



Brand Guidelines



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Introduction

About InsurIQ

InsurIQ is the provider of revolutionary policy administration, agency compliance, and direct-to-consumer solutions that empowers insurance carriers, brokers, and intermediaries to streamline operations and deliver an unparalleled experience for all stakeholders



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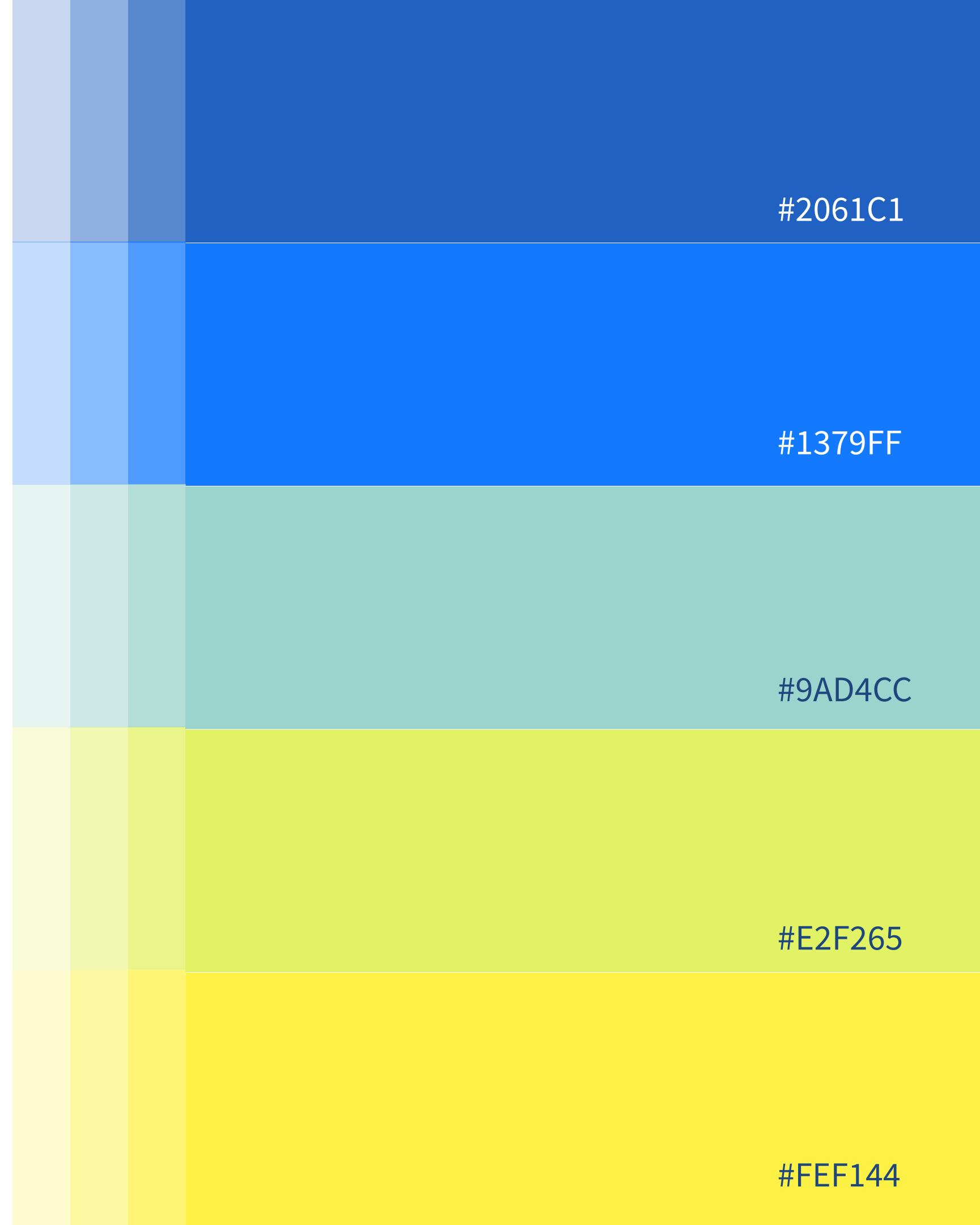




Color Palette



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Typography



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Source Sans Pro

Aa

Light
Regular
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()

Futura Condensed

Aa

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()

Futura Bold Italics

Aa

Regular
Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()**



Typography Usage

Source Sans Pro

Jumbo Headline

Source Sans Pro

Main Headline

Futura Condensed

Subheading

Source Sans Pro

Body Copy Large

Source Sans Pro

Body Copy Small



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Primary Logomark

INSUR **IQ**
Intelligent Insurance Technology



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Primary Logo Backgrounds



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***INSUR*IQ**
Intelligent Insurance Technology

***INSUR*IQ**
Intelligent Insurance Technology

***INSUR*IQ**
Intelligent Insurance Technology



Secondary Logomark

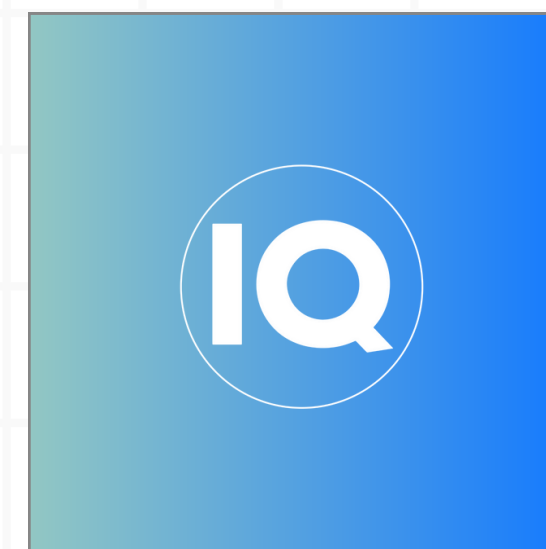


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Secondary Logo Backgrounds





Optimized Versions

INSURIQ
Intelligent Insurance Technology

INSURIQ
Intelligent Insurance Technology

INSURIQ
Intelligent Insurance Technology

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TINY
w: <79px

SMALL
w: 80-119px

MEDIUM
w: 120-149px

LARGE
w: >150px



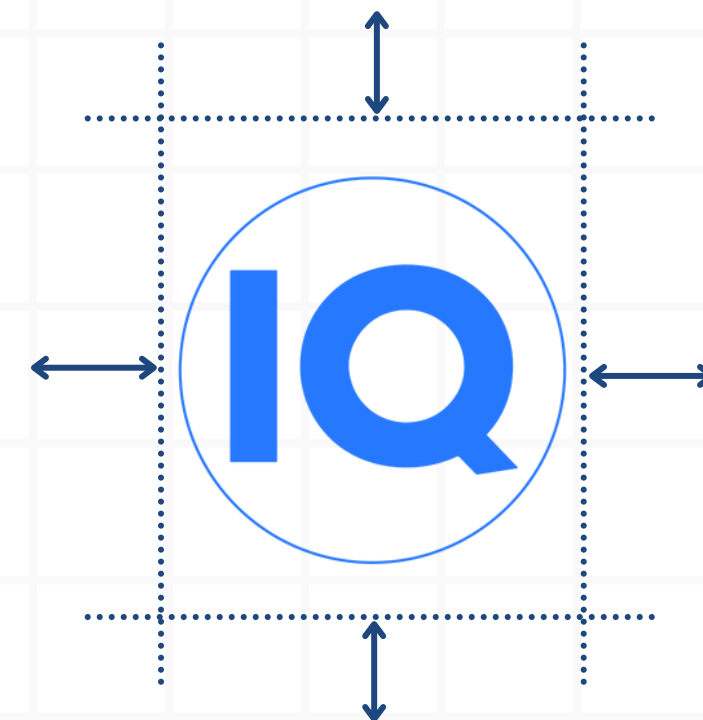
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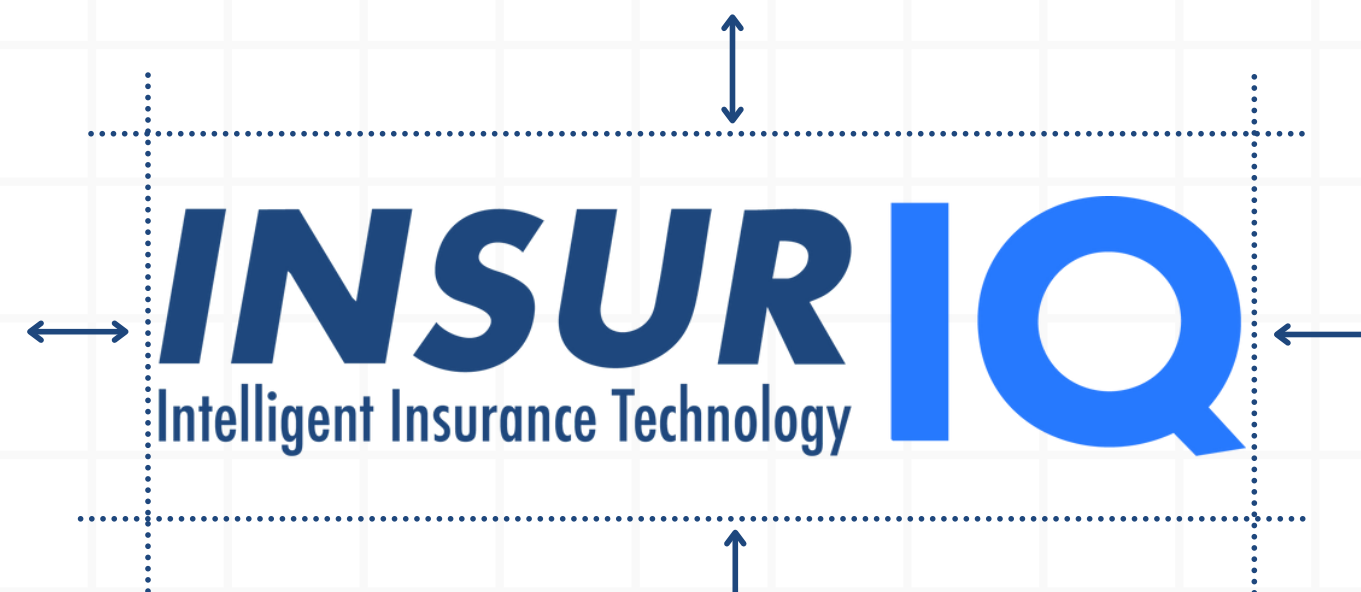
Logo Sizing



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IQ logo



InsurIQ

*Specify a minimum distance from the edge of the logo to the next visual element
Minimum size of the logos must be 0.5 inches in width.*



Clear Space

To establish clarity and consistency, the minimum clear space is required around the logo.

Follow the clear space guidance when placing the logo near the edge of any document, print or digital.

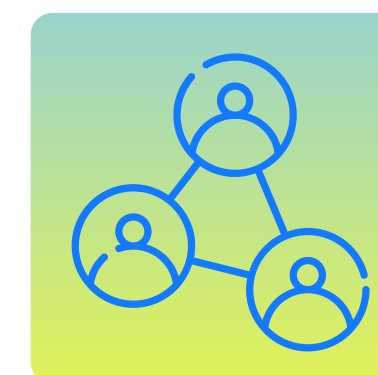
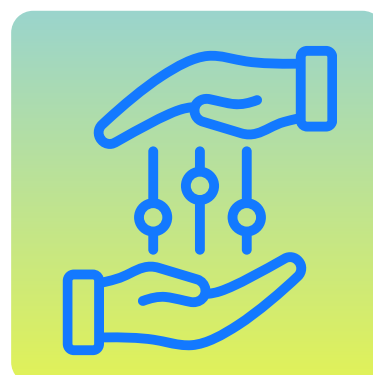
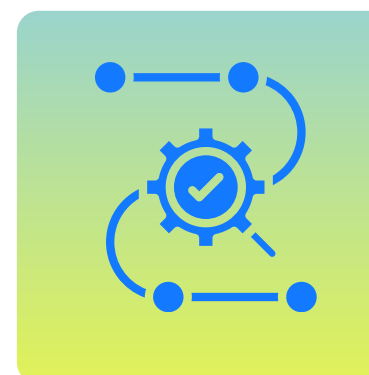
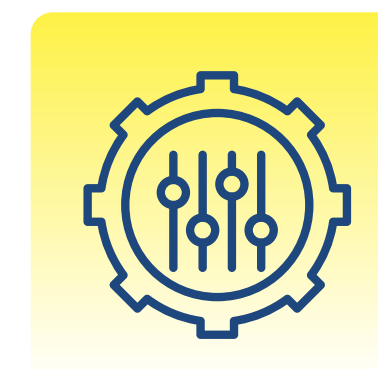
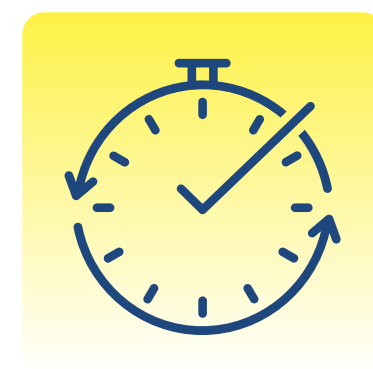
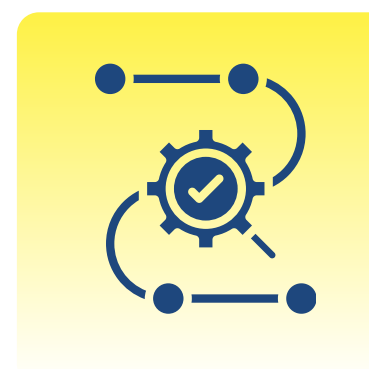


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Iconography

- End-to-End Automation
- Enhanced Security
- Scalable Integrations
- Data-Driven Insights
- End-to-End Management
- Real-Time Integration
- Customizable Automation
- Agent Self-Service
- Frictionless Sales & Enrollment
- Customizable Product Offerings
- Flexibility for Agents & Consumers
- Drive Growth & Retention



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Imagery

Examples of On-Brand Visuals



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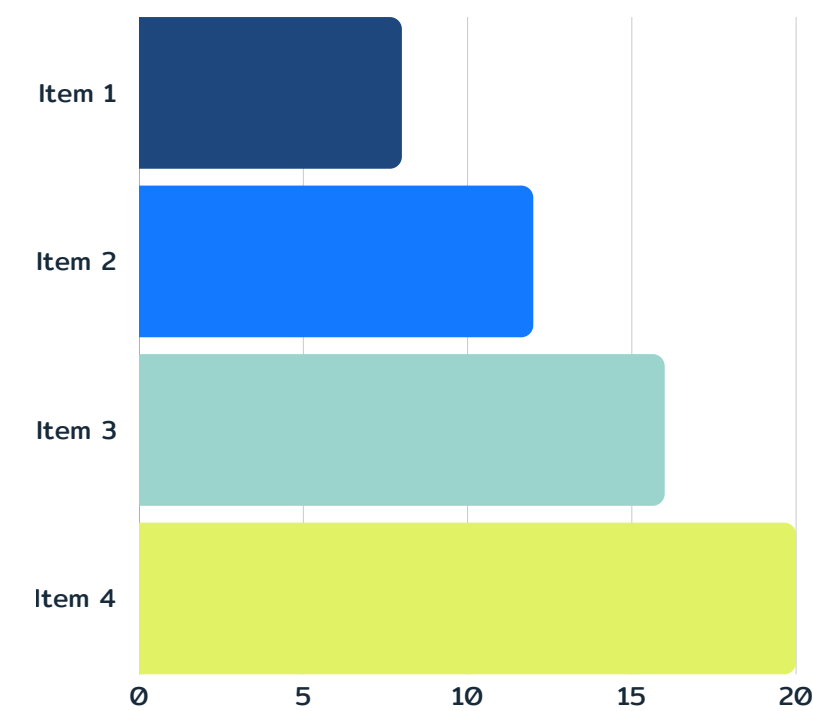
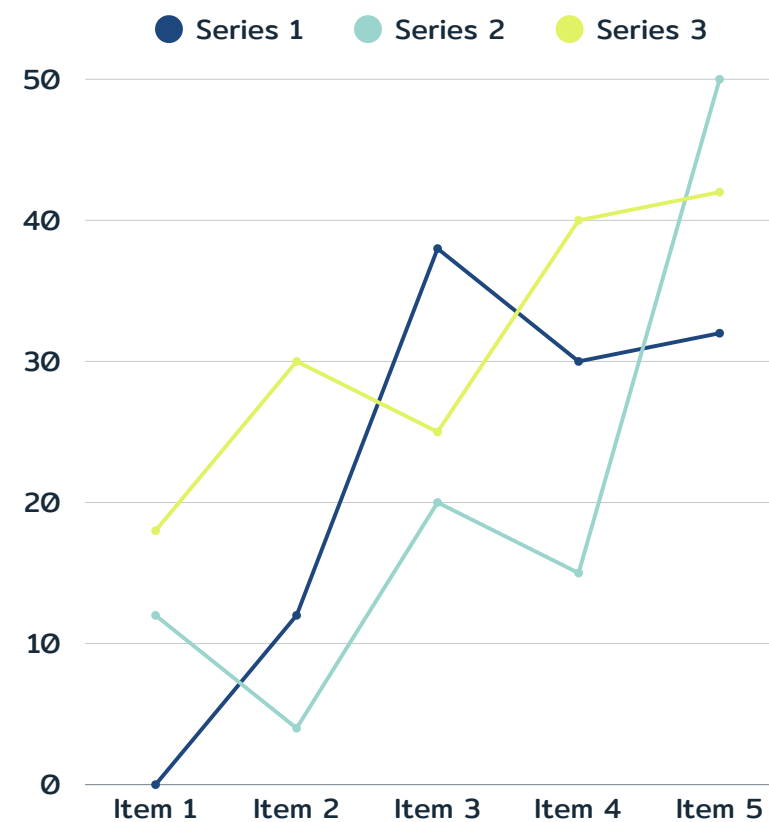
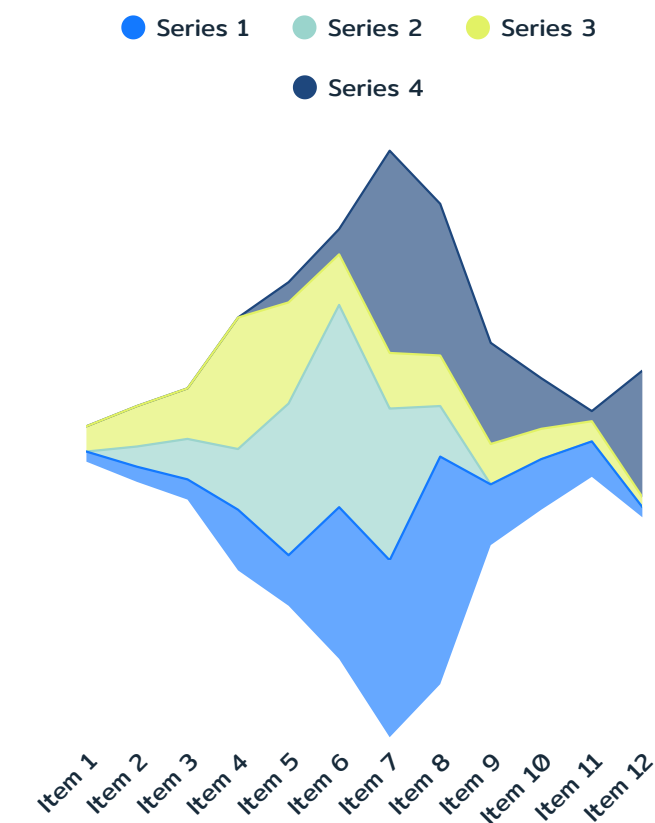
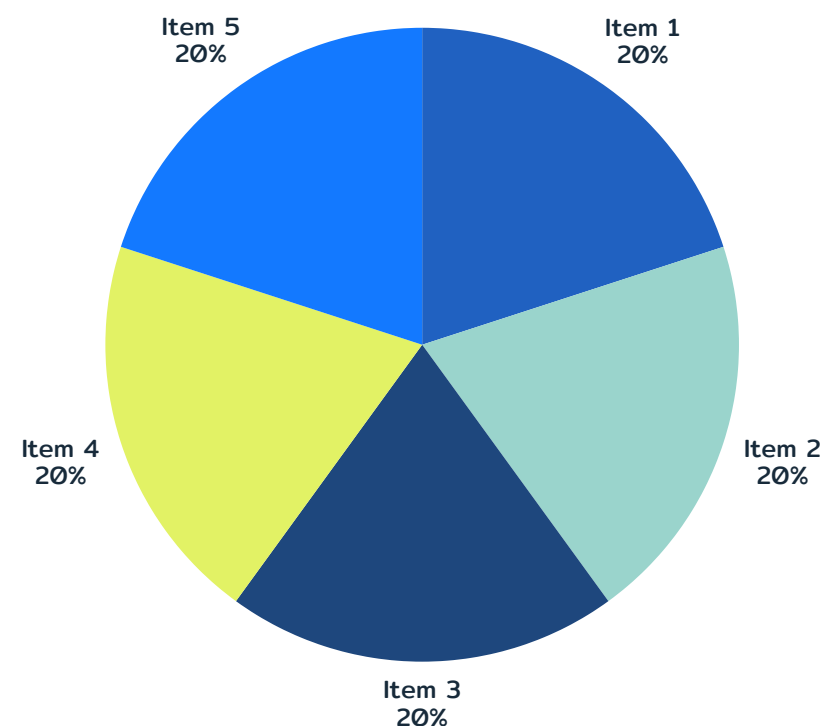




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Data Visualization



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Thanks!

Developed by Ink Digital Marketing



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