



# Brand Guidelines

---

Education. Compliance. Reporting. Serving  
Illinois Surplus Line Producers and the  
Illinois Department of Insurance.



# Brand Introduction

The Surplus Line Association of Illinois (SLAI) is dedicated to serving the interests of Illinois Surplus Line Insurance Producers by providing critical resources and insights. We are a professional association focused on empowering our members to stay informed and compliant in a constantly evolving industry landscape.

Our goal is to be the trusted source for timely updates on compliance, law changes, filing deadlines, and market trends. Our updated brand is designed to reflect our commitment to professionalism, innovation, and collaboration. With a modern logo, a refreshed color palette, and an approachable voice, we aim to provide a welcoming space for current members while attracting new professionals in the surplus lines community.

# Our Logo

The SLAI logo is made up of two parts: the symbol and the brand name.

While the symbol can be used independently, the full logo, which includes both the symbol and the name, should always be used together. The name is either positioned next to or beneath the symbol as part of the official logo mockup.



Symbol

SURPLUS LINE ASSOCIATION  
OF ILLINOIS

Logo Font (Din 2014)



Stacked Mockup



Side by Side Mockup

# Logo Color Options

The SLAI logo should be reproduced using the full color palette: Deep Blue, Light Blue and Green. These colors reflect the brand's core values and should be used together to create a strong, cohesive visual identity.

If the logo needs to be reproduced in only one color, Black or Light Blue should be used for consistency and clarity.

For applications with dark backgrounds, a white version of the logo is available for optimal contrast and visibility.



Original



Black



Light Blue



White



# Reminders

Rules on logo use to keep in mind



DO NOT change the color. Use colors in the palette.



DO NOT alter the format of the logotype and the symbol



DO NOT add shadows or effects.



DO NOT stretch or scrunch the logo



DO NOT put over another illustration



DO NOT use tint or opacity.

# COLORS

Our brand colors reflect SLAI's values of trust, transparency, growth, professionalism, and leadership. Each color plays a distinct role in communicating who we are and how we serve our members.

## COLOR USAGE RULES

The colors displayed here are specifically selected for various media platforms. Consistent application of these colors ensures a unified and professional look for SLAI, enhancing recognition across all communications and media channels.

Adhering to these color guidelines will help maintain the cohesive and polished visual identity of SLAI, reinforcing our commitment to trust, expertise, and member support.





SURPLUS LINE  
ASSOCIATION  
OF ILLINOIS

# Contact Information



Contact us

[info@slai.org](mailto:info@slai.org)



Website

[www.slai.org](http://www.slai.org)



Phone

312.263.1993



Address

222 S Riverside Plaza  
Suite 2220, Chicago, IL  
60606