

Identity |

RADIAN

Approach:

Initiating several acquisitions in the mortgage insurance industry and becoming the second largest mortgage insurance company in the United States, the newly named Radian Guaranty Corporation, was at risk of losing mind share and market share during their transformational phase. They needed their new name and identity to be delivered quickly to the target market.



Radian Guaranty Inc. **RADIAN**

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1775 Peachtree Dunwoody Road
Atlanta, Georgia 30342
800.256.6030
404.843.0300
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March 4, 1999

Mr. Tim Girvin
Tim Girvin Design, Inc.
The Fifth Floor
1601 Second Avenue
Seattle, WA 98101-1575

Dear Mr. Girvin,

The type font for the business papers system is Times New Roman. For most uses the text set in Times New Roman, Capitals with lower case, 11 points size with 14 points leading. *aliases* may be used to highlight items within the text as minimally needed. Do not use all capitals or underlining as the use of different weights and Italics of the font are more successful at defining copy points, can establish a hierarchy of information and are easier to read. All text is set Flush Left with a Ragged Right margin as shown.

The column width is established by a 2-1/4 inch margin on the left side of the page which flush with the left side of the preprinted corporate logotype. A 3/4 inch margin on the right defines the maximum column width. The letter starts with a date which is located flush left, 1-3/4 inches down from the top trim edge of the page. The first line of the address starts on the Third line beneath the date, flush left. If using a reference, begin on the second line beneath the last line of the address, flush left. The salutation aligns flush left on the second line beneath the address or the reference line. The body of the letter extends down no lower

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Result:

GIRVIN worked with Radian to develop an identity that reflected the industry's traditional sense of stability, but also gave the identity energy and spark to speak to the new paths Radian was paving. The identity was outlined in a graphics standards manual and was immediately applied to business papers, calendars, coffee and a GIRVIN - designed PowerPoint presentation.