

Gallagher Way  
Wrigley Field Sponsorship  
Brand Guidelines +  
Logo Usage



**Gallagher**

Insurance | Risk Management | Consulting

# Overview

Gallagher has established a sponsor relationship with the Chicago Cubs and Wrigley Field. Etus eaquiat emporem volo enis del ipistrum et ipsumque eossintur?

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**Chicago, the home town of Gallaher is also home to the 2016 World Series Champions Chicago Cubs major league baseball franchise. Gallagher and the Cubs share a long history in the Chicago area. Gallagher is celebrating it's 90th year and the Cubs it's 142nd year.**

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## The Logo: Horizontal Preferred



**The Gallagher Way horizontal logo is the preferred usage  
and has 3 components**

1. Official Gallagher Globe-G
2. The logotype initial capital letter G
3. Custom lettering from the official Gallagher typeface

# The Logo: variations

**Approved variations of the Gallagher Way logo are the Stacked, Reversed and Stacked & Reversed versions.**

While the horizontal version is the preferred usage, it is understood that some reproductions simply cannot accommodate such a wide logo and still have a significant presence. In these cases the Stacked logo should be used.

In instances where the positive dark blue type will not noticeably stand out against a given background, please use either of the reversed logo version.

Stacked



Reversed



Stacked & Reversed



## Gallagher Way: logo usage

The Gallagher Way logo was developed as part of a sponsorship agreement with the Chicago Cubs and is intended only for use on approved Wrigley Field materials. The logo will adorn buildings, structures, banners and promotional materials in the plaza that will carry the Gallagher Way name. Any proposed usage that may appear off-premise from Wrigley Field needs to be approved by (Inset Title here).

Do not use this logo for any Gallagher Corporate, Product or Service branded materials, either internal or external, that do not have the specific relationship with Wrigley Field and the Chicago Cubs organization.



# Using the logo



## Spacing around the logo

When using the Gallagher Way logo, it is important that a minimum distance around it is adhered to in order for the mark to be clearly legible.

There should always be a gap no smaller than the height of the globe badge, defined by x. This measure is to be used both above and below the logo box as well as to the left and right to keep a safe distance from any other content.



# Using the logo

## Approved Color

The logo is intended to tie directly to the Gallagher brand, both in name and visually. To best achieve this connection is it important to only use the approved colors. The 3D G-globe is a continuous tone rendering that can only be reproduced using CMYK or RGB color. There are no PMS breakdowns for the G-Globe portion of the logo. The logotype should always use Gallagher official Dark Blue, or white when reversed on a blue field.

These are the approved color conversions for the Gallagher Dark Blue.



**PMS – 2965C,  
CMYK – 100/75/45/49  
RBG – 0/38/62**

# Questions?

**Need more information? Feel free to reach out and we'll help resolve it.**

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