

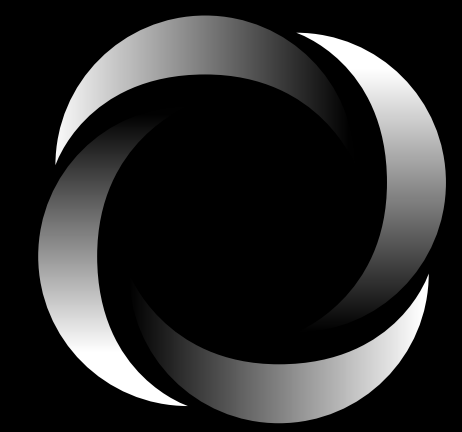
National Association of Benefits and Insurance Professionals

Preliminary Digital Brand Guide

Logos



Alternative Logos



State & Local Chapters

State



National Association of Benefits and Insurance Professionals

Indiana Chapter

NABIP

Shaping the *future* of healthcare

Local



National Association of Benefits and Insurance Professionals

South Central Indiana Chapter

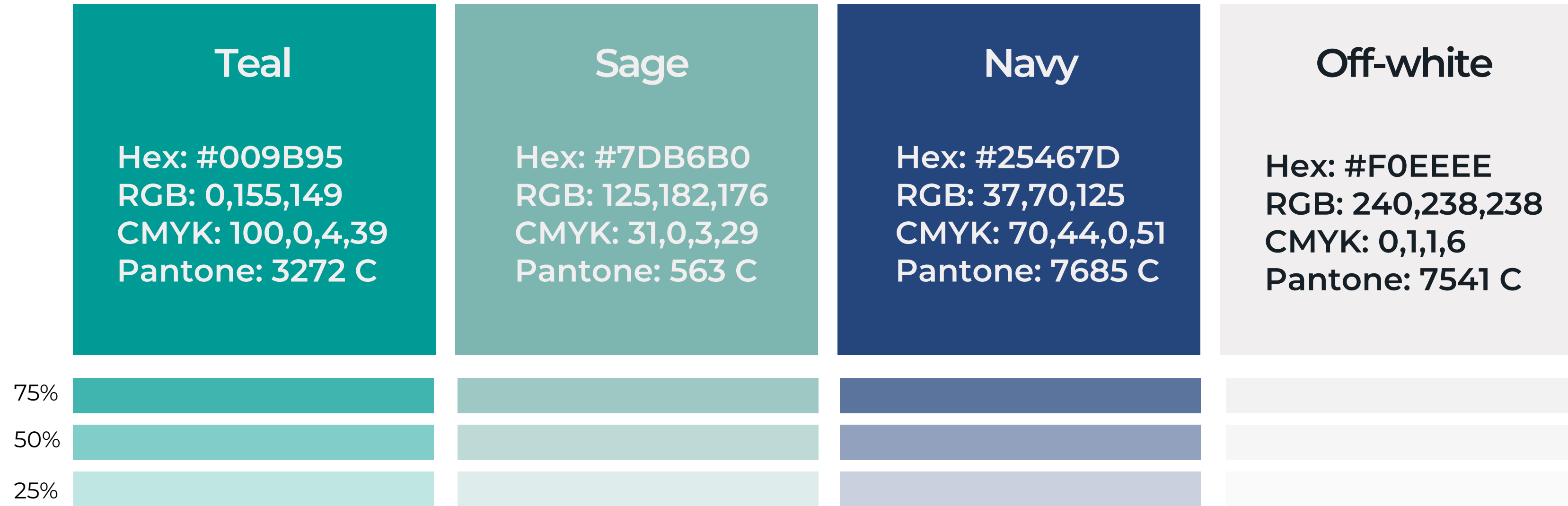
NABIP

Shaping the *future* of healthcare

Color

Primary

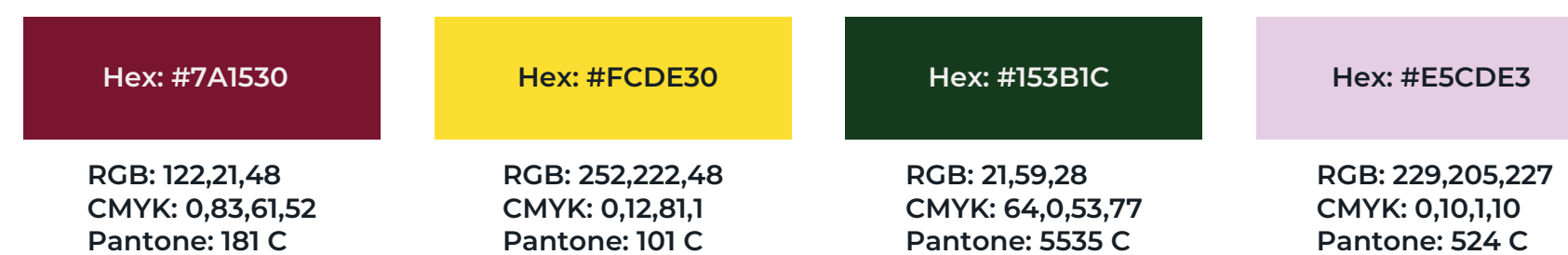
RGB: for web
CMYK: for print



Secondary



Tertiary



Primary Fonts

Montserrat

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>**

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>*

Baskerville

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>**

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[,.>*

Secondary Fonts

Oswald

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
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1234567890 !*({[.,**

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,*

Roboto

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,

BOLD

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ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,*

Typography Use

Primary Headline

Montserrat Bold, 76

Secondary Headline

Montserrat Medium, 55

Body Text

Montserrat Regular, 20pt font. 24pt paragraph spacing, 0pt tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Typography Use

Third-Level Heading

Montserrat Medium, 32

Small Caption

Montserrat Regular, 18

Pull Quote

**Baskerville Semi-Bold, 30pt font. 34pt paragraph spacing,
0pt tracking.**

**“Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.”**

Firstname Lastname | Title or Company

Baskerville, Semi-Bold, 24pt | Baskerville Regular, 24pt