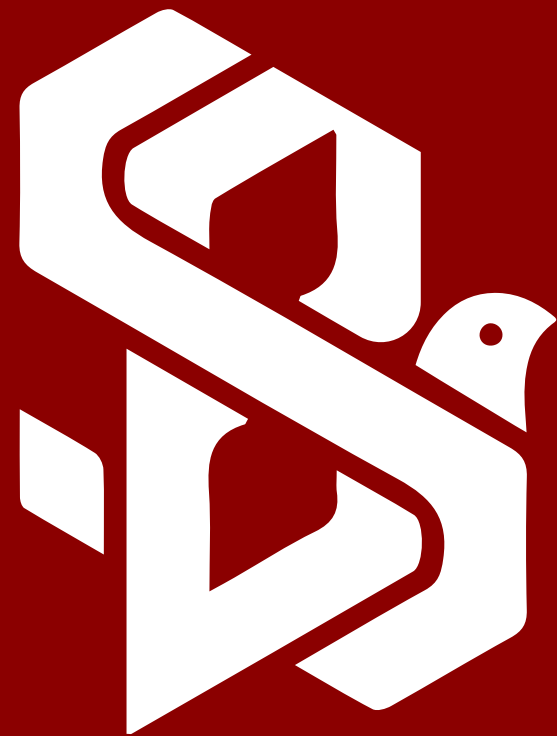


BRAND GUIDELINES



Bethany Shield
Insurance Brokers LTD.

SEPTEMBER 2024

BACKGROUND

Bethany Shield Insurance Brokers LTD is a renowned brokerage firm offering inclusive insurance and financial services.

The name "Bethany" was chosen to evoke the story of Lazarus being raised from the dead, symbolizing renewal, hope, and transformative power (According to the Gospel of John, the miracle of Lazarus's resurrection took place there. Jesus performed miracles in Bethany, including the raising of Lazarus from the dead.). The term "Shield" represents protection and security, aligning with the firm's mission to safeguard and support its clients.

MISSION STATEMENT

To provide clients with reliable, transformative financial solutions and strategies, guiding them towards secure and prosperous futures.

To provide accessible and reliable insurance and financial solutions that cater to a diverse clientele, ensuring their security and growth.

VISION STATEMENT

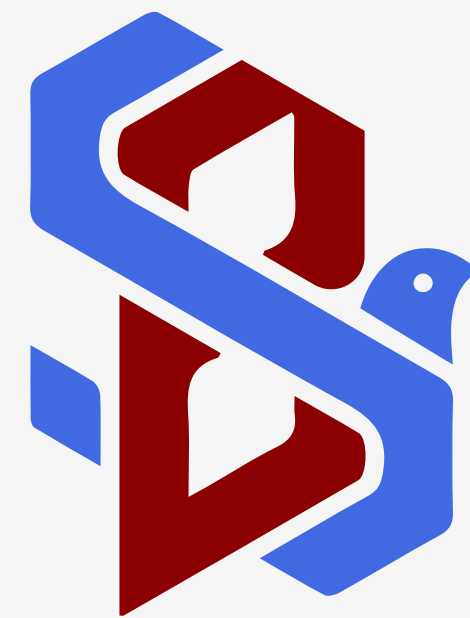
To be the leading brokerage firm recognized for exceptional service, inclusivity, and impactful solutions across various sectors and communities.



BRAND LOGO

The primary focus of this design is the integrated "B" and "S" letters, representing Bethany Shield.

The logo features a dove gracefully nestled into the letter structure. The dove, symbolizes hope and trust, which resonates with the core values of the brand.



Bethany Shield
Insurance Brokers LTD.

BLACK & WHITE

The monochromatic version has been specifically designed to meet some specific printing requirements.



Bethany Shield
Insurance Brokers LTD.



Bethany Shield
Insurance Brokers LTD.

LOGO LEGIBILITY

The logo can be used as a tab for pages and imagery. The logo should never be too small to read.

There should be enough clear space at the top of the logo to allow for this in print or online applications.

MAXIMUM SIZE.

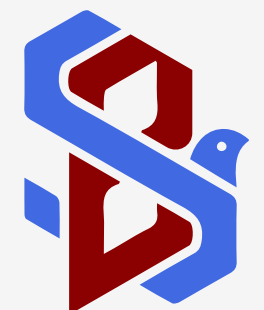


Bethany Shield
Insurance Brokers LTD.

MINIMUM SIZE.



Bethany Shield
Insurance Brokers LTD.



Smaller applications.



Favicon

LOGO MISUSE

The logo must be used as is and not be altered in any way. This means that you **MUST NOT**:

1. Change the logo's orientation or rotation.
2. Change the logo's colors
3. Add special effects to the logo
4. Display the logo with limited legibility



BRAND COLOURS

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette..



ROYAL BLUE

C77 - M62 - Y0 - K0
R65 - G105 - B225
HEX #4169e1



MAROON

C27 - M100 - Y100 - K32
R139 - G0 - B0
HEX #8b0000

TYPOGRAPHY

CANELA TEXT FONT FAMILY

regular medium bold

Aa ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 XYZ

Bb abcdefghijklmnop
 qrstuvwxyz
 1234567890

RALEWAY FONT FAMILY

regular medium semi bold bold
 extra bold black

Aa ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 XYZ

Bb abcdefghijklmnop
 qrstuvwxyz
 1234567890

PATTERN



APPLICATION

The following section brings all of the identity elements together to show the Bethany Shield Insurance Brokers LTD Brand in application: These example applications are visual guides to help create the brand's communication. This section demonstrates the flexibility of the brand, exploring the use of all the elements.

LETTER HEAD



Chris Kirubi
CEO & Founder

+254 758411462

bethanyshield.info@gmail.com

Date, 10 September, 2021

This is a sample letter that has been placed to demonstrate the typing format for Bethany Shield Insurance Brokers LTD letterhead design. It will serve to work in harmony with all other elements.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor

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Signature

Chris Kirubi
CEO & founder

BUSINESS CARD



Bethany Shield
Insurance Brokers LTD.

Chris Kirubi
CEO & Founder

☎ +254 758411462

✉ bethanyshield.info@gmail.com

STAFF CARDS



**VICTORIA
CHRIS**

Graphic Designer

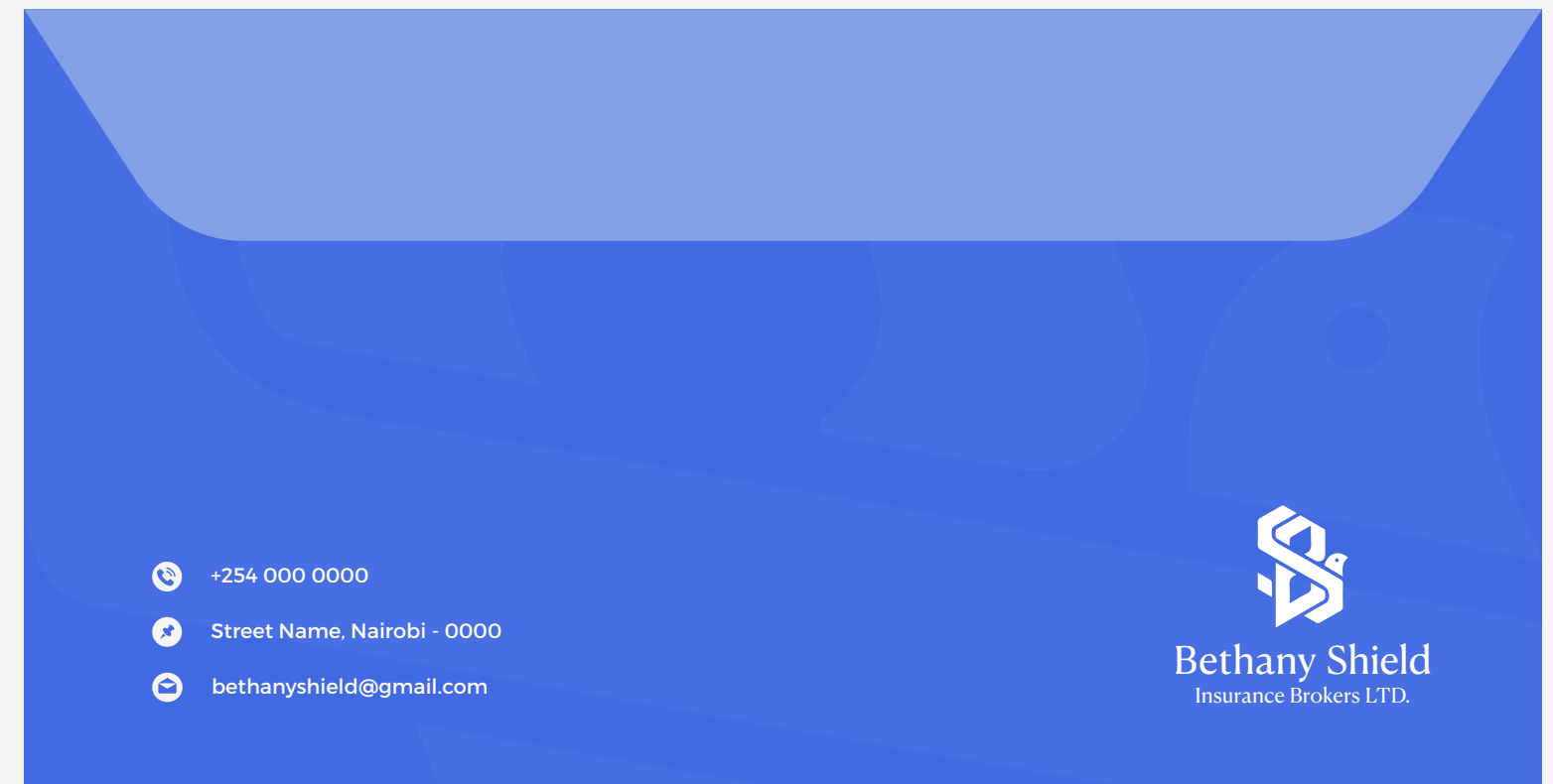


Id number
000283329

LANYARD



ENVELOPE



INVOICE



Chris Kirubi
CEO | Bethany Shield Insurance Brokers LTD

+254 456 7890
info@bethanyshield.com
street/state name address with country zip

Tuesday, 18/09/2024
INVOICE
No. #00001

No.	Descriptions	Rate	Qty	Price
01.	Aenean mollis justo at	3000	02	6000
02.	Aenean mollis justo at lorem mollis.	2000	01	2000
03.	Aenean mollis juollis.	1000	04	4000
04.	Aenean mollis justo at lorem mollis.	5000	02	10,000
05.	Aenean mollis justom mollis.	4000	01	4000
06.	Aenean mollis justom mollis.	10000	02	20,000
Total:				58,000

Payment Methods :

Bank: Equity
Details: Bethany Shield
Account No: 000000
Pin Number: 000000

Terms & Conditions

Lorem dolor sit amet consectetur adipiscing elit sed laoreet dolo.

Thank you for your business!

VOUCHER

#13647950

GIFT
VOUCHER

VALID FROM 1ST AUGUST 2024 TO SEPTEMBER

Ksh 3000



Bethany Shield
Insurance Brokers LTD.

RECEIPT



Bethany Shield
Insurance Brokers LTD.

CASH RECEIPT

Description	Price
Lorem	1000
Ipsum	2000
Dolor sit amet	3000
Consectetur	4000
Adipiscing elit	5000

Total **15000**

Cash	20000
Change	5000

Bank card	--- --- --- 234
Approval Code	#123456

THANK YOU!



EMAIL SIGNATURE



Chris Kirubi | Ceo & founder

Bethany Shield Insurance Brokers LTD

Office +254 456 7890 | Fax +254 456 7890 | Cell +254 456 7890

chriskirubi@bethanyshieldinsurancebrokersltd.com

www.bethanyshield.com

**Comple-
mentary slip**

**Thank you
for your business**



+254 456 7890
chriskirubu@bethanyshieldinsuarancebrokersltd.com
www.bethanyshield.com

NOTEBOOK



PEN



CUPS



T-SHIRT



POLO-SHIRT



THANK YOU!