2025 Logo Style Guide

Primary Logo:

It is preferred that you use the full color logo. You can use the black version for non-color printed materials or the white version as an overlay to our primary PMS blue colors:
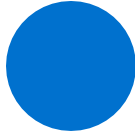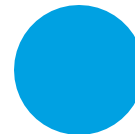

Branding Colors:

PMS 541
CMYK: 100, 61, 0, 43
RGB: 6, 66, 118
HEX: #064276

PMS 285
CMYK: 90, 47, 0, 0
RGB: 43, 123, 187
HEX: #2B7BBB

PMS 2191
CMYK: 75, 11, 0, 0
RGB: 62, 169, 218
HEX: #3EA9DA

Secondary Logos:

Please contact us for the full resolution version of these secondary logos.

Correct Logo Usage

The Beacon logos should not be stretched, rotated, or distorted. Marginal space around the logo should be added to inhibit it from being close to other logos or text. The logo should not be overlaid on non-brand colors.

Questions?

Please contact us if you have any branding questions or if you would like a primary or secondary logo file sized for a specific dimension: marketing@beaconmutual.com