





## LOGO MARK

The CIRMA logo is composed of two parts: the icon and the wordmark.

The icon consists of an overall shield shape which is an emblematic representation of CIRMA's unwavering strength and reliability. The stripes and reference to the state of Connecticut within the shield honor the municipalities that make up CIRMA and represent their commitment and unity... CIRMA + its members are better together.

The shape of the Connecticut icon offers a unique place for the wordmark (either fully written or in an abbreviated form) to nest within the shield. This nesting reinforces brand cohesion while honoring CIRMA's core values of unity and innovation.



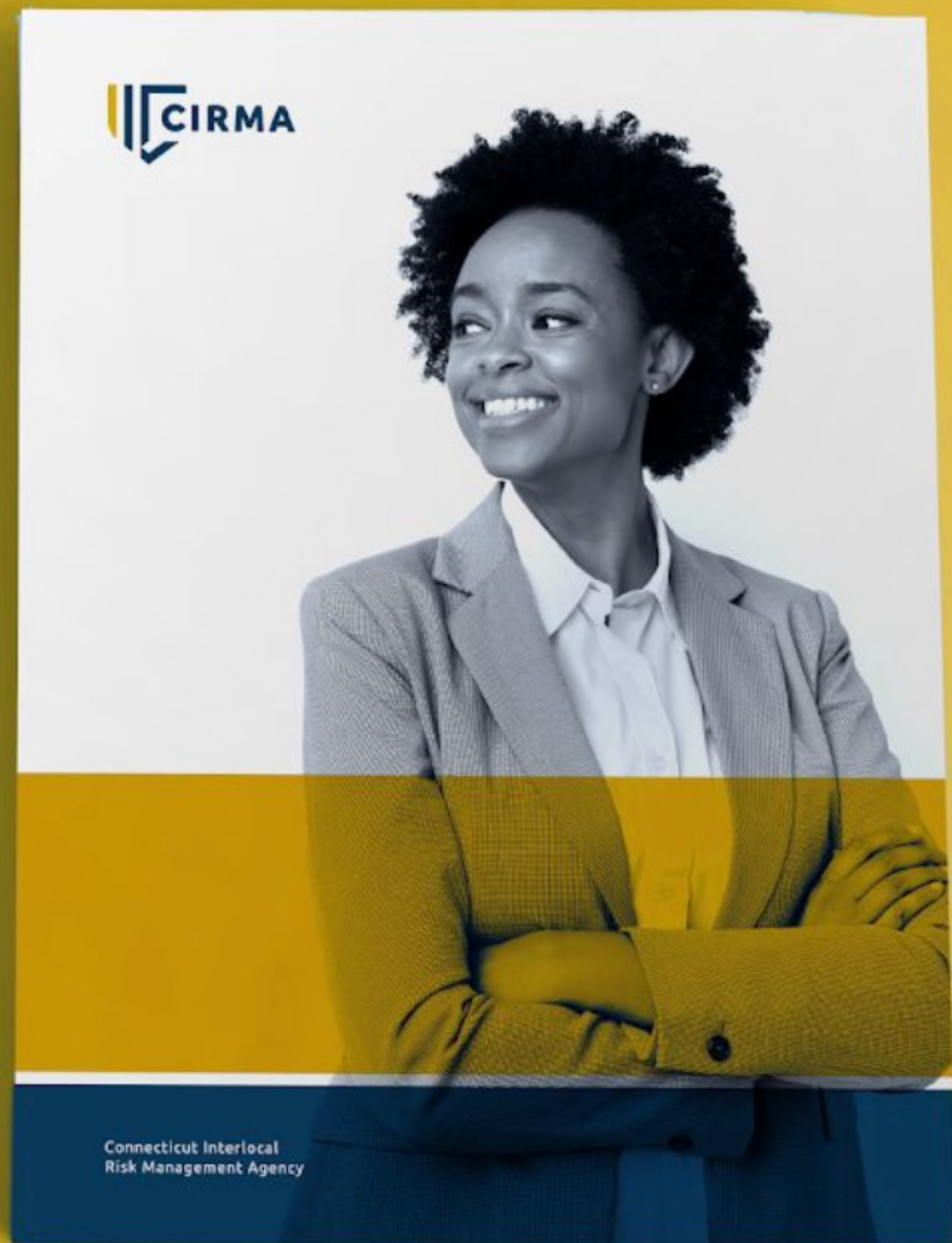
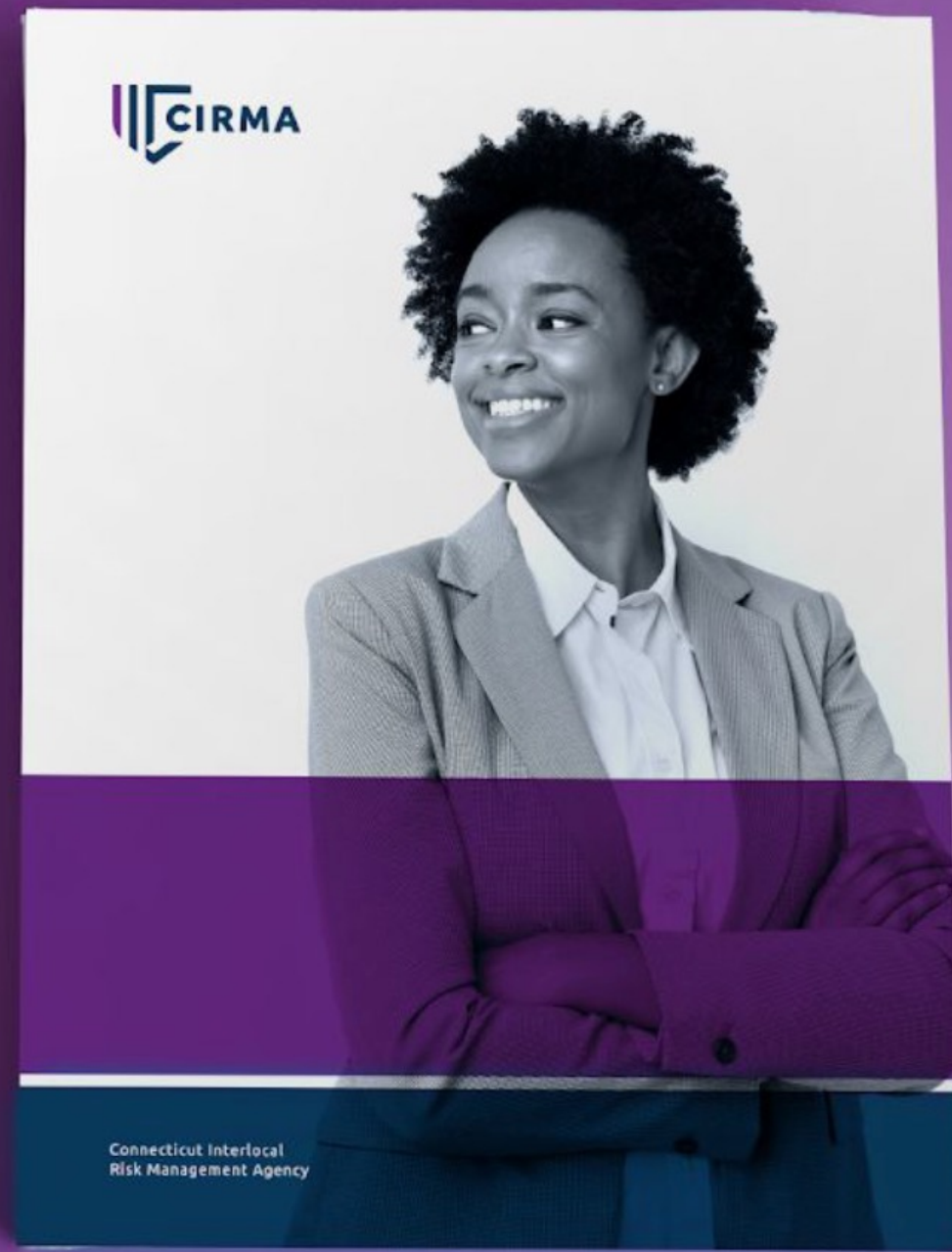
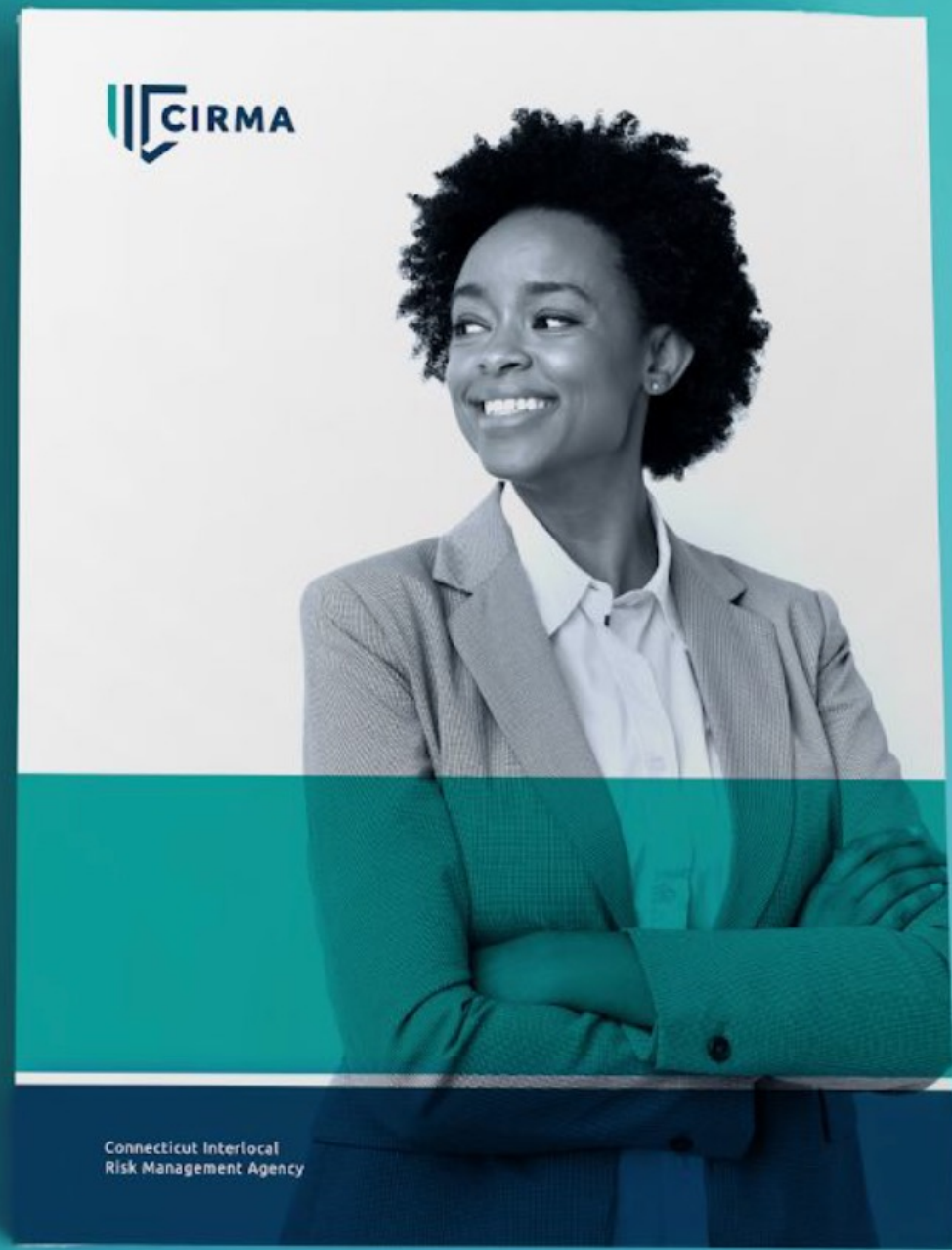


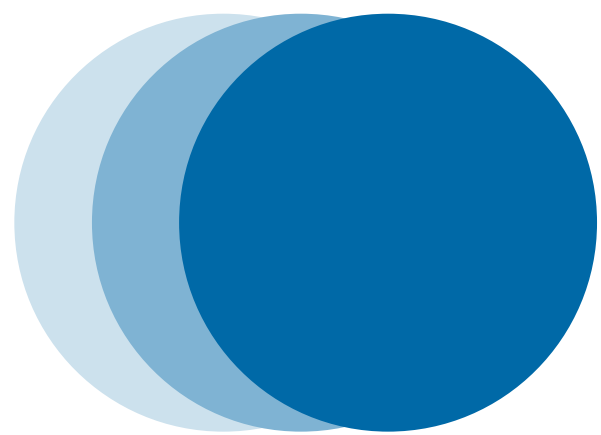
## SUB-BRANDS

The CIRMA brand has a total of four sub-brands for the different business lines offered. Each sub-brand has its own unique color that is to be associated with its respective sub-brand.

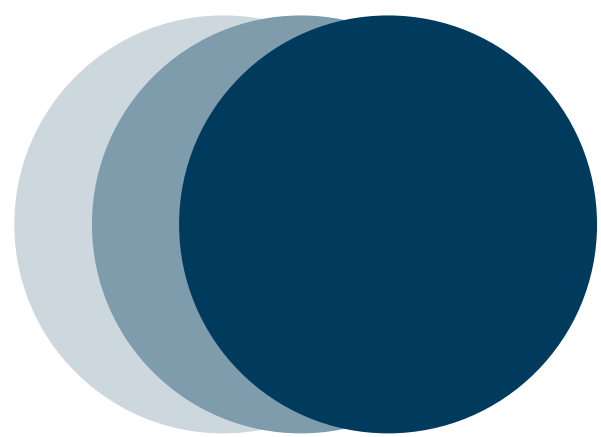
The same logo variations shown on page 4 are also available within each of these sub-brands.

*All variations of the logo are supplied as .eps, .svg, .pdf, .jpg, and .png files.*

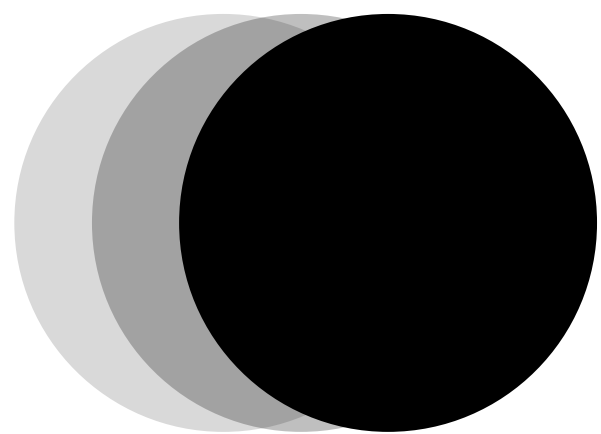




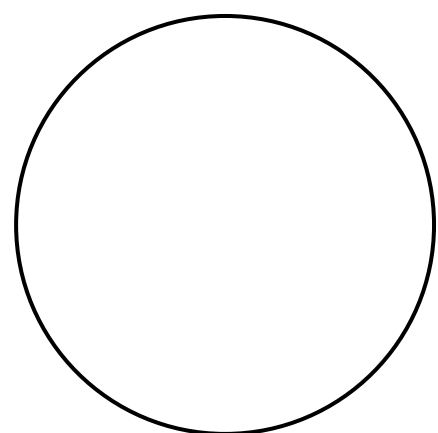
PANTONE 307 C  
C:100 M:20 Y:0 K:25  
R:00 G:107 B:166  
#006BA6



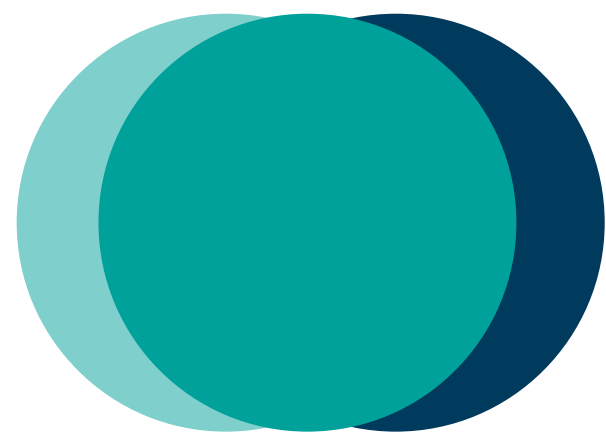
PANTONE 302 C  
C:100 M:32 Y:0 K:68  
R:00 G:59 B:92  
#003B5C



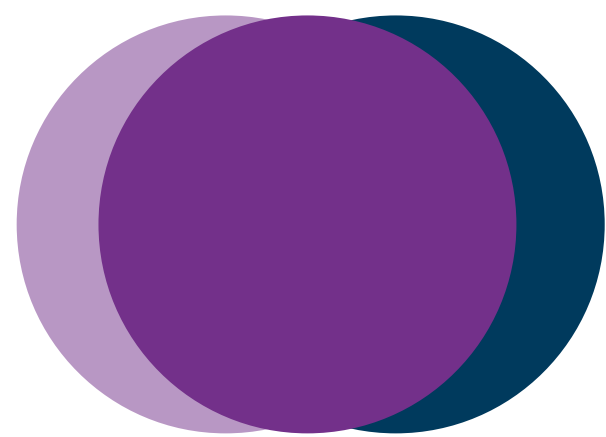
70% BLACK  
C:00 M:00 Y:00 K:100  
R:00 G:00 B:00  
#000000



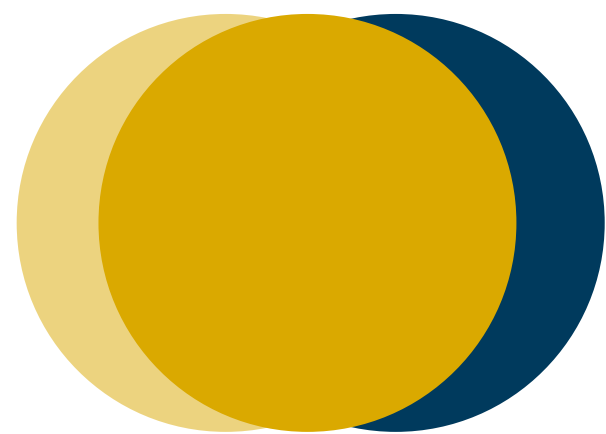
WHITE  
C:00 M:00 Y:00 K:00  
R:255 G:255 B:255  
#FFFFFF



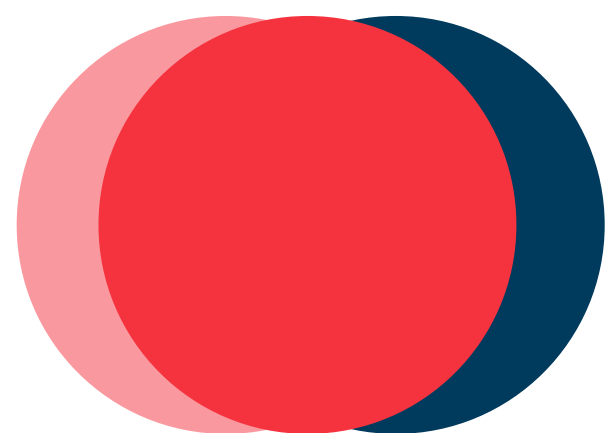
**Underwriting**  
PANTONE 3272 C  
C:100 M:00 Y:51 K:00  
R:00 G:164 B:153  
#00A499



**Business Intelligence**  
PANTONE 526 C  
C:66 M:100 Y:00 K:00  
R:112 G:47 B:138  
#702F8A



**Claims**  
PANTONE 110 C  
C:00 M:20 Y:100 K:8  
R:218 G:170 B:00  
#DAAA00



**Risk Management**  
PANTONE RED 032 C  
C:00 M:90 Y:76 K:00  
R:239 G:51 B:64  
#EF3340

## PRIMARY LOGO COLORS

*column one*

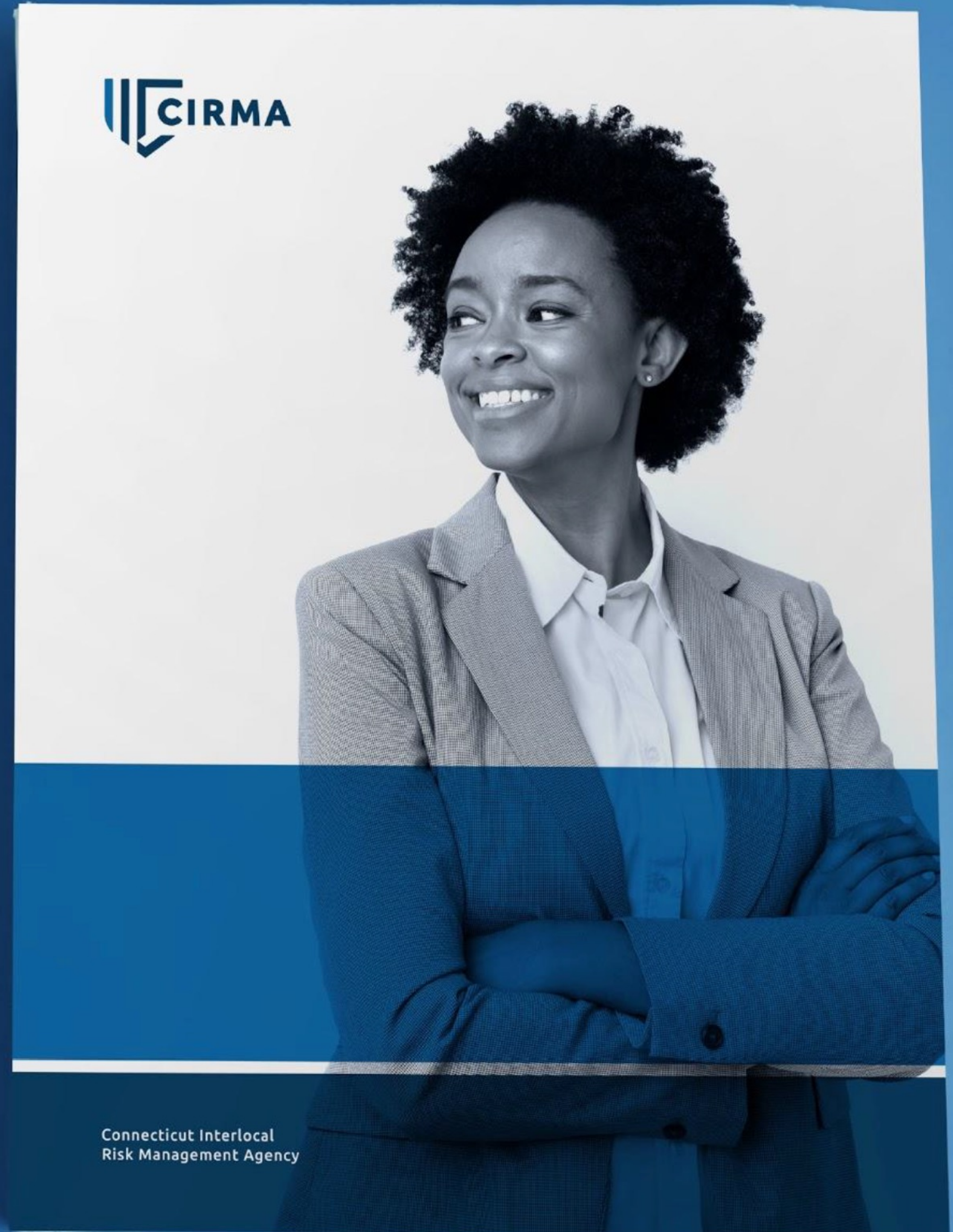
Pantone 302 C is the universal CIRMA brand color that is used in both the parent CIRMA brand, as well as its sub-brands. Pantone 307 C is used in the parent CIRMA brand only. Black and white may also be used in place of color as needed.

## PRIMARY SUB-BRAND COLORS

*column two*

- Pantone 3272 C = Underwriting
- Pantone 526 C = Business Intelligence
- Pantone 110 C = Claims
- Pantone Red 032 C = Risk Management

*Lighter tints of all brand colors may also be used on branding materials as desired.*



The image shows a 3D logo for CIRMA mounted on a glass facade. The logo consists of a stylized blue symbol on the left, followed by the word "CIRMA" in blue, uppercase, sans-serif letters. The symbol is composed of several vertical bars of varying heights and widths, with a downward-pointing arrow-like shape at the bottom. The entire logo is rendered in a 3D style with a slight shadow on the glass surface. The background is a blurred view of a modern building interior with a curved ceiling and recessed lighting.

**CIRMA**