

CFM

INSURANCE



**CO-OP BRANDING
GUIDELINES**

A large graphic featuring a light blue vertical bar on the left, a tan map of Arkansas in the center, and a tan circular arc on the right. The text 'TABLE OF Contents' is overlaid on this graphic.

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CFM INSURANCE

INSURING MISSOURI SINCE 1869, CFM PROVIDES QUALITY INSURANCE AT A COMPETITIVE PRICE & OFFERS PERSONAL, FRIENDLY & DEPENDABLE SERVICE. AS A COMPANY DEEPLY EMBEDDED IN ITS COMMUNITY, WE ARE COMMITTED TO PROTECTING THE EVER-CHANGING NEEDS OF OUR POLICYHOLDERS, NO MATTER WHERE LIFE TAKES THEM. THERE IS NO STRONGER TESTAMENT TO OUR DEDICATION THAN OUR CONTINUED PROGRESSIVE OUTLOOK & FINANCIAL STABILITY IN THIS INDUSTRY.

1202 E 1ST ST
CONCORDIA, MO 64020
(660) 463-2223

WEINSUREMISSOURI.COM

A group of people's hands are raised and interlocked to form a circle against a bright, golden sunset background. The scene is backlit by the sun, creating a warm, glowing effect. The hands are positioned at various heights and angles, suggesting a diverse group of people. The overall mood is one of unity and community.

OUR VISION

THE FULL CIRCLE EFFECT

YOU INVEST IN OUR SERVICE, CFM
INVESTS IN YOUR PROPERTY, AND
TOGETHER WE INVEST IN OUR
COMMUNITIES - *that's full circle.*



CFM CO-OP
Program

GUIDELINES

DIGITAL AND PRINT ADVERTISING

CUSTOM IMPRINT ADVERTISING



CFM INSURANCE

Co-op stands for cooperative advertising and is a partnership between CFM and its agencies to share the cost of advertising locally.

By sharing the cost, CFM will reimburse its agencies on approved advertising campaigns. This advertising includes both traditional print advertising and digital/online marketing activities to promote your agency. This mutually beneficial program is a win-win - you showcase your business and together we will build our brands!

The first step is to identify what co-op funds may be available to you. You can find this information by logging into the CFM Agency Dashboard. To see your co-op dollars balance, go to "Co-Op Requests" in the left navigational panel. You'll get a breakdown of your available co-op dollars, pending requests, past orders, and also any co-op amount due to CFM after the initial co-op funds provided by CFM has been exhausted.

DIGITAL AND PRINT ADVERTISING

Signage

Newspaper

Web Banners

Social Media Posts

Billboards



**CO-OP BRANDING
GUIDELINES**

Submit requests through the CFM Dashboard using the following link:

<https://www.cfmimo.com/dashboard/coop>.

Click the “Submit a Co-op Request” button.

[Submit a Co-op Request](#)

Please provide us with all the information requested on this form. If design services are requested, use the Additional Details section to provide us with the design direction you have in mind, dimensions of print piece, and any other details that will help us complete the piece efficiently and as you envision it to be.

DIGITAL AND PRINT ADVERTISING

All signage and ad advertising will need to be paid by the agency and then submitted for co-op reimbursement.

All print and digital ads must include the current CFM Insurance logo to qualify for reimbursement.



CO-OP BRANDING GUIDELINES



SIGNAGE



NEWSPAPER



WEB BANNERS

PRINT ADVERTISING

Examples of qualifying print ads:

- Signs
- Newspaper
- Plat Books
- Sport Programs/Schedules

For reimbursement, please provide:

- A copy of the invoice
- An image of the printed piece

DIGITAL ADVERTISING

Digital advertising refers to communication made by an agency to advertise and promote its brand and services using various platforms and digital channels.

Examples of qualifying digital ads:

- Web banners on local websites
- Boosted social posts

Social Media Promotions -

To qualify for reimbursement, your social media promotion must:

- Include the CFM logo
- Link to a CFM website page or blog
- Have a high-quality image

For reimbursement, please provide:

- A screenshot of your ad
- A copy of the invoice

PLEASE NOTE - Any print or digital materials that are not designed by CFM will need to be pre-approved to qualify for co-op reimbursement.

BILLBOARD ADVERTISING

All billboard designs must include the current CFM Insurance logo to qualify for reimbursement.



BILLBOARD ADVERTISING

For billboards that require a contract, CFM requires that each agency engage the contract and invoice with the vendor. CFM will reimburse the agency once the request is submitted through the CFM Agency Dashboard. This can be done one of two ways -

1. You can submit the reimbursement requests that coincides with your payment plan.
2. You can submit a reimbursement request for the yearly invoiced amount at the beginning of the contract and receive your yearly funds in one payment to put towards your billboard.

For reimbursement, please provide:

- A copy of the invoice
- An image of the printed piece

PLEASE NOTE - Any print materials that are not designed by CFM will need to be pre-approved to qualify for co-op reimbursement.



CO-OP BRANDING GUIDELINES

CUSTOM IMPRINT ADVERTISING

CFM offers a variety of custom imprint merchandise in the Co-Op on the CFM Dashboard.



**CO-OP BRANDING
GUIDELINES**

If there is a item that you are looking to purchase that is not on our store page, please send a special request through the dashboard using the following link:

<https://www.cfmimo.com/dashboard/coop>.

Click the “Submit a Co-op Request” button.

Submit a Co-op Request

Please provide us with all the information requested on this form, including a link to the website/item you are looking at. We will make all attempts to honor your requests, but there may be times it will not be possible.

APPROVED EXAMPLES:

All custom items must have enough imprint real estate to accommodate both company logos to qualify for Co-Op.

For reimbursement, please provide:

- A copy of the invoice
- An image of the printed piece showing both logos

MUGS



T-SHIRTS



NOT APPROVED EXAMPLES:

PENS



POP SOCKET





BRAND GUIDELINES & LOGOS

**ONLY THE FOLLOWING LOGOS ARE
ACCEPTABLE TO USE FOR CO-OP
ADVERTISING.**

PRIMARY LOGO



LOGO VARIATIONS

**COMMUNITY
FIRST ...IT'S A
MUTUAL THING**

COMMUNITY FIRST ...IT'S A MUTUAL THING

APPROVED TEXT TAGLINE VARIATIONS



NO EMBLEM. BOLD "INSURANCE". GOOD FOR EMBROIDERY



BOLD "INSURANCE" FOR EMBROIDERY & SELECT DESIGNS

SECONDARY LOGO

LOGO EMBLEM





TYPOGRAPHY

PRINT TYPOGRAPHY

WEB TYPOGRAPHY

CFM FONT

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

LULO CLEAN ONE

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

LULO CLEAN ONE BOLD

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Aleo Font Family

A B C D E F G H I J K L M N O P a b c d e f g h i j k l m n o p
Q R S T U V W X Y Z q r s t u v w x y z

Avenir Font Family

A B C D E F G H I J K L M N O P a b c d e f g h i j k l m n o p
Q R S T U V W X Y Z q r s t u v w x y z

Cherry Cordial

A B C D E F G H I J K L M N O P a b c d e f g h i j k l m n o p
Q R S T U V W X Y Z q r s t u v w x y z

Roboto Slab Family

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

Raleway Font Family

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

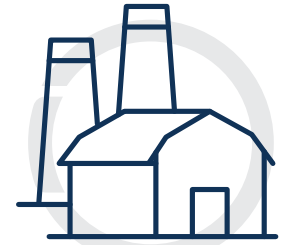
ICONOGRAPHY



SOCIAL MEDIA ICONS



AUTO PRODUCT



FARM PRODUCT



HOME PRODUCT



COUNTRYSIDE PRODUCT



RENTERS PRODUCT



LANDLORD PRODUCT

PRODUCT ICONS

ICONOGRAPHY



EDUCATION - PUBLIC SERVICE DISCOUNT



LEGACY DISCOUNT



MILITARY DISCOUNT



MILLENNIAL/SENIOR DISCOUNT



MONITORING DEVICE DISCOUNT



MULTI POLICY DISCOUNT



TRADITIONS DISCOUNT



PRIMARY COLOR PALLETE
ACCENT COLORS

PANTONE 289C

C-100
M-83
Y-38
K-3

R-18
G-50
B-87

#123257

PANTONE 7563C

C-17
M-44
Y-99
K-1

R-210
G-147
B-41

#D29329

PANTONE 425C

C-66
M-56
Y-53
K-29

R-84
G-87
B-89

#545759

FLAT WHITE

C-0
M-0
Y-0
K-0

R-255
G-255
B-255

#FFFFFF

GRAY 30

C-0
M-0
Y-0
K-10

R-230
G-231
B-232

#E6E7E8

PANTONE 2925C

C-83 / M-16 / Y-0 / K-0

R-0 / G-161 / B-223

#00A1DF

BLUE GRADIENT

PANTONE 2925C - PANTONE 289C