Steadfast brand identity guidelines: Authorised Representative Groups and Authorised Representatives

Version 1 | May 2019

Steadfast
THE STRENGTH YOU NEED

Introduction

Strong and successful brands are always consistent and coherent in how they express themselves.

This document is designed to help you accurately and effectively deliver the Steadfast brand to market as it is intended – with strength and enterprising energy.

Authorised Representative groups and Authorised Representatives in the Steadfast network can use the Steadfast brand to promote their association with the Steadfast Group.

Please take special care in applying these guidelines so we can build an even stronger Steadfast together.

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Steadfast

Overview

Identifying your business as being part of the Steadfast network is available to all Authorised Representative Groups (AR Groups) and their Authorised Representatives (ARs) via co-branding.

Paramount to co-branding is your ability to clearly identify your association to Steadfast without causing confusion or being misleading. The guidelines outlined in this document have been created for AR Groups and ARs to appropriately represent the Steadfast logo on their stationery, website and other marketing materials.

In all circumstances where an AR wishes to represent the Steadfast logo, the AR must first and foremost clearly display their own logo and the logo of their AR Group. The Steadfast logo is to be placed as a supporting logo when both are displayed. This can be done by placing the Steadfast logo to the right or underneath your AR Group logo accompanied by supporting text that explains your businesses relationship to your AR Group and Steadfast. Fundamentally, the Steadfast logo is never to be positioned more prominently than the AR or AR Group logo.

The pages which follow contain detailed guidelines on using the Steadfast logo for co-branding, such as minimum size and clear space rules as well as examples of application to use for reference.

If you have any queries, please contact
marketing@steadfast.com.au

Brand manifesto

In 1996, we committed to one simple idea:
Together we are stronger.

This commitment changed the insurance landscape forever — giving independent brokers and their clients access to market strength where they needed it most.

Since then, that commitment has over delivered in ways we never expected.

We are now the largest general insurance broker network and largest group of underwriting agencies in Australasia, with growing operations in Asia and Europe.

We deliver stronger negotiating positions and pricing. We deliver stronger policies, stronger data and analytics, stronger market presence. And, most importantly, stronger relationships with our brokers — providing robust, proactive responses to their changing needs across the depth and breadth of broking today.
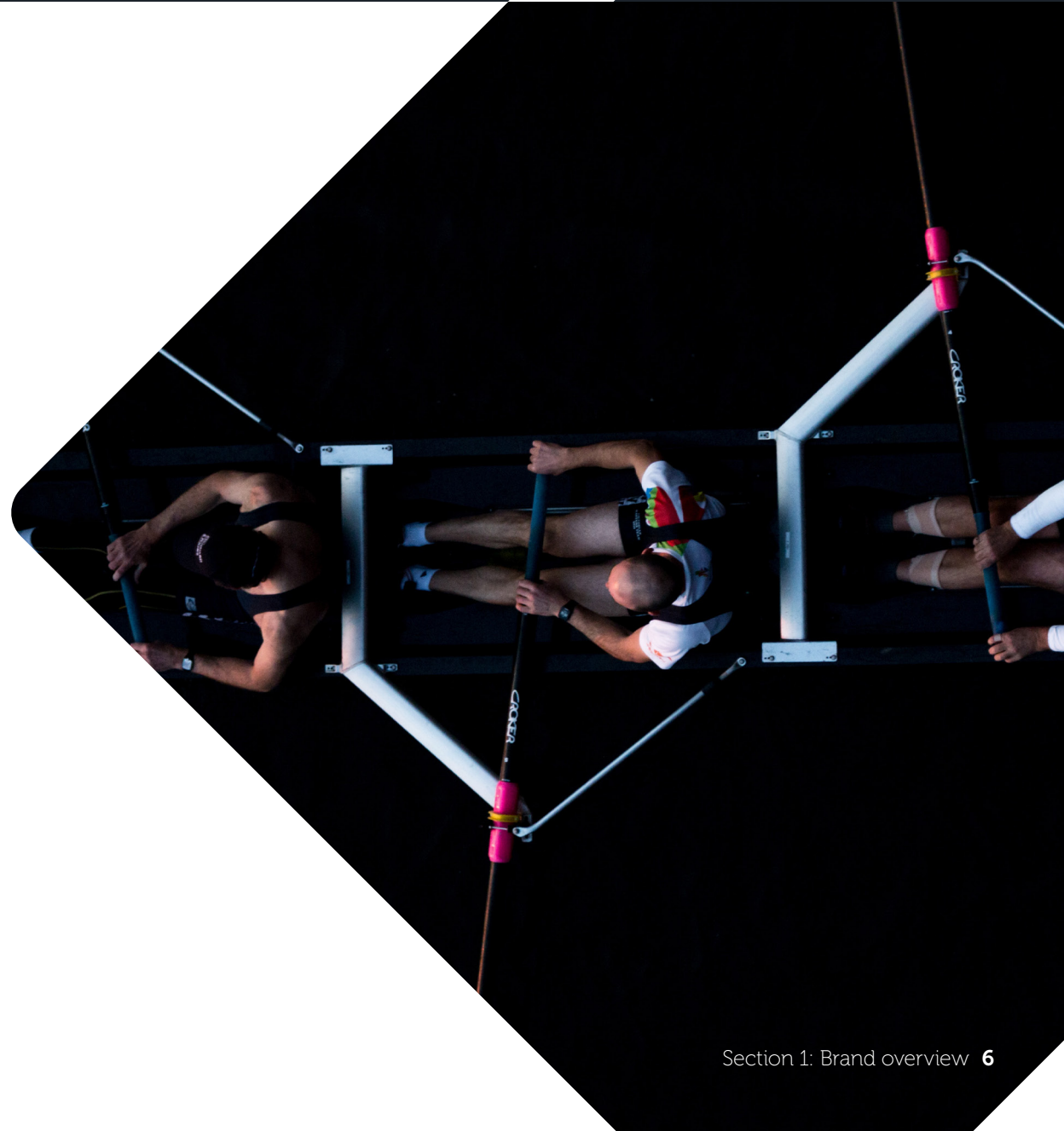
We are united.

We achieve.

We are strong.

We are Steadfast.

And we are here to meet your needs, whatever they may be now, or in the future.

Authorised Representative Group messaging

When describing your AR Group's relationship with Steadfast Group, you may use any of the following options. Use your discretion when choosing the length of statement depending on where you are placing the copy.

Option 1

[AR Group name] is part of the Steadfast broker network.

Option 2

[AR Group name] is part of Australasia's largest general insurance broker network. Steadfast's scale and market leading innovation mean we are in a stronger position to secure the best insurance solutions for you, at a competitive price.

Option 3

[AR Group name] is part of Australasia's largest general insurance broker network, the Steadfast Group. We leverage Steadfast's scale to ensure our clients have access to a wide range of insurance companies, a broad range of products, exclusive policy options, and of course, competitive pricing. And when the time comes and you need to make a claim, you will have the backing of Steadfast behind you.

⚠ **To ensure only the most recent financial statistics are utilised on your website you should always hyperlink Steadfast Group in the first line of copy to**
Australia - www.steadfast.com.au/about-us
New Zealand - www.steadfast.nz.nz/about-us
Singapore - www.steadfast.com.sg/about-us

⚠ **If you are an Authorised Representative (AR) please consult your AR Group for any additional requirements and refer to p37 for AR messaging.**

Section 2:
Brand elements

Steadfast

Our logo

Steadfast

The diamond and chevron represent the strength of the Steadfast broker network, fortifying and protecting our brokers and their clients at the core.

Steadfast
adjective
Resolutely or dutifully strong and unwavering.

Logo formats

As strength and integrity are important to Steadfast, the relationship between the logo typography and the Steadfast symbol must not be altered in any way.

Only use the approved, original artwork supplied. Do not recreate the logo or tagline yourself.

AR Groups within the Steadfast network can use either the Steadfast logo or Steadfast logo and tagline on marketing materials. The Steadfast logo should never be used in isolation ie, without the AR Group logo.

⚠ **To obtain files from the artwork library, please email**
marketing@steadfast.com.au

⚠ **The logo without the tagline should be used in digital applications and in print under 30 mm in size.**

⚠ **Use your discretion and always consider the legibility of the logo when selecting the most appropriate version.**

Steadfast
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Full colour tagline logo
4 colour printing (CMYK)
File name: **Steadfast logo landscape tagline P.ai**

Steadfast

Full colour logo
4 colour printing (CMYK)
File name: **Steadfast logo landscape P.ai**

Logo clear space

Clear space is required to ensure the brand stands out in its environment and is not compromised or encroached on in any way.

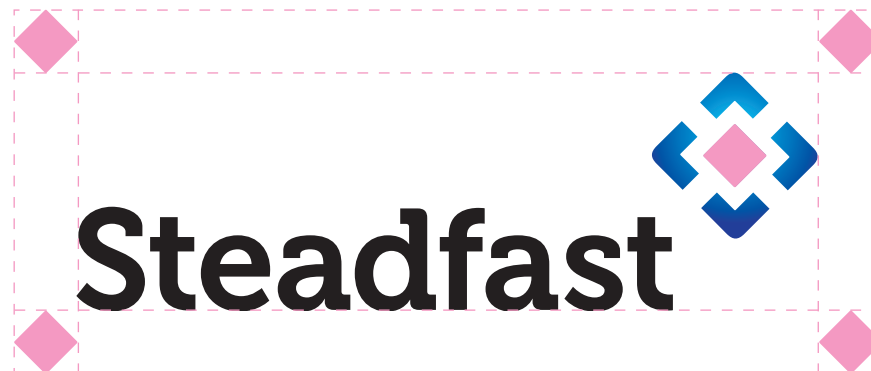Clear space is defined by the size of the central diamond.

⚠ **Clear space around the tagline logo is calculated from the base of the tagline.**

Steadfast tagline logo clear space
4 colour printing (CMYK)
File name: **Steadfast logo landscape tagline P.ai**

Steadfast logo clear space
4 colour printing (CMYK)
File name: **Steadfast logo landscape tagline P.ai**

Logo minimum sizes

The Steadfast logo needs to be a strong element on any communication.

A minimum size for the Steadfast logo ensures legibility at all times.

⚠ **In practice, legibility varies depending on the application, stock and print production method. If in doubt, organise a print test with your local printer.**

Minimum size tagline logo:
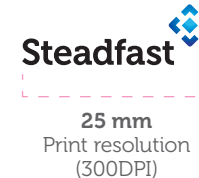
- 30 mm wide for print.
- 85 px wide for on-screen.

Minimum size logo without tagline:
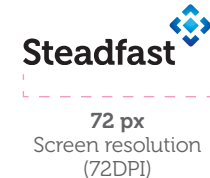
- 25 mm wide for print.
- 72 px wide for on-screen.

Steadfast
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30 mm
Print resolution
(300DPI)

Steadfast
THE STRENGTH YOU NEED

85 px
Screen resolution
(72DPI)

Steadfast

25 mm
Print resolution
(300DPI)

Steadfast

72 px
Screen resolution
(72DPI)

Spot colour logo

The spot colour logo is for use only when reproduction of the gradient is not possible.

The two colours used are:
Steadfast Blue 1: Pantone 300 C
Steadfast Black: Pantone Black C

⚠ **Do not use the spot colour logo for any other reason, as we need to protect the integrity and power of the Steadfast logo.**

Steadfast
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Steadfast tagline logo spot colour
2 colour printing (Pantone 300 C)
File name: **Steadfast logo landscape tagline S.ai**

Steadfast

Steadfast logo spot colour
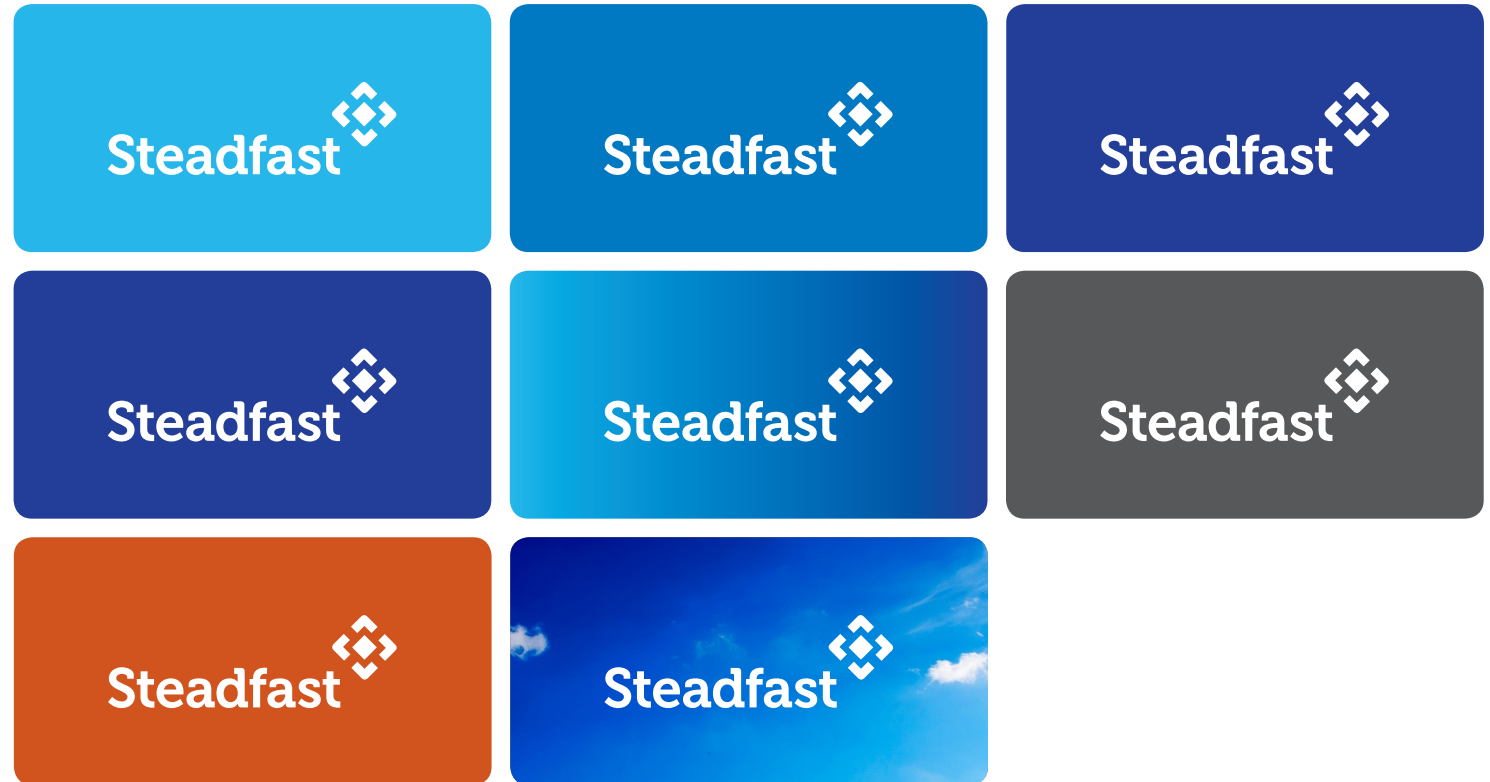2 colour printing (Pantone 300 C)
File name: **Steadfast logo landscape S.ai**

Reverse logo

The reverse logo can be used over a solid colour, gradient or an image background.

The reverse logo is all white.

⚠ Always ensure there is sufficient contrast so the logo is clearly visible over any background, we cannot dilute the presentation of the logo in any way.

Incorrect logo use

It is critical to protect the integrity of our brand. Therefore no 'manipulation' of the logo is permitted.

Do not mix the colour of the logo.

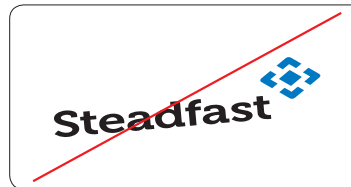**Do not** apply effects such as keylines, patterns or drop shadows.

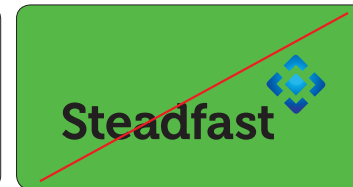**Do not** use the logo in tints of colour or use it as a watermark.

Do not alter the position, relationship or proportion of the elements.
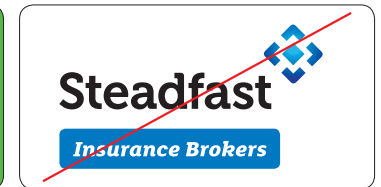
Do not typeset, redraw or recreate the logo in any way.

Do not stretch, rotate or otherwise distort the logo.

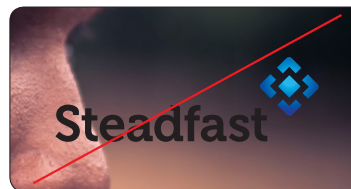**Do not** place the logo on a non-approved background colour.

Do not add any graphic elements or text such as division or product names.
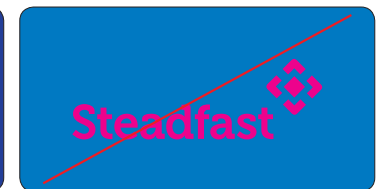
Do not use the reverse logo with our blue gradient in the diamond and chevron.

Do not place full coloured logo on a dark image.

Do not place full coloured logo on a dark coloured background from the colour palette.

Do not change the colour of the logo.

Logo artwork directory

To ensure compliance with the brand guidelines, use only officially approved files from our artwork library.

A variety of formats are available to suit different applications.

⚠ **To obtain files from the artwork library, please email**
marketing@steadfast.com.au

1. Print applications

4 colour printing (CMYK)
Steadfast logo landscape P.ai

2 colour printing (PANTONE® inks)
Steadfast logo landscape S.ai

Single colour printing (Reversed)
Steadfast logo landscape R.ai

2. On-screen applications (RGB)

Colour screen logos
Steadfast logo landscape RGB.ai
Steadfast logo landscape RGB.jpg
Steadfast logo landscape RGB.png
Steadfast logo landscape RGB.gif

Colour screen logos (Reversed)
Steadfast logo landscape R.ai
Steadfast logo landscape tagline R.png
Steadfast logo landscape tagline R.gif

3. Marketing use only

Single colour printing (Positive)
Steadfast logo landscape K.ai

File formats

Always ensure you choose the correct logo file format for your requirements.

The different formats are as follows:

Print
AI – Intended for use as artwork for professional print purposes.

Screen
JPG – Intended for use in screen or desktop software.

PNG – Intended for use in office applications such as Microsoft Word and Microsoft PowerPoint where a transparent background is required.

GIF – Intended for use in web pages and other software which do not support JPG or PNG formats.

Pantone values — Steadfast Blue 1, Pantone 300 C. Steadfast Black, Pantone Black C.

*The Steadfast logos available for two colour printing have been set with both Coated and Uncoated PANTONE® references. When printing using specially mixed inks, use the PANTONE® colours indicated in place of the Steadfast colours. Standards for these colours are shown in the current edition of the PANTONE® Colour Formula Guide. The colours shown in this document are not intended to match the PANTONE® Colour Standards.

Section 3:
AR Group branding

Steadfast

AR Group branding options

Two branding options are available to AR Groups within the Steadfast network.

1. Co-branding

Co-branding with Steadfast allows you to include the Steadfast logo within your marketing materials. The Steadfast logo will appear as a secondary logo and is never more prominent than the AR Group logo, or represented as a lockup logo.

2. Logo lockup

This option is available to AR Groups within the Steadfast network upon application to marketing@steadfast.com.au. A logo lockup places the AR Group's logo next to the Steadfast logo in a lockup that can be used across your marketing materials.

⚠ **Individual Authorised Representatives cannot be locked up with the Steadfast logo. Refer to Section 4 of these guidelines.**

Option 1:
AR Group co-branding

Steadfast

Overview

Co-branding is available to all AR Groups in the Steadfast network.

If you choose to co-brand you should follow your existing brand guidelines (for example colour palette, typeface, logo, imagery etc), and place the Steadfast logo in a secondary position.

For this option, the Steadfast logo is never positioned to be more prominent than the AR Group logo or represented in a lockup with the AR Group logo.

The pages that follow contain detailed guidelines on using the Steadfast logo for co-branding, such as minimum size and clear space, as well as examples of how you would apply it. If you have any queries, please contact marketing@steadfast.com.au

Print application examples

When using the Steadfast logo on printed material it should be applied to front covers either in full colour or reversed out in white.

The Steadfast logo can be placed in the bottom right or bottom left, in a way that maintains a visual hierarchy in favour of the broker logo.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

XYZ AR Group brochure cover with white background.
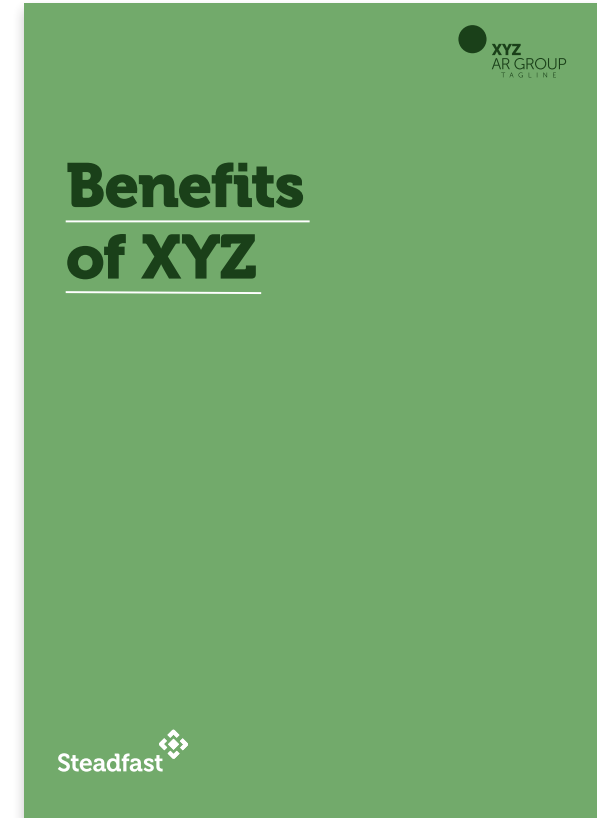
XYZ AR Group brochure cover with coloured background.

Stationery application examples

The Steadfast logo should sit at the base of the AR Group letterhead. Size the logo at a minimum of 30 mm, and position either ranged left or right with the correct white space surrounding the logo.
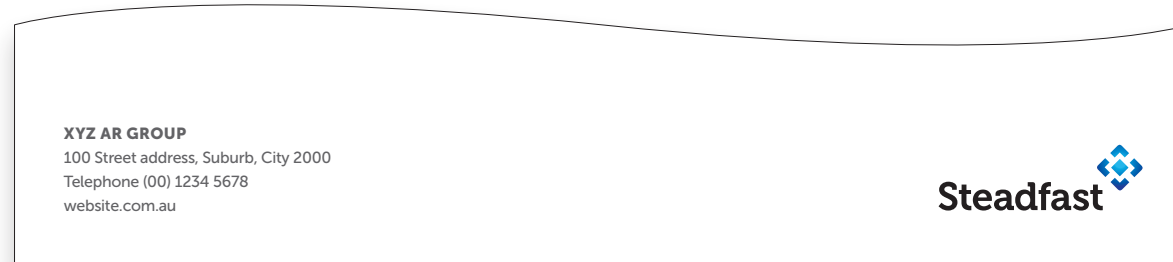
Alternatively, the Steadfast logo can be positioned at the top of a AR Group letterhead, sized no greater than 40 mm. Size the Steadfast logo in a way that maintains a visual hierarchy in favour of the AR Group logo.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

XYZ AR GROUP
100 Street address, Suburb, City 2000
Telephone (00) 1234 5678
website.com.au

Steadfast

XYZ AR Group letterhead.

XYZ
AR GROUP
T A G L I N E

Steadfast
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XYZ AR Group letterhead — alternative positioning.

Email signature application examples

Email signature

The Steadfast logo can be positioned in the AR Group email signature panel, below the AR Group details in a way that maintains a visual hierarchy in favour of the AR Group logo.

Business card

The Steadfast logo can be positioned on the brokerages business card in a way that maintains a visual hierarchy in favour of the AR Group logo.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

XYZ AR GROUP
T A G L I N E

Firstname Lastname
Position Title

firstname.lastname@steadfast.com.au
Level 16, 99 Bathurst Street, Sydney NSW 2000
T +61 2 xxxx xxxx   **M** +61 4xx xxx xxx   **F** +61 2 xxxx xxxx   **W** steadfast.com.au

Steadfast

CONFIDENTIALITY AND PRIVILEGE NOTICE. This e-mail is intended only to be read or used by the addressee. It is confidential and may contain legal privileged information. If you are not the intended recipient, any use, distribution disclosure or copying of this e-mail or any attachment is strictly prohibited. Confidentiality and legal privilege attached to this communication are not waived or lost by reason of the mistaken delivery to you. If you have received this e-mail in error, please delete it and notify us immediately by telephone or e-mail. Please consider the environment before printing this email. Thank you.

XYZ AR Group email signature.

XYZ AR GROUP
T A G L I N E

Firstname Lastname
Position Title

firstname.lastname@XYZ.com.au
Level 3, 123 Street, Sydney NSW 2000
T +61 2 xxxx xxxx
M +61 4xx xxx xxx
W xyzbrokerage.com.au
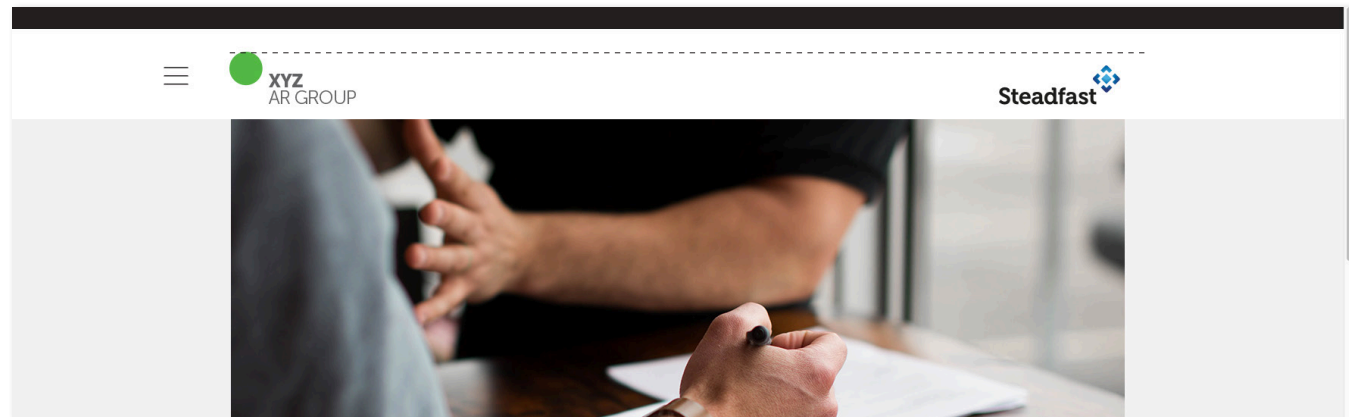
Steadfast

XYZ AR Group business card.

Online application examples

The Steadfast logo can be positioned in either the top right, bottom left or bottom right, in a way that maintains a visual hierarchy in favour of the AR Group logo.

It is important not to crowd the Steadfast logo. If AR Group logos are being used, please ensure a visual balance is achieved.
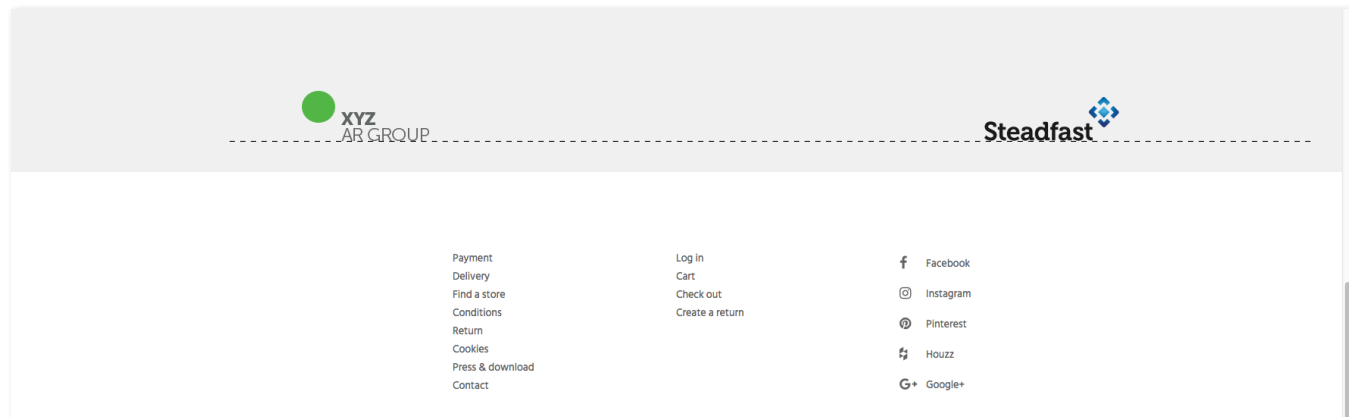
⚠ Please note: The Steadfast logo must always be used on the homepage and include a link to the Steadfast Group website or to an 'About Steadfast' page/section within your website.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

Option 1
AR Group logo and Steadfast logo aligns in the top 450 px of the webpage.

Option 2
The bottom of the AR Group logo aligns with the bottom of the Steadfast logo.

Option 2:
AR Group co-branding logo lockup

Steadfast

Overview

Logo lockups

Logo lockups are available to all AR Group's (not individual AR's) in the Steadfast network upon application. Locking up your logo means it is positioned alongside the Steadfast logo at all times.

AR Groups are not required to change their business/company name to use the lockup logo but they do need to seek approval by Steadfast before implementing this option.

Under this option, AR Groups are not permitted to use Steadfast in their company name, or in their domain names.

The following pages contain detailed guidelines on using the Steadfast logo as a lockup which you must adhere to.

If you have any queries, please contact marketing@steadfast.com.au

Co-branding lockup application process

Logo application process:

1. Consider the legal, business, trading requirements prior to lodging your application to Steadfast.

2. Contact the Steadfast Marketing & Communications team (marketing@steadfast.com.au) to lodge your interest/intention.

3. Do not proceed with changing your business branding before you have received formal approval from the Steadfast Executive team.

4. Review the Steadfast Licence agreement and Brand Guidelines.

5. Lodge your request with marketing@steadfast.com.au together with your proposed new logo as per these logo lockup guidelines. Steadfast will review logos on a case-by-case basis.

6. Your request will be reviewed by the Steadfast Executive team.

7. If approved, you will be advised and a Steadfast Word Licence agreement will be signed by both parties.

Image credits: jackiechan.com.au
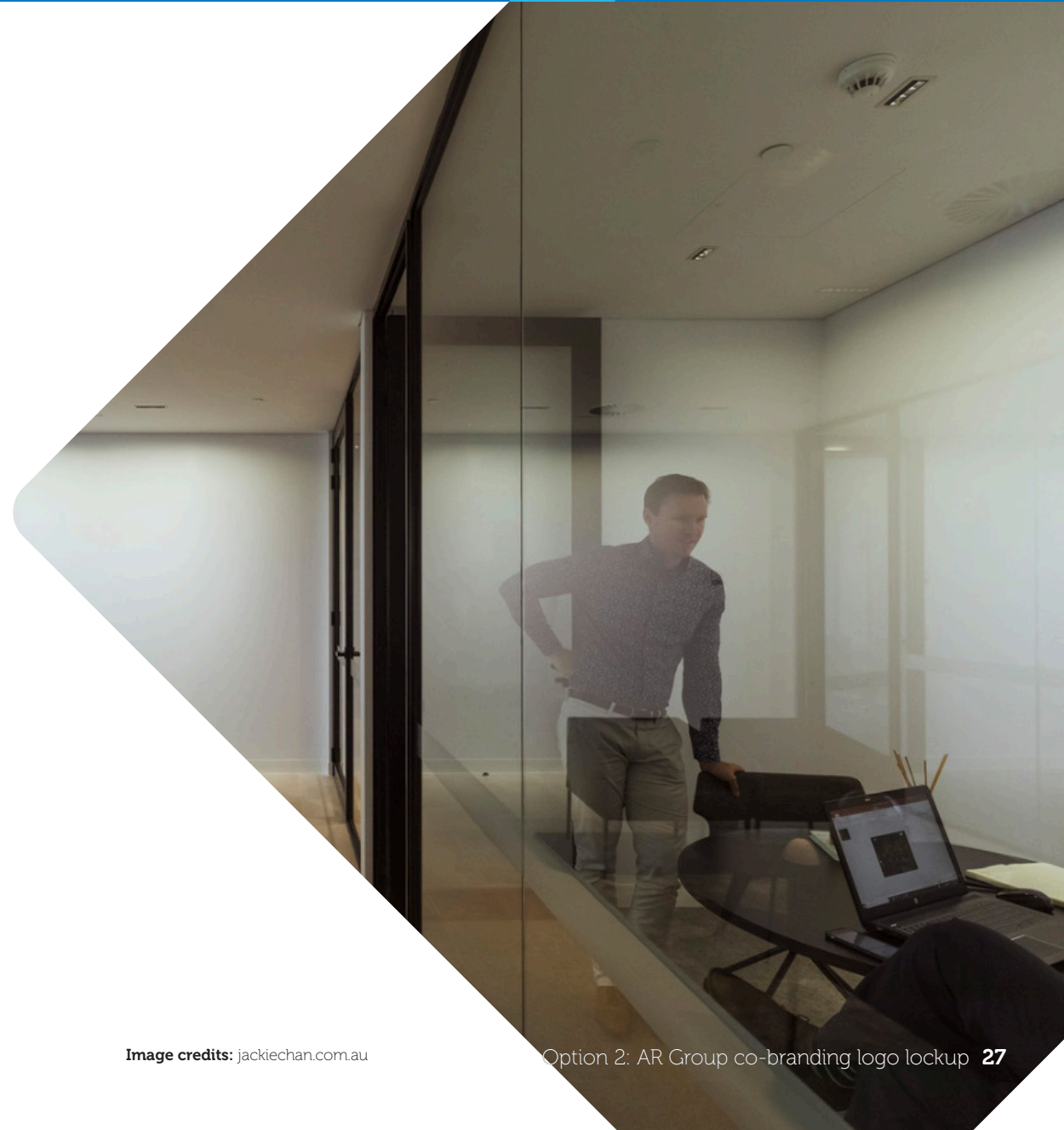
Co-branding logo use – without tagline

If the AR Group logo is a logo without a tagline you must adhere to the following rules when creating the lockup.

The Steadfast logo should never be smaller than 30 mm or 80 px in width and should always be the second listed logo.

1. Symbol and wordmark

Scale the AR Group logo until the symbol aligns with the height of the Steadfast logo.

Use the diamond from the Steadfast mark as a spacing guide either side of the vertical stroke.

2. Symbol only

Scale the AR Group logo until the symbol aligns with the height of the Steadfast logo.

3. Wordmark only

Scale the AR Group logo until the wordmark aligns with the cap-height of the Steadfast wordmark.

The stroke of the divider line is 20% of the vertical stroke in the letter 'T' in the Steadfast logo.

⚠ All logo lockups must be approved by Steadfast marketing before use. Email marketing@steadfast.com.au

1. Symbol and wordmark

66 mm width logo

2. Symbol only

3. Wordmark only

Co-branding logo use — with tagline

If the AR Group logo has a tagline you must adhere to the following rules when creating the lockup.

The Steadfast logo should never be smaller than 30 mm or 80 px in width and should always be the second listed logo.

1. Symbol and wordmark

Scale the AR Group logo until the symbol aligns with the height of the Steadfast logo.

Use the diamond from the Steadfast mark as a spacing guide either side of the vertical stroke.

2. Symbol only

Scale the AR Group logo until the symbol aligns with the height of the Steadfast logo.

3. Wordmark only

Scale the AR Group logo until the wordmark aligns with the cap-height of the Steadfast wordmark.

4. Wordmark only with tagline

Scale the AR Group logo until the wordmark aligns with the cap-height of the Steadfast wordmark.

The stroke of the divider line is 20% of the stroke in the letter 'T' in the Steadfast logo.

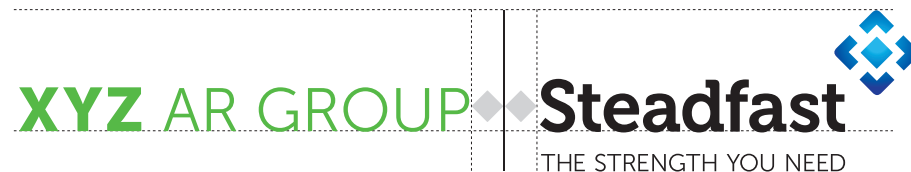⚠ All logo lockups must be approved by Steadfast marketing before use. Email marketing@steadfast.com.au

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1. Symbol and wordmark

XYZ AR GROUP TAGLINE | Steadfast THE STRENGTH YOU NEED

50 mm width logo

2. Symbol only

XYZ AR GROUP TAGLINE | Steadfast THE STRENGTH YOU NEED

3. Wordmark only

XYZ AR GROUP | Steadfast THE STRENGTH YOU NEED

4. Wordmark only with tagline

XYZ AR GROUP TAGLINE | Steadfast THE STRENGTH YOU NEED

Co-branding logo clear space

Clear space is required to ensure the logo lockup stands out in its environment and is not compromised or encroached on in any way.

Clear space is defined by the size of the central diamond in the Steadfast logo.

⚠ **Clear space around the tagline logo is calculated from the base of the tagline.**
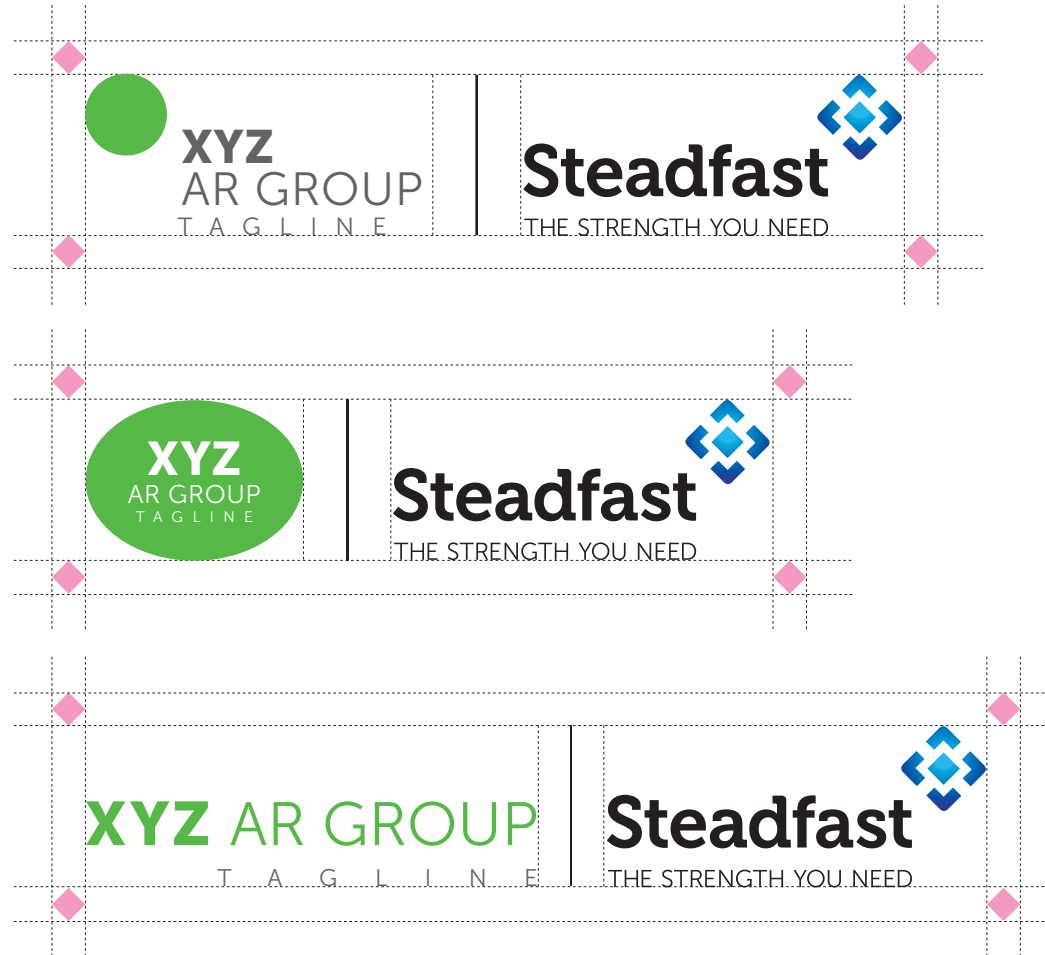
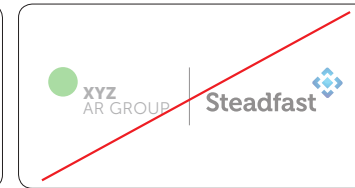# Incorrect use of co-branded logo lockup

Treatments to avoid

Correct and consistent usage of the co-branded logo lockup is essential to the integrity of our brand. Deviation from these guidelines will result in a diluted and inconsistent visual identity. Examples of inappropriate treatment of co-branded logo lockups are shown on this page.
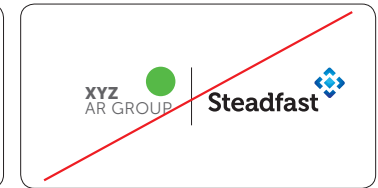

Do not mix the colour of the logo.

Do not apply effects such as keylines, patterns or drop shadows.

Do not use the logo in tints of colour or use it as a watermark.
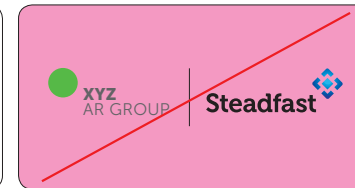

Do not alter the position, relationship or proportion of the elements.

Do not typeset, redraw or recreate the logo in any way.
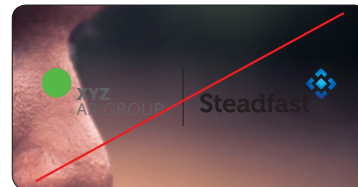

Do not stretch, rotate or otherwise distort the logo.

Do not place the logo on a non-approved background colour.

Do not add any graphic elements or text such as division or product names.

Do not place full coloured logo on a dark image.

Printed material application examples

The Steadfast logo lockup should be applied to front covers on printed material, such as the AR Group brochure shown on this page.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

RISK
MANAGEMENT
POLICIES

XYZ AR GROUP | Steadfast

AR Group brochure cover with white background.

Benefits
of XYZ

XYZ AR GROUP | Steadfast

AR Group brochure cover with coloured background.

Letterhead application examples

The Steadfast logo lockup can sit at either the top or bottom of the AR Group letterhead. Size the logo at a minimum of 30 mm, and position either ranged left or right with plenty of clear space.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

XYZ AR GROUP
100 Street address, Suburb, City 2000
Telephone (00) 1234 5678
website.com.au
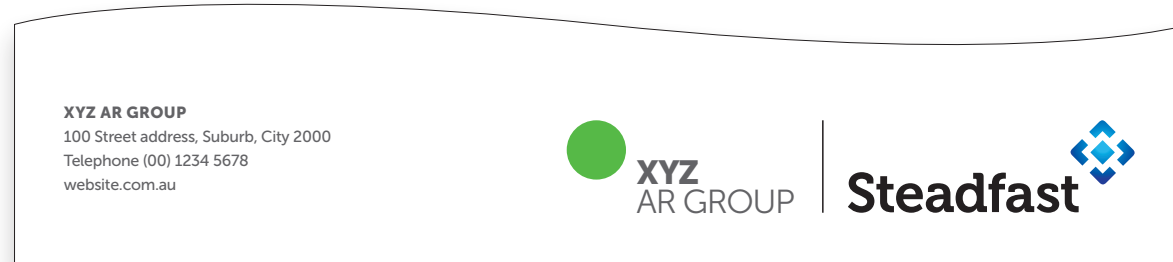
AR Group letterhead.

AR Group letterhead – alternative positioning.

Online application examples

The examples provided show how the Steadfast logo lockup should appear prominently in the 450 px on one line of the AR Group website.

⚠ **Please note: The Steadfast logo must always be used on the homepage.**

⚠ **See Section 2: Brand elements for information on minimum logo sizes and spacing.**

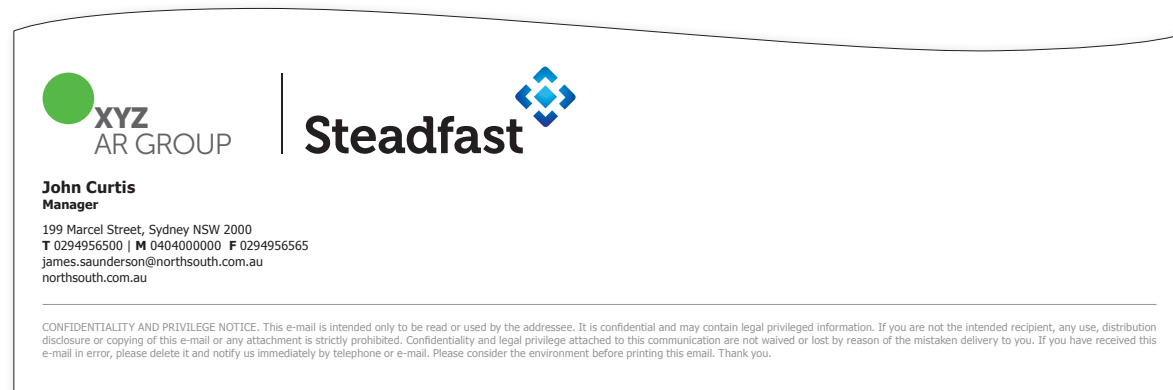The AR Group logo and Steadfast logo are top aligned.
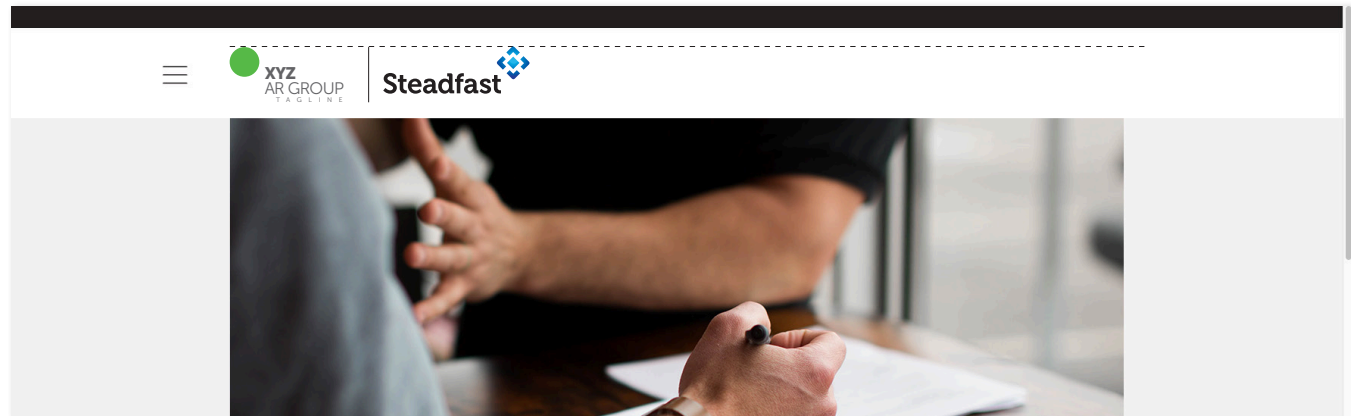
The AR Group logo with tagline and Steadfast logo.

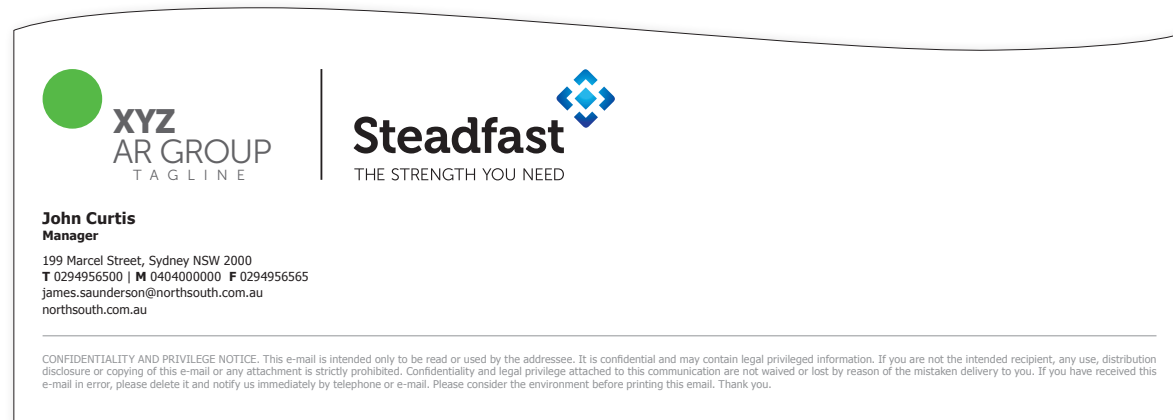# Email signature application examples

The examples provided show how the Steadfast logo lockup can be applied with and without the tagline in an email signature panel.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

AR Group logo lockup without taglines.

AR Group logo lockup with taglines.

Section 4: Authorised Representative branding

Steadfast

AR messaging

When describing your AR's relationship with Steadfast Group, you may use any of the following options. Use your discretion when choosing the length of statement depending on where you are placing the copy.

Option 1

[AR name] is part of [AR Group name], which is part of the Steadfast broker network.

Option 2

[AR name] is part of [AR Group name], which is part of Australasia's largest general insurance broker network – the Steadfast Group. Steadfast's scale and market leading innovation mean we are in a stronger position to secure the best insurance solutions for you, at a competitive price

Option 3

[AR name] is part of [AR Group], which is part of Australasia's largest general insurance broker network, the Steadfast Group. We leverage Steadfast's scale to ensure our clients have access to a wide range of insurance companies, a broad range of products, exclusive policy options, and of course, competitive pricing. And when the time comes and you need to make a claim, you will have the backing of Steadfast behind you.

To ensure only the most recent financial statistics are utilised on your website you should always hyperlink Steadfast Group in the first line of copy to
Australia - www.steadfast.com.au/about-us
New Zealand - www.steadfast.nz.nz/about-us
Singapore - www.steadfast.com.sg/about-us

⚠ **Please also consult with your AR Group for any additional AR Group requirements.**
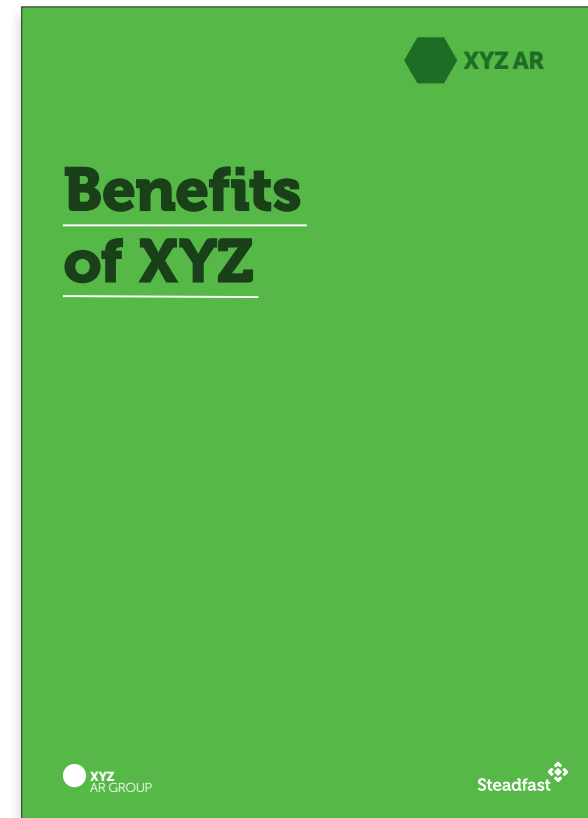
Print application examples

When using the Steadfast logo on printed material, such as the example AR Group/AR brochures laid out on this page, it should be applied to front covers. It can be positioned either bottom right or bottom left, in a way that maintains a visual hierarchy in favour of the AR Group/AR logo. AR must also include their AR Group logo if they are displaying the Steadfast logo

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

AR brochure cover with a white background. If the Steadfast logo is present, the AR Group must also be present

AR brochure cover with coloured background. If the Steadfast logo is present, the AR Group must also be present.

Stationery application examples

AR letterhead

The AR Group logo and Steadfast logo can be positioned at the top of a AR letterhead, with the Steadfast logo sized no greater than 30 mm.

Size the Steadfast logo in a way that maintains a visual hierarchy in favour of the AR logo and AR Group logo.

⚠ **If the Steadfast logo is present, the AR Group must also be present.**

⚠ **See section 2: Brand elements for information on minimum logo sizes and spacing.**
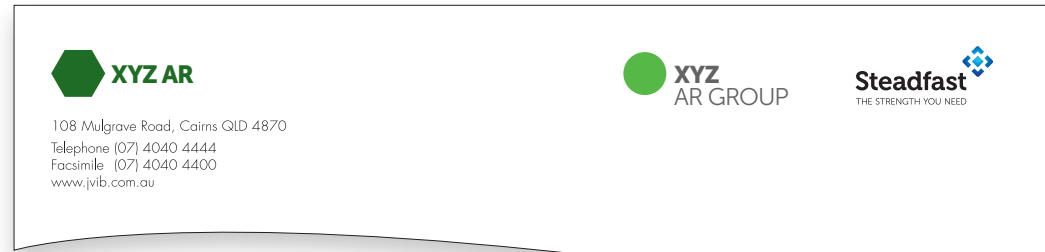
AR letterhead example. If the Steadfast logo is present, the AR must also be present.

Online application examples

The Steadfast logo can be positioned in either the top right, bottom left or bottom right, in a way that maintains a visual hierarchy in favour of the AR Group logo.

It is important not to crowd the Steadfast logo. If AR Group logos are being used, please ensure a visual balance is achieved.

⚠ Please note: The Steadfast logo must always be used on the homepage and include a link to the Steadfast Group website or to an 'About Steadfast' page/section within your website.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

Option 1
AR Group logo and Steadfast logo aligns in the top 450 px of the webpage.
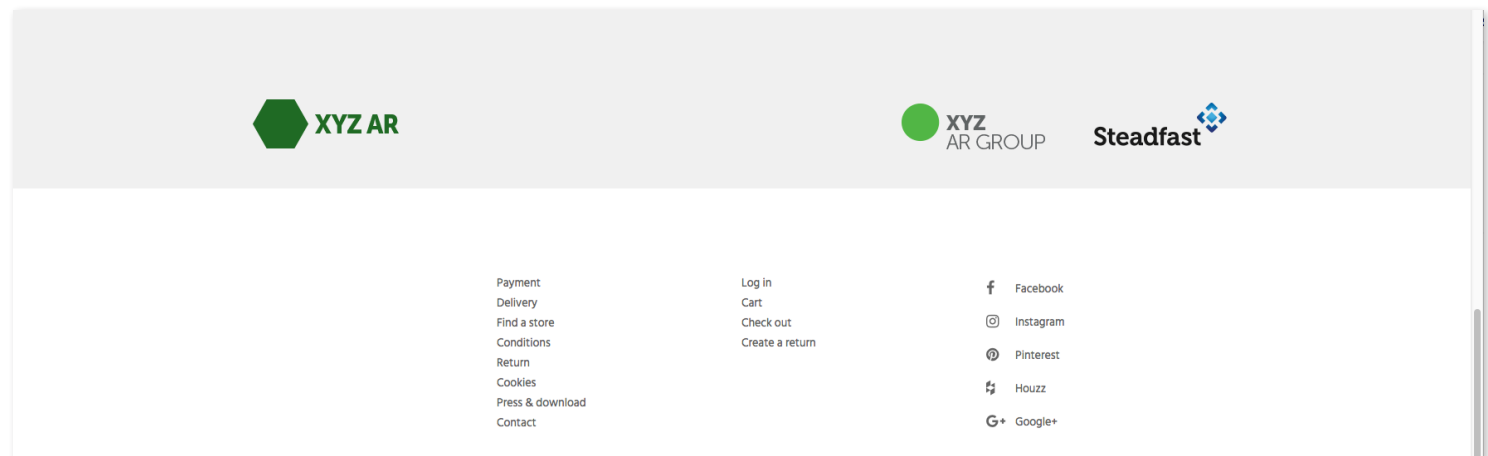
Option 2
The bottom of the AR Group logo aligns with the bottom of the Steadfast logo.

Email signature application examples

The examples provided show how the AR email signatures works.

⚠ See Section 2: Brand elements for information on minimum logo sizes and spacing.

⚠ AR must also include their AR Group logo if they are displaying the Steadfast logo, as shown in the image at the bottom.

XYZ AR

Firstname Lastname
Position Title

firstname.lastname@steadfast.com.au
Level 16, 99 Bathurst Street, Sydney NSW 2000
T +61 2 xxxx xxxx   **M** +61 4xx xxx xxx   **F** +61 2 xxxx xxxx   **W** steadfast.com.au

XYZ AR GROUP   **Steadfast**

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AR email signature. If the Steadfast logo is present, the AR Group must also be present.

Contact details

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Steadfast