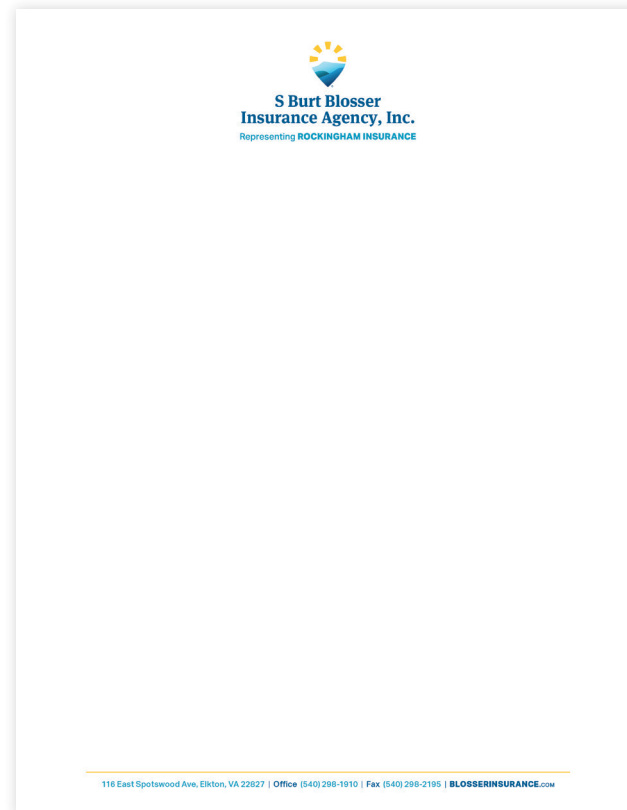
# Brand usage

## Letterhead

To order letterhead, go to [rockingham.insure/print-portal](http://rockingham.insure/print-portal).

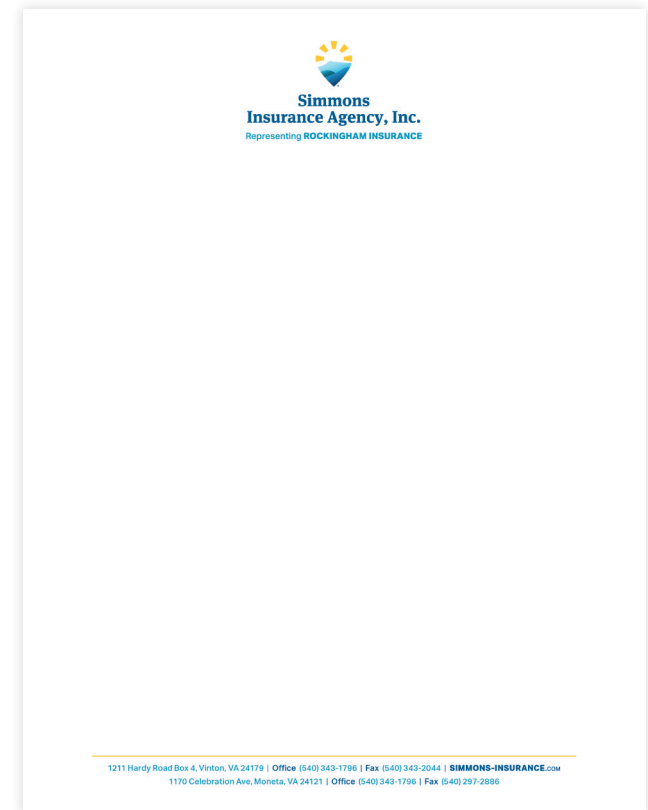
When formatting stationery content, please refer to the guidelines in the Editorial section on page 43.

### Single office



### Multiple offices

List one additional office, nearest to your location.



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# Brand usage

## Exclusive Agent signage

The roadside signage is available as an illuminated and non-illuminated sign.

Listed are the specifications for fonts and colors for vendors.

An alternative version with an existing agency logo is available upon request.

### Illuminated and non-illuminated roadside signage

#### Logo specs

The *here* mark in the master lockup is slightly larger to increase legibility.

#### Agency or Agent name specs

Font: Meta Serif Pro, Bold weight  
Tracking: 100  
Kerning: Optical

#### Product lines specs

Font: Aktiv Grotesk, Medium weight  
Tracking: 0  
Kerning: Optical



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# Brand usage

## Exclusive Agent signage

The monument signage is available as an illuminated and non-illuminated sign.

Listed are the specifications for fonts and colors for vendors.

An alternative version with an existing agency logo is available upon request.

## Monument signage

### Agency or Agent name specs

Font: Meta Serif Pro, Bold weight  
Tracking: 100  
Kerning: Optical

### Product lines specs

Font: Aktiv Grotesk, XBold weight  
Tracking: 0  
Kerning: Optical



**Color specs**  
PANTONE 7462 C

**Color specs**  
PANTONE 7459 C

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

# Brand usage

## Exclusive Agent signage

The hanging signage is available with the vertical or horizontal corporate logo.

Listed are the specifications for fonts and colors for vendors.

An alternative version with an existing agency logo is available upon request.

### Vertical hanging signage



#### Agency or Agent line 1 name specs

Font: Meta Serif Pro, Bold weight  
Tracking: 75  
Kerning: Optical

#### Agency or Agent name line 2 specs

Font: Meta Serif Pro, Bold weight  
Tracking: 100  
Kerning: Optical

**Color specs**  
PANTONE 7462 C

#### Phone number specs

Font: Aktiv Grotesk, Medium weight  
Tracking: 0  
Kerning: Optical

### Horizontal hanging signage



*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

# Brand usage

## Exclusive Agent signage

The hanging signage is available with the vertical or horizontal corporate logo. Agents have the option to add their hours of operation.

Listed are the specifications for fonts and colors for vendors.

An alternative version with an existing agency logo is available upon request.

### Building signage



#### Agency or Agent line 1 name specs

Font: Meta Serif Pro, Bold weight

Tracking: 75

Kerning: Optical

#### Agency or Agent name line 2 specs

Font: Meta Serif Pro, Bold weight

Tracking: 100

Kerning: Optical

#### Hours of operation

Font: Aktiv Grotesk, Medium weight

Tracking: 15

Kerning: Optical

**BRUCE GARDNER**  
INSURANCE AGENCY

**Color specs**  
PANTONE 7462 C

MONDAY-FRIDAY 8:30 AM – 5:00 PM  
EVENINGS AND SATURDAYS BY APPOINTMENT

HOME | AUTO | FARM | BUSINESS

**Color specs**  
PANTONE 7459 C

#### Product lines specs

Font: Aktiv Grotesk, XBold weight

Tracking: 0

Kerning: Optical

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# Brand usage

## Social media

All Rockingham Insurance departments and Exclusive Agent social media channels should adhere to the brand standards.

This ensures that corporate and partner accounts represent Rockingham Insurance on third-party social platforms appropriately and also facilitates your audience's immediate connection of you to the company.

For questions concerning use of the Rockingham Insurance brand, tagline or other messaging on social media sites, please email [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com).

*All usage of the Rockingham Insurance logo must be pre-approved by the Marketing Communications department: [marketing@rockinghamgroup.com](mailto:marketing@rockinghamgroup.com)*

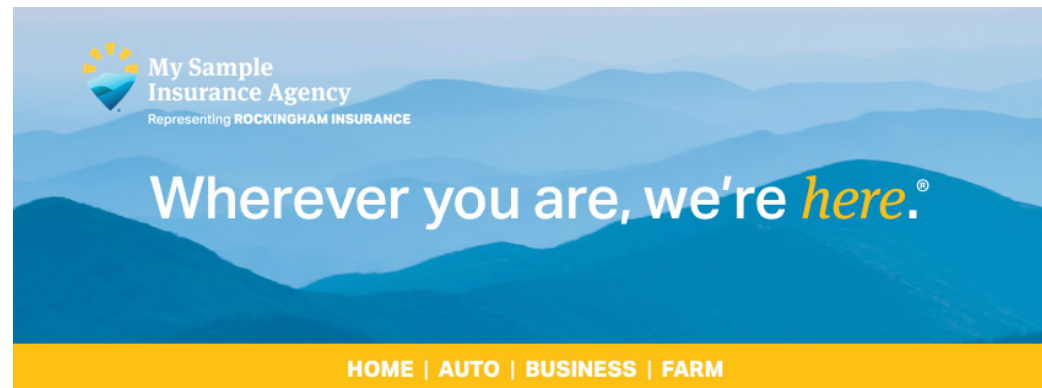
### Primary corporate account mark

Use the *here* mark for profile pictures.



### Exclusive Agent accounts

For Facebook, Exclusive Agents should use their customized tagline cover image for their profiles.





# Editorial



# Editorial

## About our name

Our company's official name is Rockingham Insurance.

When Rockingham Insurance is followed by a business or department name, Rockingham Insurance may or may not take the possessive form. For example, Rockingham Specialty or Rockingham Insurance's Call Center.

## Text marks

Our brand tagline is "Wherever you are, we're *here*." When standing alone or ending a sentence, it takes a period. When occurring at the beginning or in the middle of a sentence, it does not.

When the brand tagline is referenced on marketing materials, the word *here* should be:

- Italicized
- Gold on dark backgrounds, gold or blue on light backgrounds
- Typeset in Meta Serif Pro Book Italic (preferred) or Merriweather Italic

## Product lines

Our main product lines are home, auto, farm and business insurance. When used as a footer element on advertisements, the product lines should be:

- Listed in the following order: HOME, AUTO, FARM, BUSINESS
- All capitalized
- Each product line should be divided by the "|" character, with double spacing
- Typeset in Aktiv Grotesk XBold (preferred) or Heebo Extrabold
- The "|" character should be typeset in Aktiv Grotesk Medium or Heebo Medium
- The featured product line should be emphasized in dark blue

Example: **HOME | AUTO | FARM | BUSINESS**

# Editorial

## Editorial rules

### Abbreviations and acronyms

An acronym is a word formed from the first letter or letters of a series of words: scuba (self-contained underwater breathing apparatus). An abbreviation is not an acronym.

Do not follow a word or phrase with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

### Addresses

Street addresses should be spelled out in return addresses, web signatures and in “contact us” sections. States should be abbreviated. In running copy, write out street type, directions, units, suites, etc.

633 East Market Street, Harrisonburg, VA 22801

### Capitalization

Do not use all caps on a company name unless the individual letters are pronounced. If the company’s name or product begins with a lowercase letter (like iPhone or eBay), try to reorder the sentence so that you can capitalize the name as the company usually does. If reordering is impossible, capitalize the first letter and any other letter the company usually capitalizes.

### Company names

Abbreviate company (Co.), corporation (Corp.), incorporated (Inc.) and limited (Ltd.) when part of the name but do not use a comma before these abbreviations.

# Editorial

## Editorial rules

### Headlines

Where possible, use sentence-structured, active headlines. Example: Rockingham Insurance now covers new insurance products

Capitalize only the first word and proper nouns. The one exception is that the first word after a colon is always uppercase in headlines. Always use single quotation marks.

### Times

Use figures except for noon and midnight. Use a colon to separate hours from minutes. The letters "AM" and "PM" should be two points smaller than the hour and minutes. Example: 11 AM, 1 PM, 3:30 PM, 9-11 AM, 9 AM to 5 PM.

Avoid redundancies such as 10 PM this morning, 10 PM tonight or 10 PM Monday night. Instead, use 10 PM or 10 PM Monday, etc.

### Telephone and fax numbers

Use figures and surround area codes with parentheses. Example: (800) 123-1234

# Editorial

## Editorial rules

### URLs

As a best practice, the cleanest, shortest working URL should be used in print pieces, websites and on stationery. Most sites, including *rockingham.insure* addresses no longer require the www (even if they appear on the landing page).

As long as the URL works without www, http:// and https:// they can be removed. However, because some sites do still require these prefixes, the URL should be tested in multiple browsers (IE, Firefox and Chrome) before removing any part of the address.

For print publications when the URL does not fit entirely on one line, break it into two or more lines without adding a hyphen or other punctuation mark, and carry any punctuation in the URL to the second line.

The URL should always be the last item in a sentence.

Example: To get a free quote, contact your local agent or visit *rockingham.insure*.