

#### **General Use:**

- The SLWA name and logo may not be altered, redrawn, stretched, distorted, or recolored.
- The marks must appear exactly as provided by the SLWA's marketing or legal teams.
- Do not combine SLWA marks with other logos, brand names, or symbols to create a new mark.
- Always refer to the company as "Service Line Warranties of America (SLWA)" on first mention, then "SLWA" thereafter.
- Never use "SLWAs," "The SLWA," or any altered versions.
- Capitalize "SLWA" in all instances.





Full Color:

Dark Blue: C-100, M-68, Y-0,K-12 Light Blue: C-100, M-0, Y-0,K-0 Black: *C-0, M-0, Y-0,K-100* 



### Logo Usage:

- Use only the official, approved logo files supplied by SLWA.
- Should be used in full color whenever possible.
- Maintain clear space around the logo equal to the height of the "S" in SLWA on all sides.
- The logo must not be smaller than 1 inch wide in printed materials or 100px wide in digital applications.
- Do not apply drop shadows, outlines, or filters.
- Maintain legibility and contrast — use the dark blue logo on light backgrounds and the white logo on dark or photographic backgrounds.
- Avoid placing the logo over busy or patterned backgrounds.

#### **Primary Fonts:**

Univers Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Univers Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Arial Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

**Arial Bold** 

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

### **Secondary Fonts:**

Times New Roman

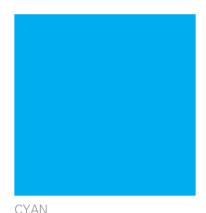
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

### Font Usage:

- The SLWA primary fonts are used for most headers and body copy.
- Complementary fonts are used for call outs or other supporting usage where appropriate.



PMS 287 CMYK: 100-68-0-12 RGB: 0-83-155 HEX: 003399



CMYK: 100-0-0-0 RGB: 0-174-239 HEX: 0099FF

#### **Color Usage:**

- The SLWA logo features two signature blues. These colors must be used consistently across all creative materials to maintain a unified look and feel.
- Do not alter or substitute these colors with other shades of blue.
- When using gradients or backgrounds, always start with SLWA Light Blue and blend subtly into white — never into another color.
- The Dark Blue should remain dominant in logo applications and key typography.
- Accent colors (grays, neutrals) may be used as needed, but SLWA blues should remain the main brand identifiers.