



BRAND GUIDELINES
2021

MISSION

We solve claims administration problems for contractors who want to grow.

LOGO

Original



LOGO

Secure Area And Construction

The secure area allows the logo to be kept separate from other content that, due to its proximity, could distract attention.

The Logo is based on the Typography Sofia.



LOGO

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a

Secondary colors highlight and compliment the primary

Color Breakdown

Primary Colors

cmyk 67/59/56/38
rgb 74/75/76
hex #4a4b4c

cmyk 1/13/100/0
rb 255/215/2
hex #ffd702

Secondary Colors

cmyk 43/35/35/1
rgb 153/153/153
hex #999999

cmyk 12/9/10/0
rgb 221/221/221
hex #dddddd

LOGO

Current versions are approved to use on white and dark backgrounds.

Any other version should be avoided to maintain brand recognition

Logo Colors and Background

White background



Dark background



LOGO

Avoid using any type of transformation of the logo other than the size.

Remember always check the logo guide lines to see the correct use of the logo backgrounds and

Not Accepted Logo Colors and Background

No tilting the logo



No stretching or skewing the logo



No Shrinking the logo



No recoloring any part of the logo



Do not use other backgrounds than the approveds on the guide lines



FONTS

Logo Font

Sofia Pro

Sofia Pro Bold

Montserrat

Uses

Logo
Headlines

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#\$%^&*()_+=/*-

SubHeadlines

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#\$%^&*()_+=/*-

Texts

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#\$%^&*()_+=/*-