

Updated February 2025

# Branding Guide



Member Companies of the Donegal Insurance Group®





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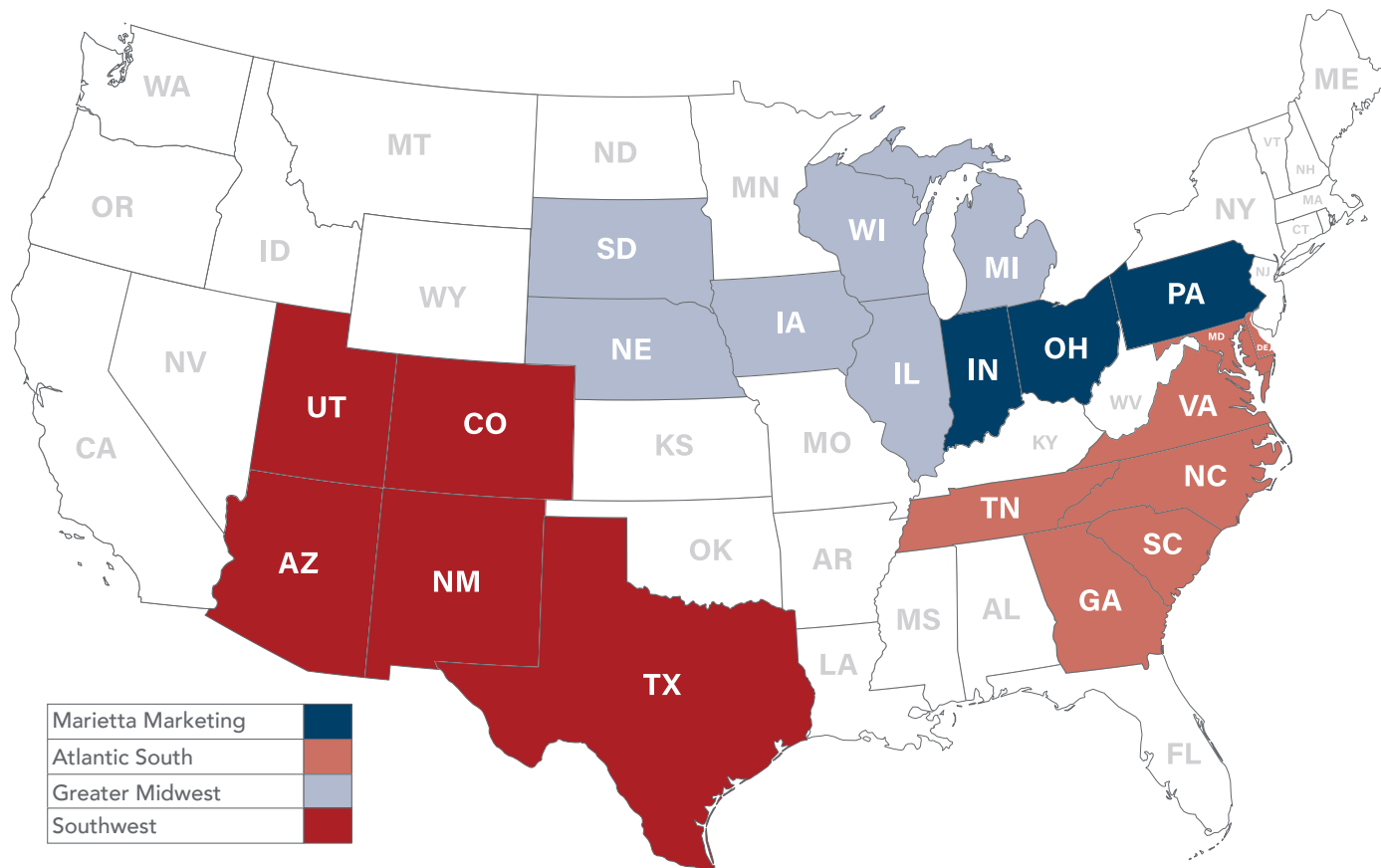
# Our Purpose

We aim to excel as a leading regional provider of quality property and casualty insurance products for businesses and individual customers. We focus on excellent customer service, fair claims handling, underwriting profitability, and innovative marketing through the independent agency system while providing a challenging and fulfilling working environment for our employees.



# Our Companies

The Donegal Insurance Group is broken into three member companies. These companies are divided by service region and follow the same brand standards, as outlined in this guide.



**COVERS:** Delaware, Georgia, Illinois, Indiana, Iowa, Maryland, Nebraska, North Carolina, Ohio, Pennsylvania, South Carolina, South Dakota, Tennessee, Virginia, Wisconsin

**WEBSITE:** <https://www.donegalgroup.com/>



**COVERS:** Arizona, Colorado, New Mexico, Texas, Utah

**WEBSITE:** <https://www.msig-nm.com/>



**COVERS:** Michigan

**WEBSITE:** <https://michiganinsurance.com/>



# Our Logos

The Donegal Insurance Group started in 1889 and the values, vision, and mission have lasted decades. Our brand is our name and reflects the sound heritage of financial strength and excellence as a provider of quality insurance.

[Download our logos at DonegalMediaKit.com.](https://DonegalMediaKit.com)

## LOGO



## CLEAR SPACE

Always keep a minimum clear space around the logo. The minimum clear space is defined as 50% the height of the sun icon in the primary logo.



## LOGO



## CLEAR SPACE

Always keep a minimum clear space around the logo. The minimum clear space is defined as 60% the height of the mountains icon in the primary logo.



## LOGO



## CLEAR SPACE

Always keep a minimum clear space around the logo. The minimum clear space is defined as 50% the height of the triangular icon in the primary logo.



# Tri-Company Lockup

As Mountain States Insurance and Michigan Insurance are member companies of Donegal, it's important that the hierarchy be accurately represented. There are two approved lockups. The lockup files supplied at [DonegalMediaKit.com](https://DonegalMediaKit.com) must be used.

## VERTICAL



Member Companies of the Donegal Insurance Group®



## HORIZONTAL



Member Companies of the Donegal Insurance Group®



Member Companies of the Donegal Insurance Group®

## SAFE SPACE AND MINIMUM SIZE

Use the Donegal sun as a guide; the smallest it should be is 0.4" high proportionately. The height of the triangular Michigan icon is the safe space.



## SAFE SPACE AND MINIMUM SIZE

Use the Michigan logo as a guide; the smallest it should be is 0.5" high proportionately. The width of the triangular Michigan icon is the safe space.

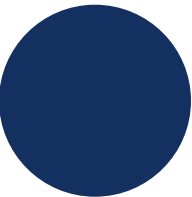




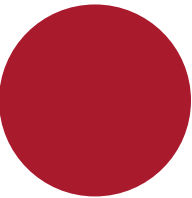
# Our Logos

## COLORS

Each logo uses solid these solid colors:



PMS: 541 C  
UNCOATED PMS: 541 U  
CMYK: 100, 52, 0, 51  
RGB: 29, 66, 106  
HEX: 1D426A



PMS: 187 C  
UNCOATED PMS: 187 U  
CMYK: 0, 100, 71, 29  
RGB: 151, 32, 48  
HEX: 972030

## MINIMUM SIZE

The minimum size applies to all three brand logos. The smallest the logo should be is 0.5” high for print or 96 pixels high for web proportionately.



## UNACCEPTABLE USAGE



Do not add drop shadows or other text styles.



Do not apply gradients or patterns to the logo. The colors should only be solid colors.



Do not rearrange or remove any elements of the logo.



Do not use off-brand colors. Please reference the Color section on [page 11](#).



Do not make smaller than minimum size.

# Our Tagline

Donegal's tagline is "There when it matters most."<sup>TM</sup>

It has its own set of rules and standards when being used with the logo or on its own as a headline.

## EDITORIAL REQUIREMENTS

Should always be sentence case, whether used with logo or as a headline.

Should always have period at the end, whether used with logo or as a headline.

Should always have the trademark symbol at the end, with superscript formatting.

## COLORS

The tagline can appear in any of the three branded colors, including white. Color should be chosen based on best contrast with it's background.

See Logo Application ([page 9](#)) for more details.



# There when it matters most.<sup>TM</sup>

## DESIGN REQUIREMENTS

When used with the Donegal logo, the tagline must only appear under the logo following the Clear Space rule.

It should appear as one line with strict alignment to the left and right of the Donegal logo.

When used with the logo, only use Avenir Heavy font. When used as a tagline, follow Typography rules ([page 13](#)).



# Signage

All rules, including Color, Clear Space, and Unacceptable Usage, should be followed, including for large-scale items (i.e., billboards, signs, tradeshow booths, etc.).

## MINIMUM SIZE FOR LARGE SCALE

The smallest the logo should appear on large items is 15% the height of the deliverable. It should always follow the Clear Space rule. If using a partnership logo, please size partner logo according to Partnership Logo standards on the next page.

|                        |   |                                    |
|------------------------|---|------------------------------------|
| Your Logo here         |  | Donegal logo minimum height= 25.2" |
| Billboard height= 168" |   |                                    |

Example above to be used for sizing purposes only.



# Partnership Logos

Follow these suggestions for materials featuring the Donegal logo alongside other company logos.

## HORIZONTAL LOCKUP



Align partnership logos within the Clear Space rules. A 1.75-pt. divider line must be added between the logos utilizing the logo height for vertical scale. It can be used in any of the branded colors including white. In a horizontal lockup, the Donegal logo should always appear to the farthest right of partnership logos and the dividing line.

## HIERARCHY

JONES  
*Insurance*



When using partnership logos in an organic layout, the Donegal logo must appear no smaller than 50% of the partnership logo size.

## VERTICAL LOCKUP



JONES  
*Insurance*



In a vertical lockup, the Donegal logo should always appear on the bottom under the dividing line. The line should extend to the edge of the logo width.



# Logo Application

When using logos on top of photos, make sure the image does not make the logo illegible.

## LOGO ON COLOR

White versions of the logo may be used on backgrounds within the branded color palette.



## UNACCEPTABLE USAGE

Do not use logo on colors outside of brand or that make logo unrecognizable. Do not use background patterns that are busy or distracting.



## PHOTO BACKGROUND



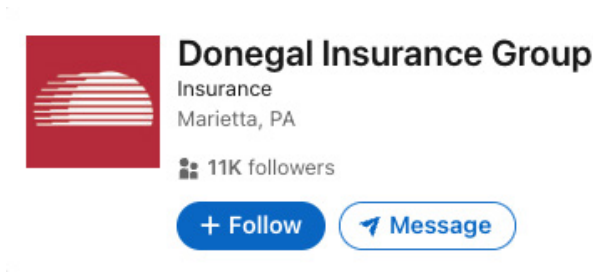
For best contrast, utilize a full-color logo on lighter photo backgrounds and a white logo on darker photo backgrounds. Images should not have too many details in the background, and logos should be placed in negative space. See more about choosing the best images in the Photography section ([page 14](#)).

# Logo Icons

The Donegal “sun” may only be separated from the logo as a profile image or favicon. It should never stand alone to represent the brand by itself.

The Mountain “M” may only be separated from the logo as a profile image, favicon, or watermark. It should never stand alone to represent the brand by itself.

The triangular Michigan icon may only be separated from the logo as a profile image, favicon, or watermark. It should never stand alone to represent the brand by itself.

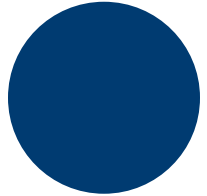




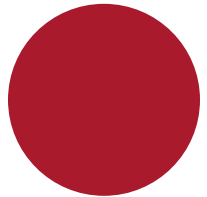
# Color

Our colors define who we are and, together, represent trust, loyalty, stability, leadership, and strength.  
[Download our colors at DonegalMediaKit.com.](https://www.donegalmedia.com/branding-guide)

## PRIMARY COLORS



**PMS:** 541 C  
**UNCOATED PMS:** 541 U  
**CMYK:** 100, 52, 0, 51  
**RGB:** 29, 66, 106  
**HEX:** 1D426A



**PMS:** 187 C  
**UNCOATED PMS:** 187 U  
**CMYK:** 0, 100, 71, 29  
**RGB:** 151, 32, 48  
**HEX:** 972030

A 25% or 15% tint (blue only) of the Primary Colors may be used when a tone-on-tone pairing is needed.



**25% Tint:**  
**HEX** A9B6CC

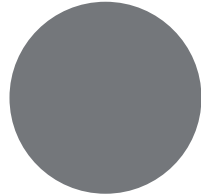


**15% Tint:**  
**HEX** D9E2E9

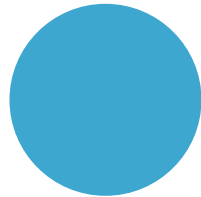


**25% Tint:**  
**HEX** FFCCC6

## SECONDARY COLORS



**PMS:** Cool Gray 9 C  
**UNCOATED PMS:** Cool Gray 9 U  
**CMYK:** 50, 40, 34, 17  
**RGB:** 97, 100, 106  
**HEX:** 61646A



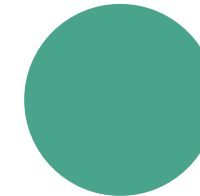
**PMS:** 7702 C  
**UNCOATED PMS:** 7702 U  
**CMYK:** 66, 8, 7, 1  
**RGB:** 72, 169, 197  
**HEX:** 48A9C5

## TERTIARY COLORS

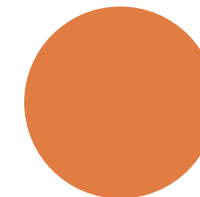
Tertiary colors exist for infographic, graph, and presentation purposes. They should never feature heavily in a design.



**PMS:** 7499 C  
**UNCOATED PMS:** 7499 U  
**CMYK:** 1, 1, 29, 0  
**RGB:** 241, 230, 178  
**HEX:** F1E6B2



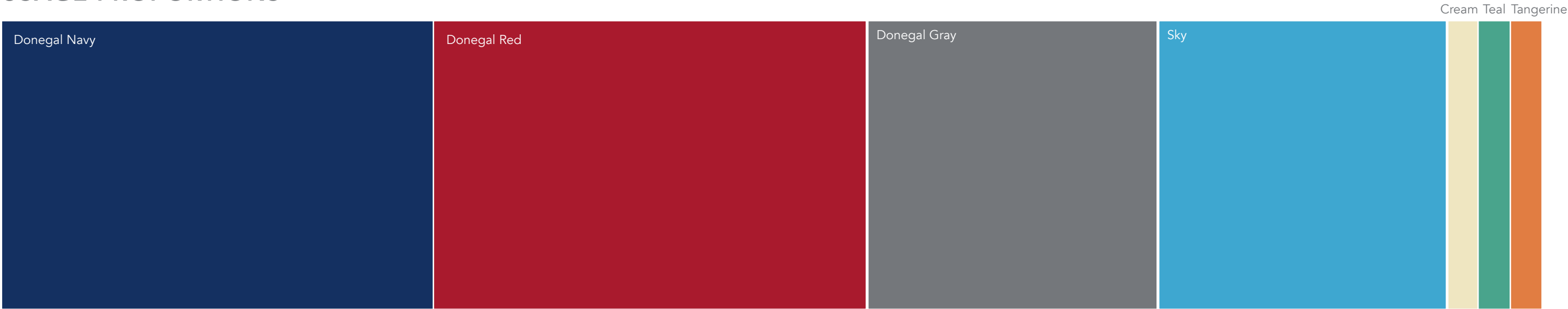
**PMS:** 7723 C  
**UNCOATED PMS:** 7723 U  
**CMYK:** 67, 4, 51, 5  
**RGB:** 80, 166, 132  
**HEX:** 50A684



**PMS:** 7577 C  
**UNCOATED PMS:** 7577 U  
**CMYK:** 0, 57, 81, 1  
**RGB:** 224, 126, 60  
**HEX:** E07E3C

# Color

## USAGE PROPORTIONS



Follow these proportions for a proper balance of color on all Donegal, Mountain States, and Michigan materials. Navy and red should balance the composition, with gray used for critical moments such as body copy or for contrast. Tertiary colors may be used for pops of color or to convey specific meaning (such as a positive statistic within a report); they should never feature heavily in a design.

# Typography

Donegal's typography is simple, clean, and modern. It helps to create organized layouts and designs while keeping a consistent look from one element to the next.

## FONT PAIRINGS

For best readability and clear, concise hierarchy, use these font pairings on all materials.

### PAIRING 1

Avenir Book  
Avenir Heavy

### PAIRING 2

Avenir Medium  
Avenir Black

## WEB-SAFE FONT ALTERNATIVES

When a web font is needed, please use **Lato Light** (instead of Avenir Book), **Lato Regular** (instead of Avenir Medium), **Lato Bold** (instead of Avenir Heavy), and **Lato Black** (instead of Avenir Black).

### AVENIR BOOK

Aa

### AVENIR MEDIUM

Aa

### AVENIR HEAVY

Aa

### AVENIR BLACK

Aa

## HEADER

**Avenir Black**

## SUBHEAD/CALL TO ACTION

**Avenir Heavy**

## BODY

Avenir Medium

## CAPTIONS/DESCRIPTIONS

Avenir Book

## HIERARCHY

**This headline  
is set in Black.**

This body copy is set in Medium for best contrast. It is about 50% of the size of the headline for optimum hierarchy and readability.



# Photography

When choosing photos, we aim to be inclusive, friendly, inviting, and relatable. The image should represent the message of the material and create a sense of connection with the audience.

## GOALS

- |                      |            |
|----------------------|------------|
| ✓ Genuine            | ✗ Cold     |
| ✓ Realistic          | ✗ Staged   |
| ✓ Negative Space     | ✗ Corny    |
| ✓ Inspirational      | ✗ Busy     |
| ✓ Natural Lighting   | ✗ Patterns |
| ✓ Engaging           | ✗ Scary    |
| ✓ Strong Focal Point | ✗ Stiff    |



Photos should feel genuine and engaging and show strong diversity in all forms.



Look for photos with negative space for content, logos, etc.



Environments should look authentic with natural lighting and placement of objects.



Images should represent the message in a realistic way.

# Iconography

Iconography should be simple, within brand, and enhance the nearby content. We're direct with our customers, even in our visual language. [Icon packs can be downloaded at DonegalMediaKit.com.](https://donegalmedia.com)



Line icons  
allowed



Solid fill icons  
allowed



Branded  
colors



Easy to  
understand

## COMMONLY USED ICONS



Auto



Home



Personal



Commercial



Commercial

## DO



Choose simple iconography that conveys a distinct meaning or emotion.

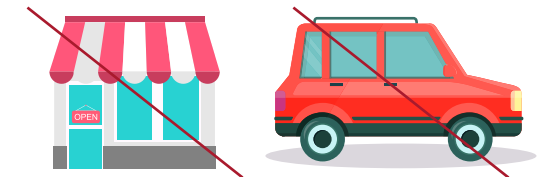


Use either solid **OR** line icons, depending on what works best with the deliverable.

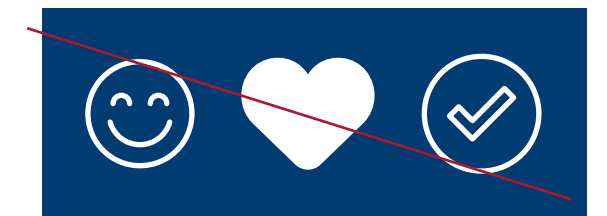


Use two branded colors if necessary.

## DO NOT



Use illustrations or clip art. Exceptions include: Internal Newsletters or Emails, External Newsletters, and Blog Posts.



Mix solid and line icons within the same deliverable.



Over-complicate icons or create confusing messages.



# Messaging

Messages should focus on protection, safety, and caring for our customers. Messaging should not focus on low pricing or monetary value. We should speak in layman's terms as often as possible and avoid corporate jargon.

EXAMPLES OF PHRASES INCLUDE:

**Protect your business, protect your future.**

**Commercial insurance that grows with you and your needs.**

**There when it matters most.™**





# Tone of Voice

Donegal's voice and tone express our brand's essence—who we are and what we stand for. It is designed to inform, unite, and provide a consistent feeling that speaks to our brand.

We do not want to feel overly corporate, but we still need to be professional. **MESSAGES SHOULD BE:**

## Welcoming

We're there when it matters most. No matter what life brings your way, we'll help you get through it.

## Relatable

We're all in it together, from homeowners to drivers, from small business owners to Donegal agents.

## Optimistic

With Donegal Insurance, you have one less thing to worry about, so you can focus on life's most important aspects.





# Audience

Our audience consists of both personal and business policyholders.

## Personal Policyholders

### Key insights:

- Loyal to insurers that deliver on brand integrity and service excellence
- Integrity is key
- Driven by service and trust
- To cultivate their interest and loyalty, Donegal must put customers' interests first, provide top-level security for customers' private information, and offer high-quality, responsive service

## Business Policyholders

### Key insights:

- Don't spend enough time assessing their insurance needs
- Biggest hurdle is time
- Need to know how Donegal will help them safeguard their business, employees, etc.



# Company Use Cases

Upon first mention, each company should be referred to as its full, official name. The official names of each company are as follows.



Donegal Insurance Group

On subsequent mentions:

Donegal



Mountain States Insurance Group

On subsequent mentions:

Mountain States



Michigan Insurance

*Michigan Insurance is never referred to as just "Michigan."*

**EXCEPTION:** The rule above does not have to be followed when used in more casual formats, such as social media or internal materials.



# Trademarks

## THE FOLLOWING ARE REGISTERED TRADEMARKS:

- Donegal Insurance Group®
- Donegal®
- Mountain States Insurance Group®

In any written copy, the first mention of 'Donegal Insurance Group,' 'Donegal,' and 'Mountain States Insurance Group' should include the registered trademark symbol (®).

The registered trademark symbol does not need to be included in subsequent mentions.

**NOTE:** Michigan Insurance is not trademarked.

## EXAMPLE:

When the unexpected occurs, you deserve the same care and empathy a friend would provide. You need genuine human interaction, not automated responses. At Donegal Insurance Group®, this is more than an expectation — it's a guarantee.

For over a century, individuals like yourself have placed their trust in Donegal® to stand by their side through life's difficulties and triumphs. Past, present, and future, you can rely on Donegal to be **There when it matters most.**™ — accompanying you and the ones you love through every phase of life.

**TAGLINE:** There when it matters most.™ is also trademarked. Please see Our Tagline ([page 6](#)) for more details.

# Co-Op Guidance

## MESSAGING & BRANDING REQUIREMENTS

- If naming specific types of insurance (home, auto, business), the ad may only list products that Donegal offers. *For example: Artwork promoting Life or Health Insurance will not be approved.*
- Messaging and images must not be price-oriented.
- Your agency logo and the Donegal (or Michigan Insurance or Mountain States) logo must be shown.
- Logos may be arranged in either horizontal or vertical lockup.
- The Donegal logo must appear no smaller than 50% of the agency logo size.

### Vertical Lockup



### Horizontal Lockup



## WHAT CAN I USE ADVERTISING & SPONSORSHIP DOLLARS FOR?

- Advertising, marketing, charitable donations, sponsorship opportunities, and events.
- Materials that showcase both the agent and the Donegal (or Michigan Insurance or Mountain States) logos.
- No alcohol-related events.

## GUIDELINES FOR CHARITABLE DONATIONS

- You must receive approval from Donegal before donating to a charity or nonprofit organization. Please send details on the organization to your Business Relationship Manager (BRM) to receive approval.
- You may use up to 50% of your total Advertising and Sponsorship budget for charitable donations. *For example: Leaders agents may donate \$1,500 of their total \$3,000 budget.*
- Donegal (or Michigan Insurance or Mountain States) must receive equal branding with your agency in the effort. Contact your BRM to discuss creative ways to receive recognition.

## REQUESTING REIMBURSEMENT

- All ads, donations, and sponsorships must be approved by Donegal in advance.
- Before placing an ad or committing to a sponsorship, you must share any creative (ad, signage, etc.) for approval. Please send artwork to [communications@donegalgroup.com](mailto:communications@donegalgroup.com).
- Pay for the ad, donation, or sponsorship directly and submit the Reimbursement Form and required documentation to [communications@donegalgroup.com](mailto:communications@donegalgroup.com).
- **All requests MUST BE RECEIVED by December 1, 2025, in order to receive reimbursement.** Reimbursement cannot be guaranteed for requests received after this date.

# Brand in Action

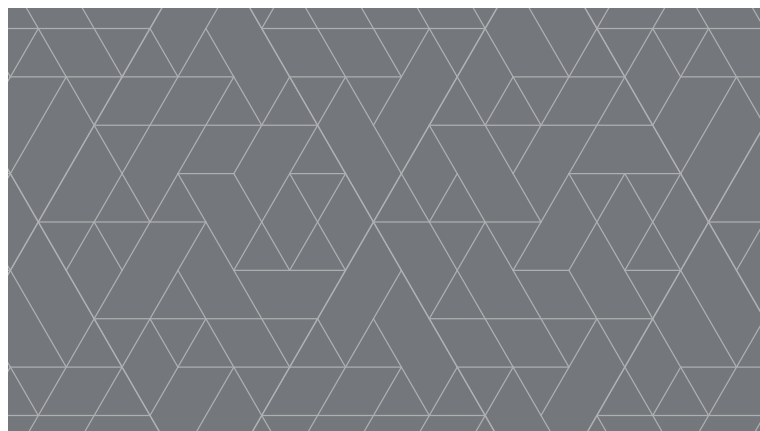


# Common Design Elements

There are a few elements commonly seen in Donegal materials. These are not requirements; this page may inspire your designs, but it should not restrict them.

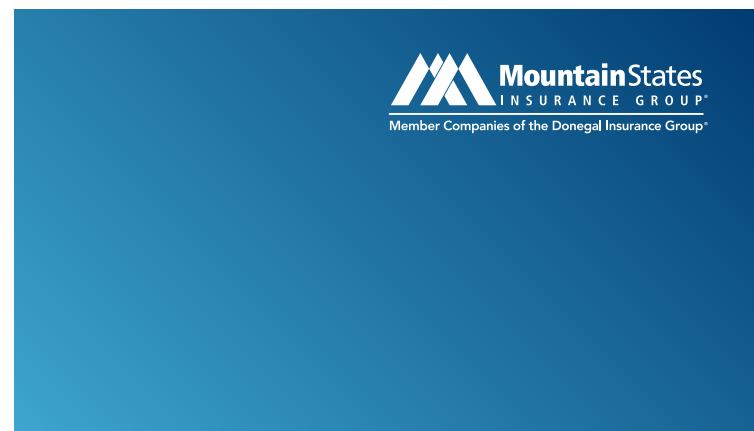
## PATTERNS

Patterns should be simple and favor geometric shapes over organic.



## GRADIENTS

Gradients are less common, but can be used to create depth and highlight areas of focus.



## CONTAINERS

Rounded containers mirror the shape of the Donegal sun and create a more approachable feel.

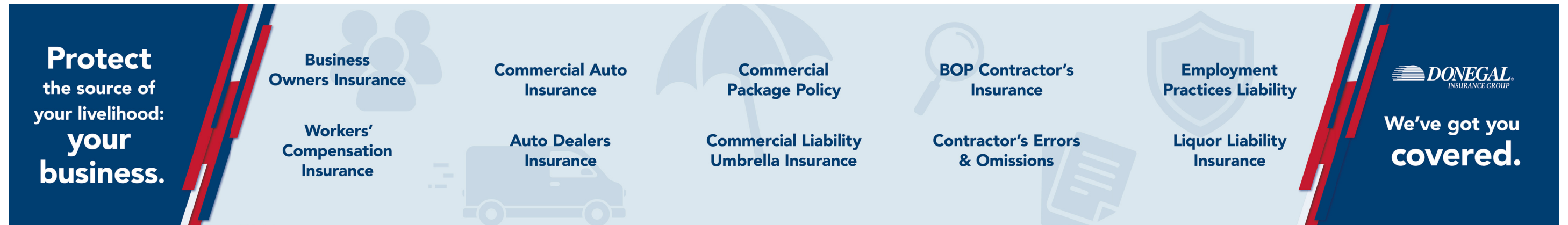


## ANGLES

Angular elements convey progression and action. They remind the viewer of Donegal's straightforward attitude.



LINKEDIN CAROUSEL ADS



LINKEDIN CAROUSEL ADS





AIRPORT AD



AIRPORT AD



SELFIE PICTURE FRAME



STANDING RETRACTABLE BANNER



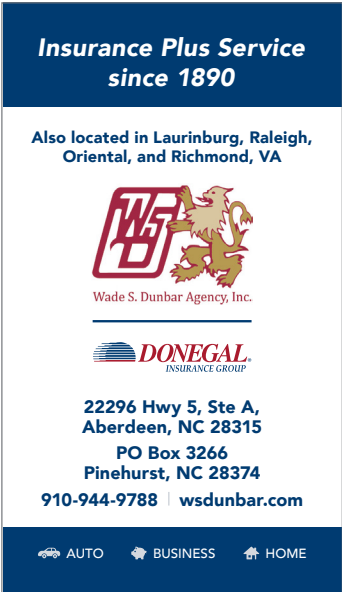
SPOTIFY VISUAL AD



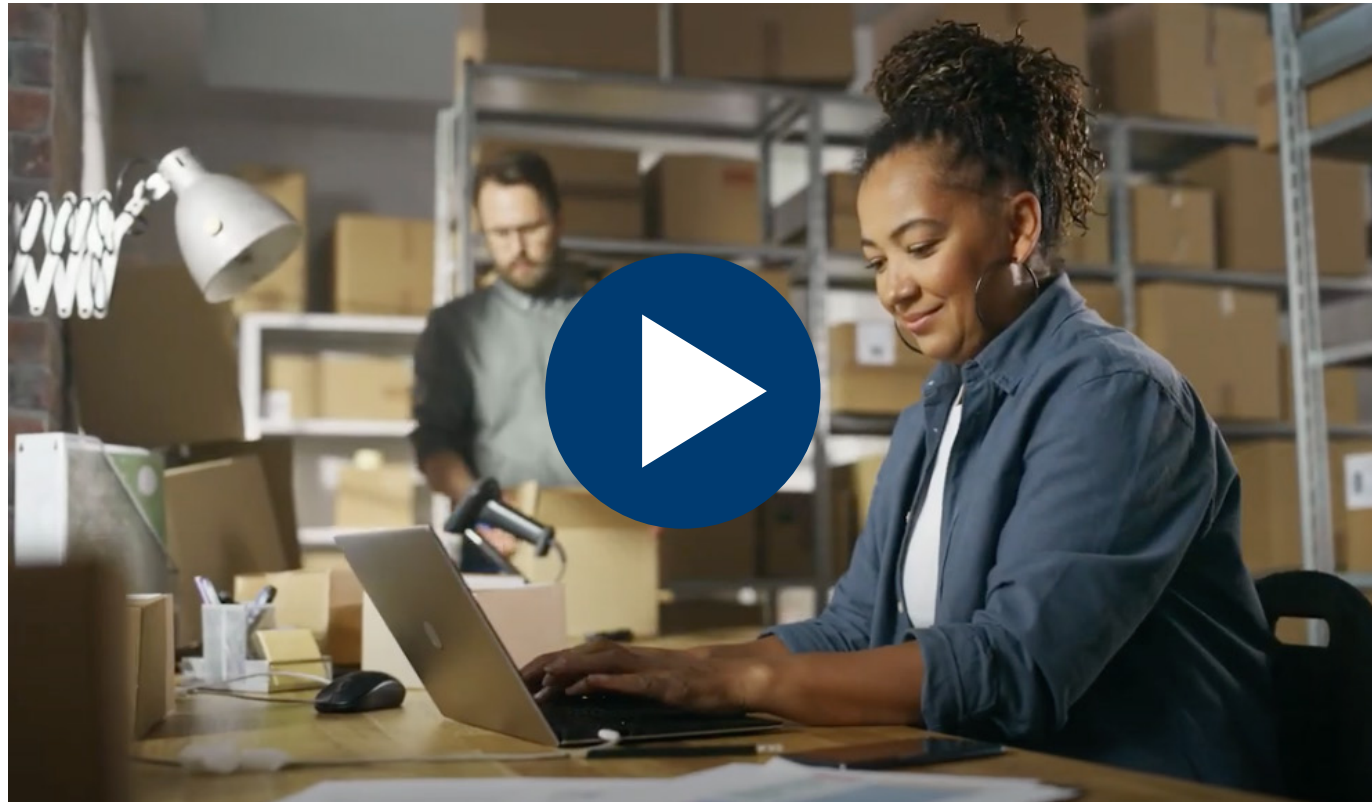
AIRPORT AD



NEWSPAPER PARTNERSHIP AD



VIDEO AD



ANIMATED OVERVIEW VIDEO







Questions? Contact Donegal's  
Corporate Communications team  
at [communications@donegalgroup.com](mailto:communications@donegalgroup.com).

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and iconography.