

TWFG Insurance Brand Colors & Logo Quick Reference Guide

Contact marketing@twfg.com for questions related to the TWFG Insurance Brand



Corporate Logo

Best for signage
and stationery items



Simplified Logo

Best for embroidery
and promotional materials

Primary Font – Color = 80% Black

Futura PT Heavy - Headline

Futura Medium - Sub Headline / Headline

Futura PT Book - Body Copy

Web Font – Color = #4B4F54 - Midnight Sky Gray

Jost Bold - Headline

Jost Medium - Sub Headline / Headline

Jost Regular - Body Copy



Paint Codes

#3F6C7D

INTEGRITY

SW 7607
Santorini Blue

TWFG Waterway Blue (PMS 2180 C)

R: 63 G: 108 B: 125
C: 83 M: 40 Y: 34 K: 30

#4B9560

STRENGTH

SW 6747
Argyle

TWFG Tree Green (PMS 7730 C)

R: 75 G: 149 B: 96
C: 68 M: 0 Y: 71 K: 18

#58A7AF

COMMITMENT

SW 6767
Aquarium

TWFG Morning Blue (PMS 2233 C)

R: 88 G: 167 B: 175
C: 71 M: 8 Y: 35 K: 4

#D66965

COURAGE

SW 6874
Ardent Coral

TWFG Sunset Orange (PMS 2031 C)

R: 214 G: 105 B: 101
C: 4 M: 71 Y: 54 K: 0

#4B4F54

INNOVATION

SW 9154
Perle Noir

TWFG Midnight Sky Gray (PMS 7540 C)

R: 75 G: 79 B: 84
C: 41 M: 28 Y: 22 K: 70