



# Brand Guidelines

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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 composed of two parts: the symbol and the wordmark.

Use the primary logo in most print and digital applications. Avoid resizing below 1 inch in width.

Always use the logo files provided on the official Surplus Line Association of Illinois website. Do not re-create.



Surplus Line Association of Illinois's primary logo components

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The SLAI logo must have sufficient clear space around it on all sides to ensure maximum visibility and legibility of our brand identification.

## Clear Space

Always maintain a minimum clear space equal to the height of the “I” in the SLAI logo on all sides to protect visibility and integrity.

For print applications, this space should be no less than ½ inch on each side.



Surplus Line Association of Illinois Logo with minimum clear space

# 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.

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Symbol

SURPLUS LINE ASSOCIATION  
OF ILLINOIS

Logo Font (Din 2014)



Stacked Logo



Side by Side Logo

# Logo File Formats & Recommended Use

To ensure consistent quality across all applications, SLAI logos are provided in multiple file formats.

Selecting the correct format helps preserve clarity, scalability and brand integrity across print and digital platforms.

File Format	Best Used For	Why
SVG	Websites, web apps, digital platforms	Scales infinitely without loss of quality; lightweight and ideal for responsive design
PNG	Digital documents, presentations, email, social media	Transparent background; easy to use across platforms
JPG	Photography overlays, backgrounds, basic digital use	Smaller file size; not recommended for logos with transparency
PDF	Print materials, professional documents	Maintains vector quality for high resolution printing

When possible, use SVG files for all digital and web-based applications and PDF files for print to ensure optimal quality and consistency.

# 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.

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Original



Black



Light Blue



White

These color variations of the Surplus Line Association of Illinois's logo ensure visibility across all applications.



# Incorrect Logo Use

To maintain consistency and professionalism, please avoid the following logo alterations.



SURPLUS LINE ASSOCIATION  
OF ILLINOIS

DO NOT change the color.  
Please only use colors in the  
palette provided.

SURPLUS LINE ASSOCIATION  
OF ILLINOIS



DO NOT alter the format of the  
wordmark and the symbol



SURPLUS LINE ASSOCIATION  
OF ILLINOIS

DO NOT add shadows  
or effects.



SURPLUS LINE ASSOCIATION  
OF ILLINOIS

DO NOT stretch or  
scrunch the logo



SURPLUS LINE ASSOCIATION  
OF ILLINOIS

DO NOT put over another  
illustration



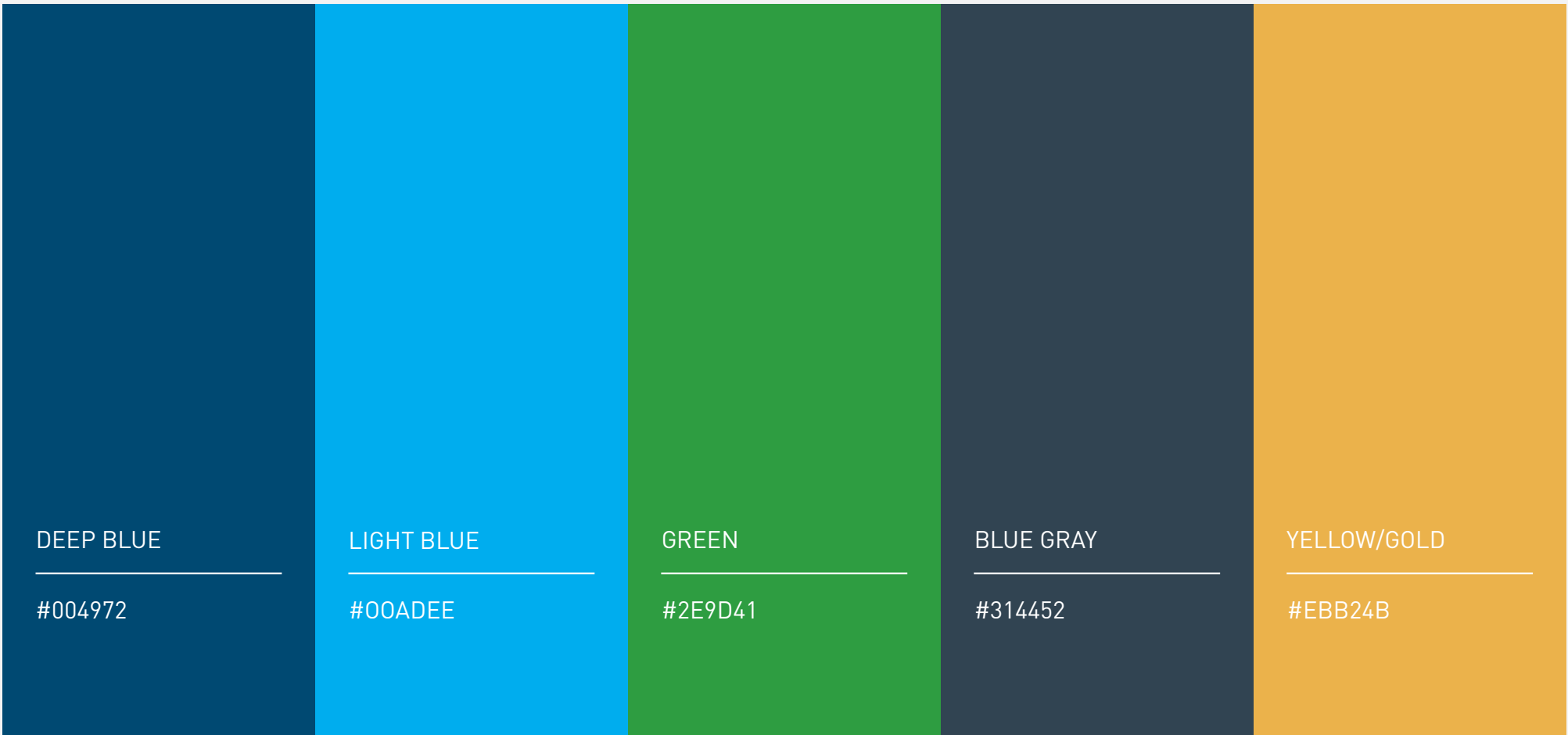
SURPLUS LINE ASSOCIATION  
OF ILLINOIS

DO NOT use tint  
or opacity.

# COLORS

**Primary Palette:** Reflects trust, transparency and leadership

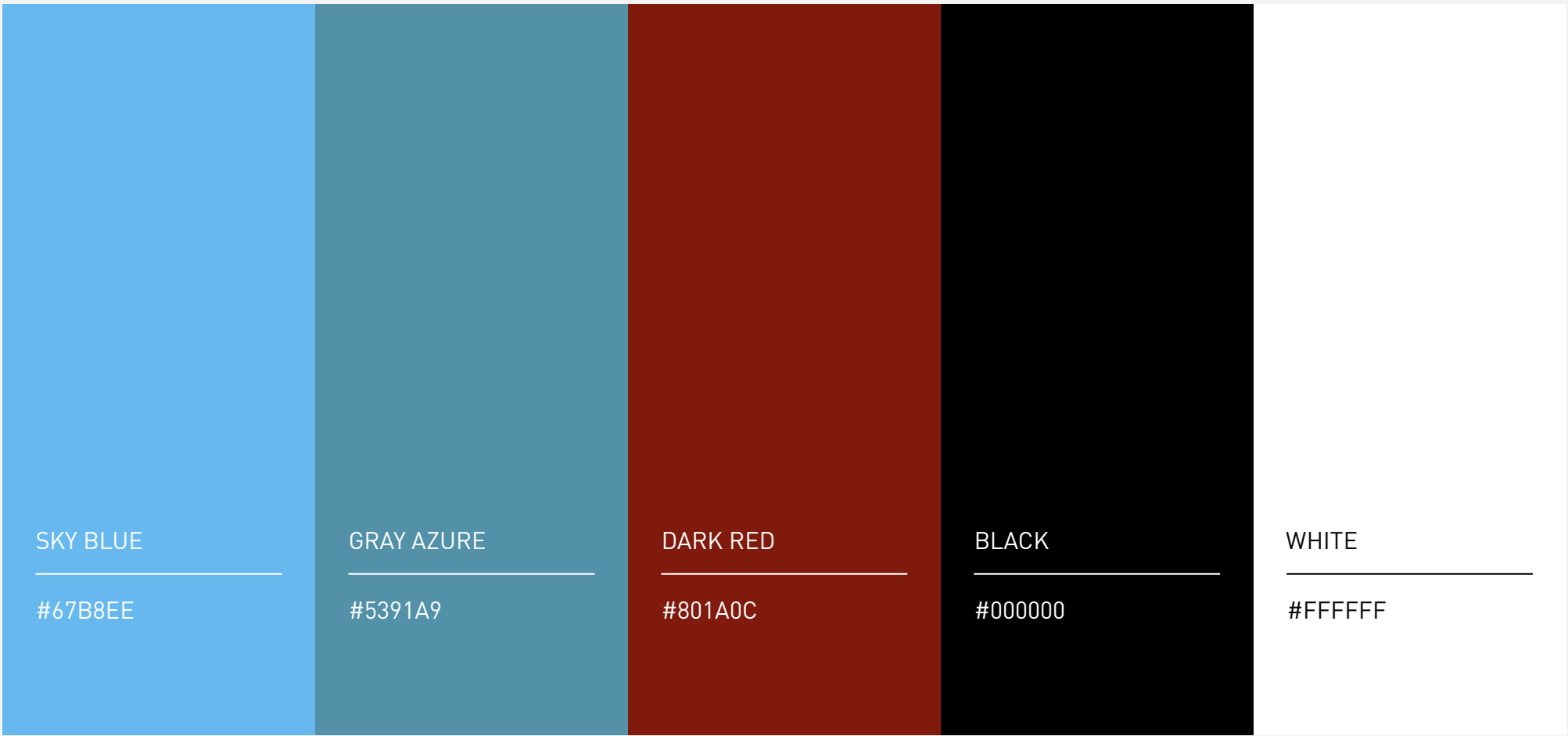
**Supporting Palette:** Adds flexibility for digital print and balance



## 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.





For brand related questions or asset requests please contact us.

# Contact Information



Contact us

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



Website

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



Phone

312.263.1993



Address

222 S Riverside Plaza  
Suite 2220, Chicago, IL  
60606