



TMW INSURANCE GROUP

2025 Brand Refresh

Primary Logo

About

01. Evolution, Not a Revolution

The new TMW Insurance Group logo reflects the company's evolution as a strong, independent insurance agency while maintaining a sense of trust, professionalism, and modernity.

It preserves key elements from the previous design, ensuring a smooth transition while presenting a more refined and contemporary identity.

02. A Strong & Trustworthy Symbol

The shield icon conveys protection and security—core principles of the insurance industry. The dynamic swooping lines, inspired by the previous logo, add a sense of movement, symbolizing growth, progress, and adaptability.

03. Clean & Impactful Typography

The bold, modern typography enhances readability and confidence, with structured letterforms reinforcing strength and stability across all applications.



Primary Logo

The primary logo is the preferred brandmark to be leveraged across all communication formats when available space allows for sufficient impact. The primary logo is comprised of both the TMW Insurance Group wordmark and emblem, in their approved proportions and relative position.



Secondary Logo

The secondary logo is available for use in scenarios where the size of the 'TMW' does not provide sufficient space for strong brand impact.



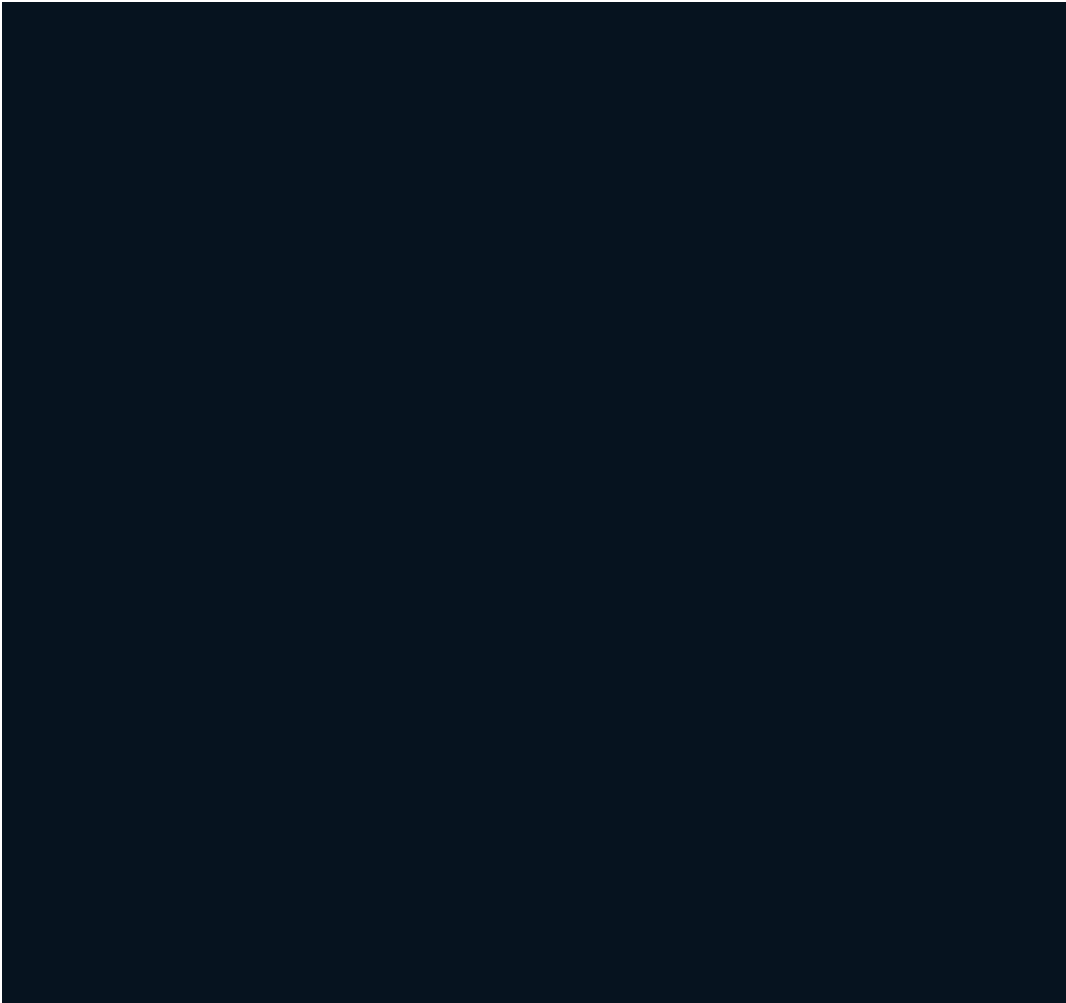
Emblem



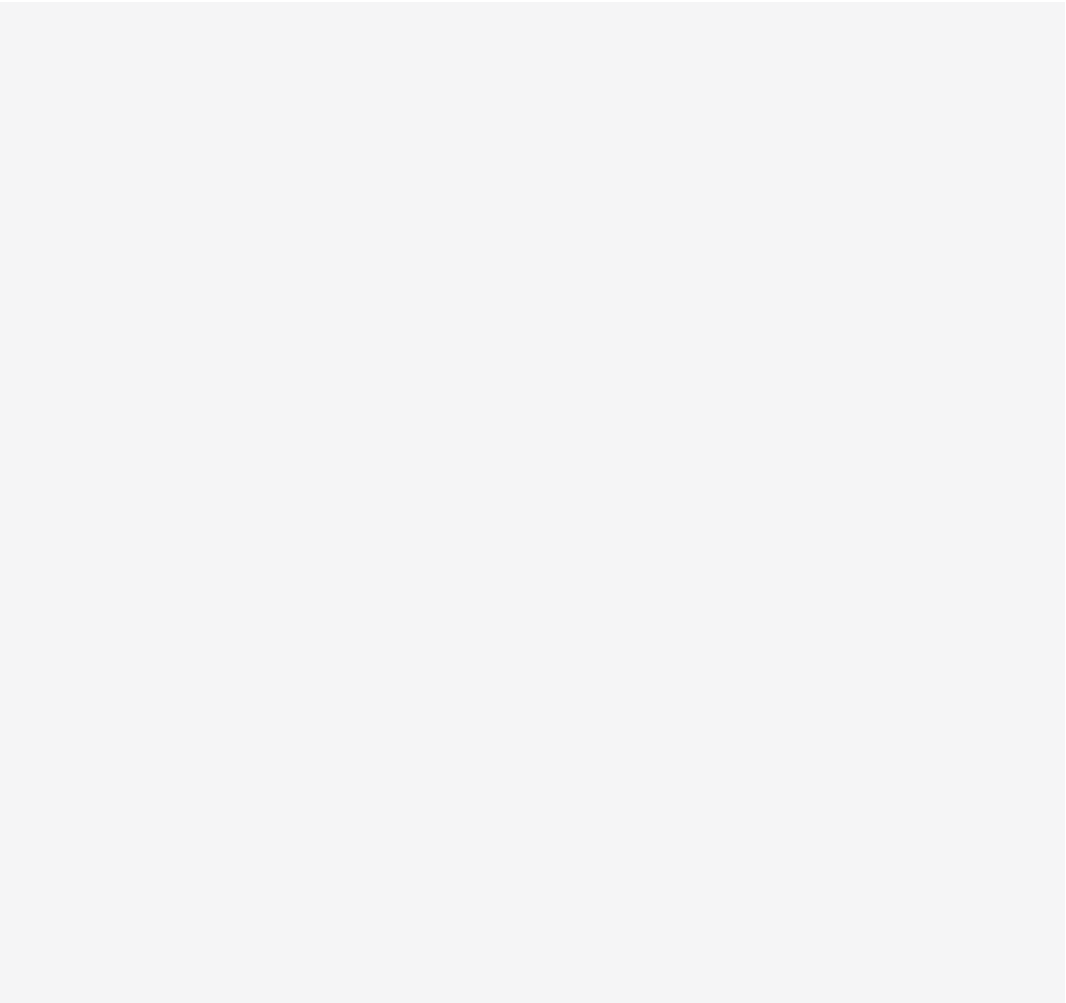
Color Palette



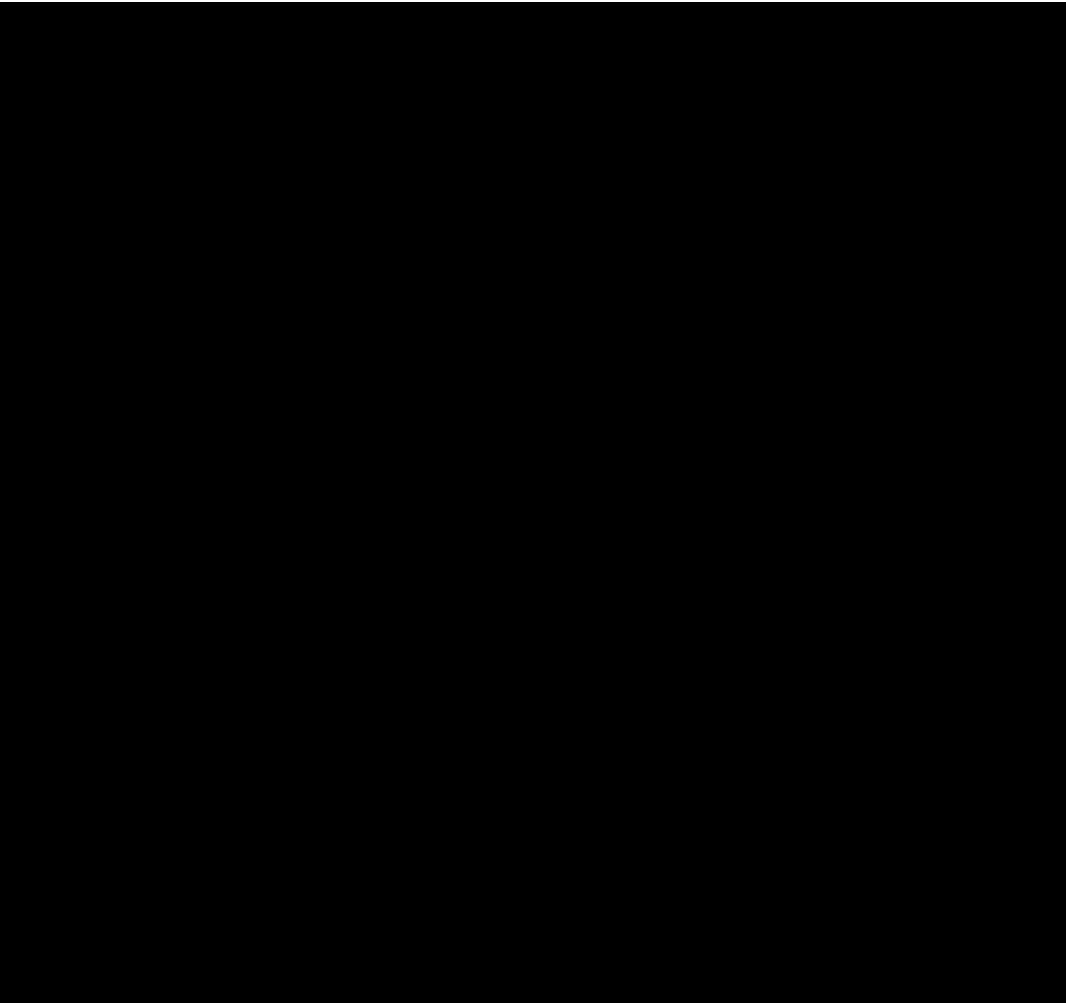
Celtic Blue
Hex: #066FCF
RGB: 6, 111, 207
CMYK: 84, 56, 0



Black Pearl
Hex: #06131F
RGB: 6, 19, 31
CMYK: 85, 73, 58, 75



White Smoke
Hex: #F5F5F6
RGB: 245, 245, 246
CMYK: 2, 2, 1, 0



Black
Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Typography

Nexa Bold

Aa Bb Cc Dd Ee Ff Gg hh li Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Nexa Regular

Aa Bb Cc Dd Ee Ff Gg hh li Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Nexa Light

Aa Bb Cc Dd Ee Ff Gg hh li Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz







