

The background features a dynamic graphic design composed of several thick, curved lines in white and light blue. These curves flow from the top left towards the bottom right, creating a sense of motion and depth against a solid dark blue background.

CHUBB

Identity Manual
2012

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welcome

welcome

Welcome to the Chubb Group of Insurance Companies Identity Manual Guide Book. Due to the uniqueness of this company, this book is designed to ensure that the companies identity is delivered in an exact manner. You'll be able to learn the usage and handling of our logo to help maintain the quality and uniqueness of our brand.



about chubb

about chubb

For 130 years, the Chubb Group of Insurance Companies has been delivering exceptional property and casualty insurance products and services to businesses and individuals around the world. Today, they are the 12th largest property and casualty insurer in the United States and have a worldwide network of some 120 offices in 26 countries staffed by 10,100 employees.

logo

logo

This section will show you the usage and requirements of the logo. The Chubb logo is NOT copyright free. It is important to maintain the integrity of the logo. We therefore ask that you keep these guidelines in mind when using the logo

- The logo should use only the “official” logo colors listed in this manual.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed in this manual, the logo may not be modified in any way.
- Additional text may not be added in such a way that it appears to be part of the logo itself.

color pallette

old logo



current logo



PANTONE 293 U

cyan
magenta
yellow
black

100
57
0
2

red
green
blue

0
102
179

vibrations



..... only the logo



..... the logo and the name "Chubb"
under it {default}



..... the logo and the full
name of the company

one color

When color is not an option, the black and white logo of Chubb is available and can be used. In order for the logo to stand out, make sure there is enough contrast to give that result.



white on black



black on white

size requirements

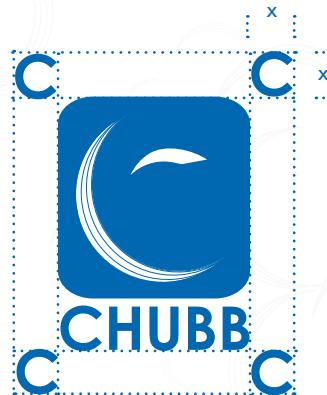


print 300dpi
web 100dpi

Due to the prime details in this logo, whenever resizing the logo, never reduce the logo's size smaller than 0.75" in width. This is very important to the company as we keep us outstanding.

clearance area

This logo requires a clear space around it. No matter what the scale is. The bigger the logo the larger the clearance space which can be measured by the "c" in the word "Chubb" also labeled as "x". Whenever possible, additional clear space is preferred.



logo usage

this logo can never be used in the following ways...



wrong placement
of the name "Chubb"



changing the direction of the
logo



adding a border around the
black on white version of the
logo



replacing the font used on the
logo



changing the color of the logo
besides using it full white on a
colored background

typography

futura light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww XxYy Zz

futura medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww XxYy Zz

futura book italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww XxYy Zz

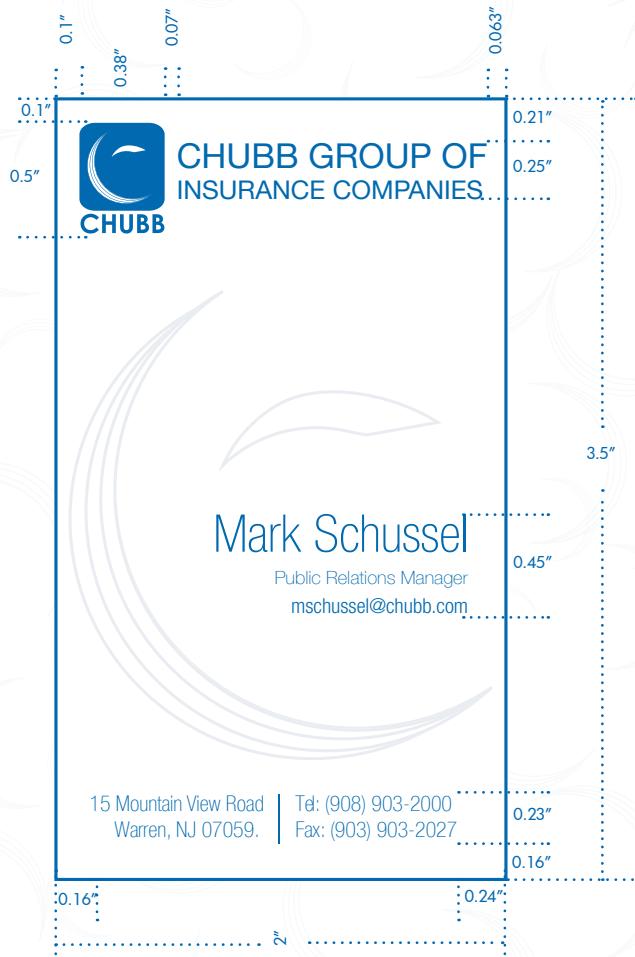
The font used in this logo is Futura. This is our primary font of the company. Helvetica is sometimes used on other things EXCEPT on the logo.

stationery

stationery

Stationery reflects upon individuals as well as on the Corporation. It is particularly critical that stationery projects meet the Chubb standards. The approved layouts for various stationery items are shown in this section.

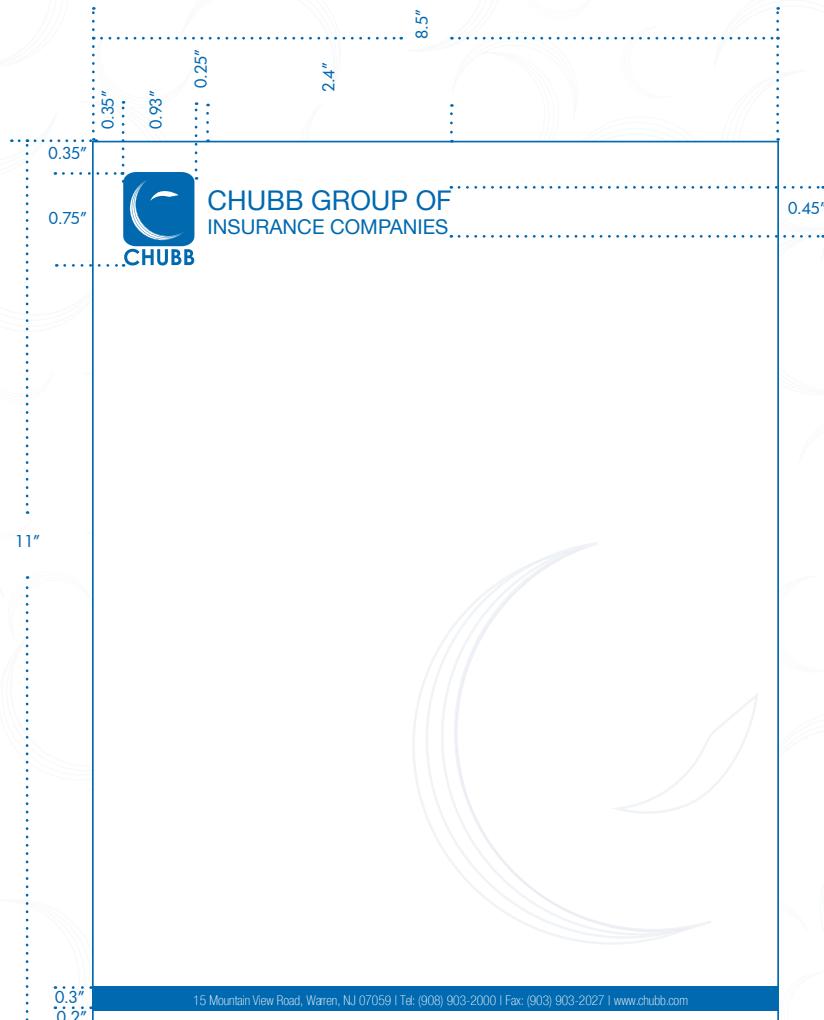
business card



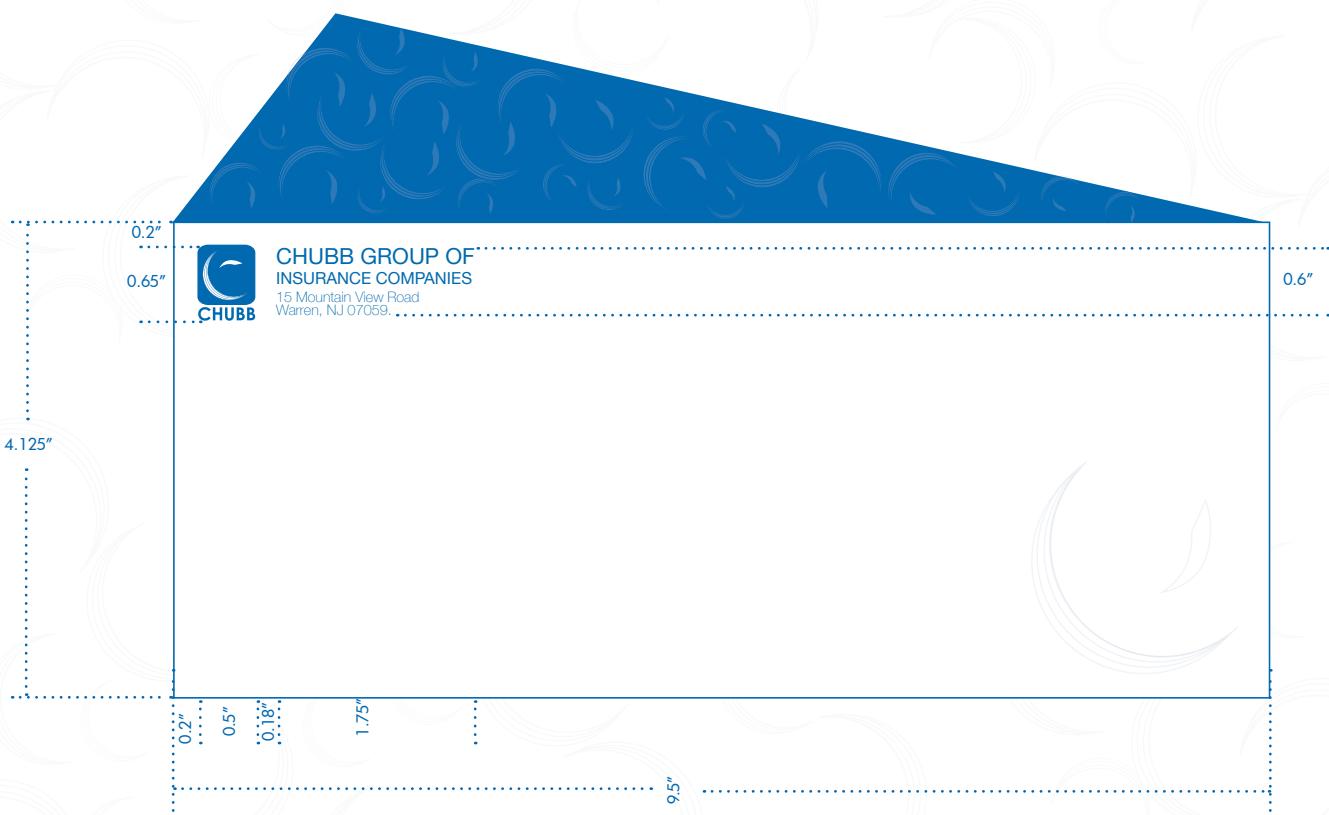
The dimensions of the business card are 3.5" H x 2" W. The background color is white and a tinted logo on it with low alpha. Its printed as either matte or glossy. The information that should be included on the business card are name, position, address, e-mail, and phone.

letterhead

The dimensions of the letterhead are 8.5x11. The street logo should be placed top left corner, .35" from the side edge and .35" down from the top edge. The logo size is .95" H and 0.7 W. The should be .25" away from the type.



envelope



The dimensions of the envelope are 9.5x4.125. Logo with street address should be placed top left .2" from the edge and .2" down.

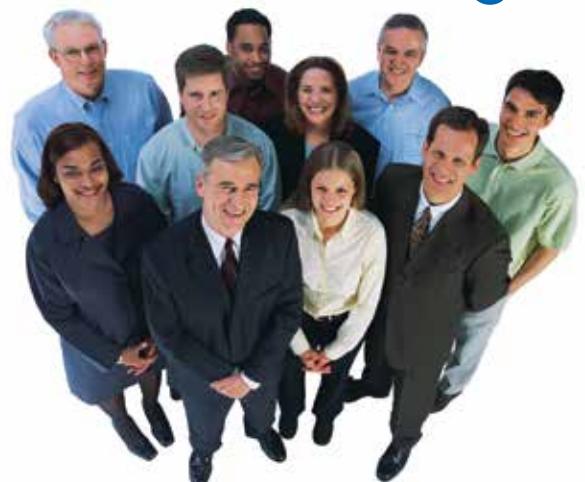
publications

publications

This section shows examples of Chubb's publication items; a brochure, newsletter and a signup form.

brochure

CHUBB



Chubb Commercial Excess
and Umbrella Insurance



15 Mountain View Road, Warren, NJ 07059 | Tel: (908) 903-2000 | Fax: (908) 903-2027

www.chubb.com

newsletter

The Chubb newsletter will be e-mailed monthly to customers to inform them about what's new in the company; new or upgraded services, deals and many more.

New insurance for IT and telecommunications companies



ProTech by Chubb

Information & Communication Technologies (ICT)

Chubb was one of the first IT-insurers worldwide and has been setting new standards in the seventies with tailored insurance solutions for ICT companies.

Contractual Liability + time + Shipping damage caused by viruses

The new Chubb property damage coverage for IT and telecom companies offering to the market standard including worldwide coverage for these risks. Other special solutions can be flexibly integrated and offered as a package solution.

[More](#)

At a glance:

ProTech ICT by Chubb

Which companies and risks we insure? What (specific) cover elements are integrated?

[More](#)

Brochures and Fact Sheets

Here you will find detailed information about ProTech ICT by Chubb and numerous examples of losses

[More](#)

Your Contact Person

You have any questions regarding our product or want an appointment? Our experts are here to help!

[More](#)

Nicole Franzen Chubb Northern Europe



CHUBB NEWS

www.chubb.com

signup form

The Chubb sign-up form is for new comers. New customers will fill out these sheets which asks basic information about them and the coverage plane they want.

advertisements

advertisements

This section shows examples of Chubb's advertising items; a magazine ad., billboard ad. and a social network ad.

magazine advertisement



The Chubb magazine ad. is very much designed based on their famous phrase “who insures you doesn’t matter”. This will help to ensure that their advertisements will reach their targeted people even if they don’t have access to the internet.

billboard advertisement



The Chubb billboard advertisement will be placed on mainly the road sides of major and highly populated cities. This will greatly help inform people about the companies coverages

social network advertisement

The Chubb social network ad designed mainly for Facebook will help advertise the company to the users of the network through deals, catchy facts and announcements which will be linked to its social network page for more info.

Sponsored

Create an Ad

Chubb Group of Insurance Companies

www.chubb.com

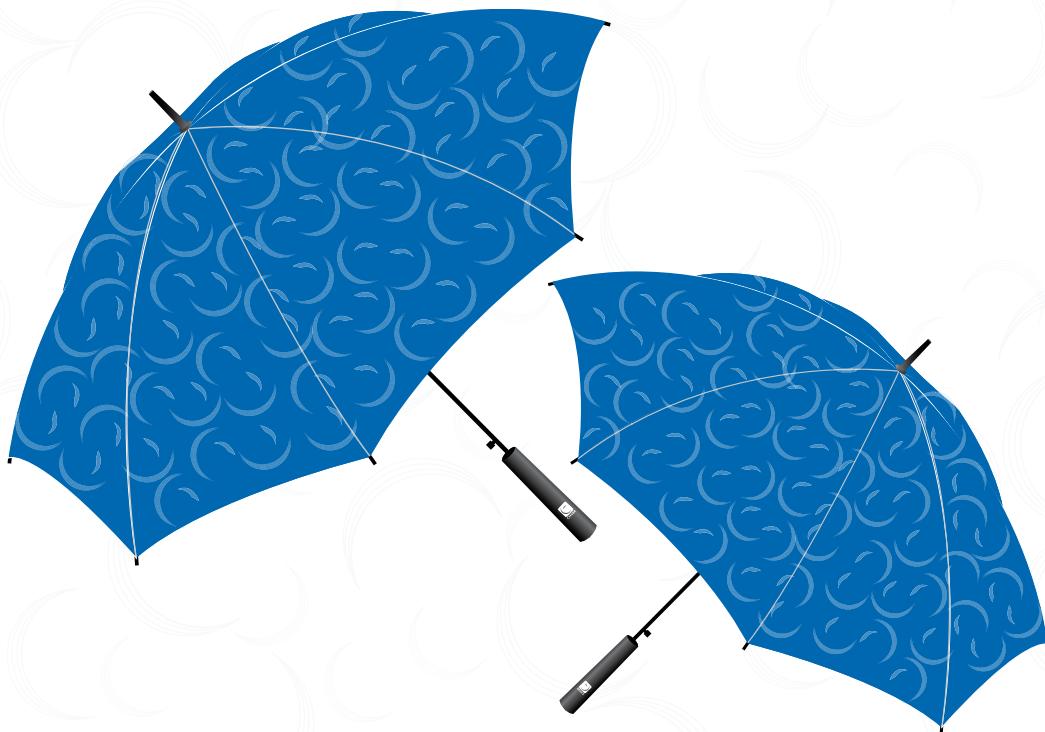


Over 100 years of coverage speaks a lot. Find out how Chubb can save you money and cover you like no other. Start now!

promotionals

This section shows few examples of Chubb's promotional items; an umbrella, t-shirt and a calendar.

umbrella



One item that would be used to promote Chubb and their services is this umbrella. The blue with a logo texture and the handle has the full logo in white on it.

t-shirt



The Chubb shirt will be worn by the staff of the company. It comes in only one color; white with a blue neck line and the logo on the left chest side. The color choices not only reinforces the brand but also uses high contrast to catch attention.

calendar



The Chubb calendar will be on the desks of the staff and also given to their customers as gift on their first time visit. Here also the color choices not only reinforces the brand but also uses high contrast to grab attention.



**CHUBB GROUP OF
INSURANCE COMPANIES**

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