TypTap

Brand Standards Guide

TypTap

About

With a wide variety of teams and products contributing to the TypTap brand, the need for consistency, documentation patterns, and a vision for our future has become increasingly more important. The Brand Standards Guide enables TypTap to build a cohesive and consistent solution while acting on best practices and styles commonly used by our company.

The Brand Standards Guide is an evolving extension of the TypTap Brand. It should be used as a guide while knowing it will adapt and change as the brand adapts and changes. It is the primary tool and single source of truth.

The TypTap Brand

The TypTap brand emphasizes white space and minimalism. All designs should be kept minimalistic and clean. Any gradients or shadows applied to the layout should be soft and subtle. Using a white to light gray gradient as a background can help increase the depth will only be used if the gradient bleeds off the page.

When using imagery, always choose subject matter containing colors that reinforce the core brand colors (bright greens and blues).

Body copy should be set in TypTap's Vogue Blue color whenever possible. While headlines appear in TypTap Green or TypTap Blue to help add emphasis. Additionally, use TypTap Gray for design elements to add subtle structure to a page when needed.

TypTap

Branding Colors

Primary Colors

TypTap Gray

CMYK
C: 59 | M: 50 | Y: 50 | K: 19
RGB & Hex
R: 104 | G: 104 | B: 105
Hex: #686969
Pantone Matching System
Uncoated stock: PMS 426 U
Coated stock: 2333 C

TypTap Green

CMYK
C: 57 | M: 0 | Y: 99 | K: 0
RGB & Hex
R: 121 | G: 192 | B: 67
Hex: #79C043
Pantone Matching System
Uncoated stock: PMS 3561 U
Coated stock: PMS 360 C

TypTap Blue

CMYK
C: 73 | M: 24 | Y: 0 | K: 0
RGB & Hex
R: 39 | G: 157 | B: 216
Hex: #279DD8
Pantone Matching System
Uncoated stock: PMS 2192 U
Coated stock: 2925 C

Secondary Colors

Vogue Blue

CMYK
C: 89 | M: 64 | Y: 51 | K: 40
RGB & Hex
R: 30 | G: 64 | B: 78
Hex: #1E404E
Pantone Matching System
Uncoated stock: PMS 303 U
Coated stock: 309 C

Crisp White

CMYK
C: 0 | M: 0 | Y: 0 | K: 0
RGB & Hex
R: 255 | G: 255 | B: 255
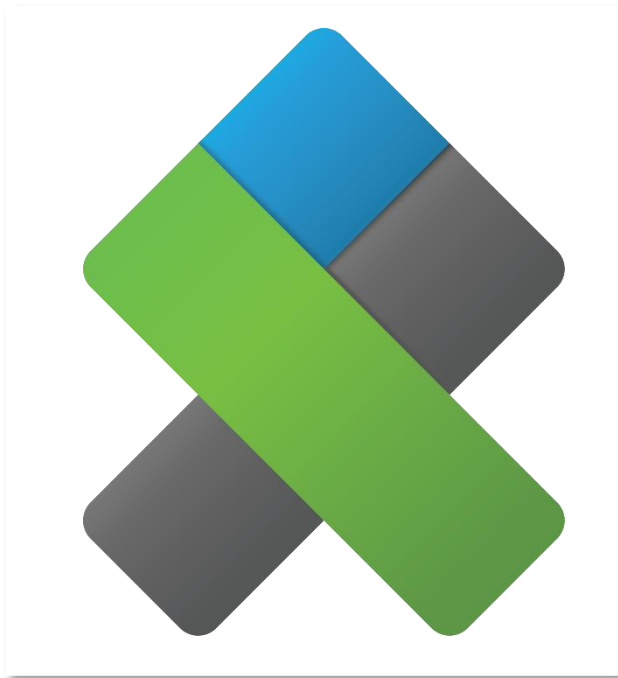Hex: #FFFFFF
Pantone Matching System
Uncoated stock:
Coated stock: 000 C

TypTap

Color Usage

TypTap Logos

The TypTap color palette encompasses sincerity, maturity, and balance. While other secondary colors are included within TypTap's color scheme, these three colors emphasize who TypTap is and what TypTap stands for.

TypTap Blue	TypTap Blue is the trust and sincerity of the TypTap brand. Without trust and sincerity, there is no unity. TypTap thrives on staying unified within the community.
TypTap Gray	TypTap Grey is the maturity and security of the TypTap brand. Despite TypTap's age, we pledge stable reliability for the betterment of the community.
TypTap Green	TypTap Green is the balance and growth of the TypTap brand. TypTap strives to be the developing equilibrium for the insurance industry.

Typography

Roboto Slab

Roboto Slab is TypTap's primary font. The font used in the TypTap logos. This font is for graphics, PDFs, and other elements.

Regular	Bold
ABCDEFGHIJKLMNOPQRS TUVWXYZ	**ABCDEFGHIJKLMNOPQRS TUVWXYZ**
a b c d e f g h i j k l m n o p q r s t u v w x y z	**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Roboto

Roboto is a universal font used in emails and other external communications where universal fonts are widely recognized. This font is to be used for all email content unless otherwise stated. Roboto is a sans serif sister font of our primary font Roboto Slab.

Regular	Bold
ABCDEFGHIJKLMNOPQRST UVWXYZ	**ABCDEFGHIJKLMNOPQRST UVWXYZ**
a b c d e f g h i j k l m n o p q r s t u v w x y z	**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Billy Ohio Dua

Billy Ohio Dua is the display font choice for the TypTap brand. Billy Ohio is used sparingly and in unique circumstances such as design elements, vibrant headers, or when in need of design element typography.

Regular	Bold
ABCDEFGHIJKLMNOPQRSTU VWXYZ	ABCDEFGHIJKLMNOPQRSTU VWXYZ
a b c d e f g h i j k l m n o p q r s t u v w x y z	a b c d e f g h i j k l m n o p q r s t u v w x y z

Logos

TypTap Logo Horizontal

Suggested Use- Use the TypTap logo (without "insurance") to identify TypTap Insurance Group, the parent company for TypTap Insurance and Exzeo. When using a dark background, use the logo with "TypTap ®" in white lettering.
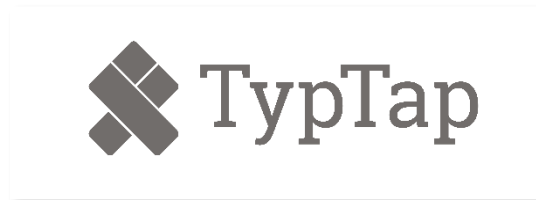
TypTap Insurance Logo Horizontal

Suggested Use- Use the TypTap Insurance logo to identify TypTap Insurance Company Inc. This logo also identifies TypTap Management Company, the MGA that underwrites policies on behalf of TypTap Insurance Company, Inc. When a dark background is present, use the "TypTap Insurance ®" logo in white lettering. This official logo is used for all filings with the state and appears on all forms, policies, and letters.

TypTap Insurance Logo Horizontal Single Color

Suggested Use- Single color logos are used on print materials and items when only one-color printing is available.

TypTap Insurance Logo Vertical

Suggested Use- Use the vertical TypTap Insurance logo as an alternative to the horizontal version when needing to fill a more squared space.

Logo Do's and Don'ts

Logo Safe Area

Do keep a minimum safe area around the TypTap logo. See figure 1 for the defined safe area. Examples of correct and incorrect usage of the minimum safe area are also shown below.

Figure 1

The minimum safe distance equals **X**, defined by the height and width of the largest square that will fit into the top portion of the TypTap ribbon icon. **X** is the smallest distance allowed between the TypTap logo and any other element. The registered trademark symbol [®] is ignored as part of the logo, as shown above. Please note: **X** is the same distance vertically and horizontally. **X** will become bigger as the logo expands, and **X** will be smaller as the logo shrinks

DO

Do allow for the designated minimum space. The TypTap logo should have at least the minimum designated space from but not limited to any line, edge, image, or text.

DON'T

Don't allow for less than the minimum designated space. The TypTap logo should not be closer than the designated minimum space from but not limited to any line, edge, image, or text.

Ribbon Do's and Don'ts

DO

Do break minimum space rules if needed. When using the ribbon icon apart from the complete logo, it can be utilized as a typical design element while adhering to the following parameters:

Do use the ribbon icon as a large design element without the accompanying text "TypTap" or "TypTap Insurance".

Do place the ribbon icon on the edge of a layout where the ribbon is bisected or split but still allows all three brand colors to be shown.
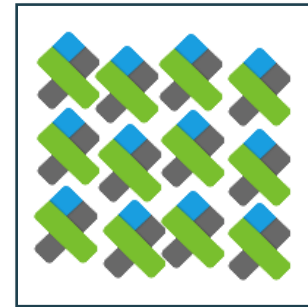
DON'T

Don't rotate the ribbon icon. The ribbon should be used only in the orientation it appears when part of the official TypTap logo.

Don't orient the ribbon icon where all three primary TypTap colors are not visible. If possible, keep 50% of the blue diamond visible.

Don't use the ribbon to make patterns or as a repeating element on the page.

DO

Do use the TypTap ribbon icon from the logo as a design element. The TypTap ribbon icon can stand alone to bring interest and brand reinforcement to any layout. When applied to a multipage page design, this treatment should be used only for main sections or to emphasize specific pages — not on every page.

Lorem Ipsum

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Donec tortor dolor, consequat sit amet viverra sed, mattis in odio. Nulla consequat mi vitae molestie maximus. Donec luctus cursus bibendum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque faucibus ut velit id sodales. Integer scelerisque ipsum urna, sed porta ex cursus id. Nam gravida feugiat nunc nec ultrices. Cras est elit, cursus et feugiat nec, pretium vitae elit. Morbi fringilla eu sem in aliquet. Donec ornare tempus justo, eget molestie eros volutpat in. Integer quis risus arcu. Ut semper dictum

TypTap

Typography Do's and Don'ts

DO

Do use Billy Ohio as a short headline or call out to add interest. Billy Ohio has some unique characters and ligatures that can cause readability difficulty. Therefore, it should be used sparingly.

Hello Welcome.

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Quisque sodales rutrum aliquet. Ut vehicula nisl velit. Sed eu viverra sapien. Curabitur faucibus ultrices massa non finibus. Sed quis elementum ligula, ultrices cursus tellus. Etiam nisi ex, elementum a mi sed, vulputate gravida magna. Morbi laoreet condimentum mauris, in vestibulum metus luctus ac. Donec nulla lectus, feugiat in gravida id, ornare non quam. Nulla imperdiet dui volutpat efficitur laoreet.

DON'T

Don't use Billy Ohio for sentences/paragraphs of text. Billy Ohio should also not be used in smaller sizes. Please avoid using this font for words where its unique letters and ligatures make reading difficult.

Hello Welcome.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ut efficitur neque. Mauris euismod commodo lorem. Sed non lectus sit amet justo aliquet dapibus in a turpis. Donec elementum eros ut lacinia ullamcorper. Fusce convallis augue nec massa porta, dignissim vulputate lectus facilisis. Suspendisse id leo ac odio condimentum vulputate eget non sem.

Quisque sodales rutrum aliquet. Ut vehicula nisl velit. Sed eu viverra sapien. Curabitur faucibus ultrices massa non finibus. Sed quis elementum ligula, ultrices cursus tellus. Etiam nisi ex, elementum a mi sed, vulputate gravida magna. Morbi laoreet condimentum mauris, in vestibulum metus luctus ac. Donec nulla lectus, feugiat in gravida id, ornare non quam. Nulla imperdiet dui volutpat efficitur laoreet.