



HIGH DEFINITION VEHICLE INSURANCE

Brand Guidelines

A background image showing two men standing in a parking lot. The man on the left is a Black man with a beard, wearing a black beanie, a grey sweater, and a blue and white plaid shirt. The man on the right is a white man with a beard, wearing a red baseball cap, a blue plaid shirt, and an orange puffer vest. He is holding a clipboard. In the background, a large white semi-truck is parked. The image has a soft, slightly blurred effect.

HIGH DEFINITION VEHICLE INSURANCE

**Modern insurance driven by
service, safety and savings.**

A person's hand is shown writing in a notebook with a pen. The scene is dimly lit, with a dark blue semi-transparent overlay covering the entire image. The text '01 / Brand Identity' is centered over the image.

01 / Brand Identity



HIGH DEFINITION VEHICLE INSURANCE

Primary Color



HIGH DEFINITION VEHICLE INSURANCE

Reverse & White



HIGH DEFINITION VEHICLE INSURANCE



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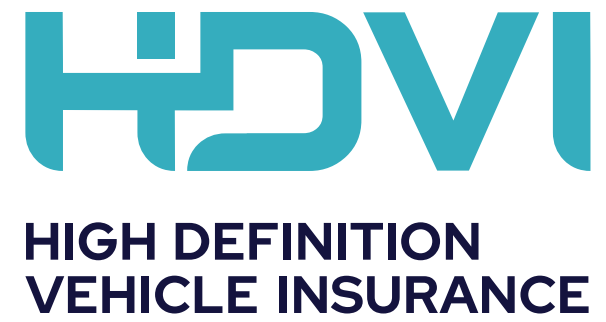
Horizontal Color



Reverse & White



Stacked Color



Reverse & White



01 / LOGO

Minimum size

Correct usage



01 / LOGO

Minimum size

Correct usage

Full color on white/light backgrounds



Reverse on HDVI Navy/Black



White on HDVI Teal/Similar



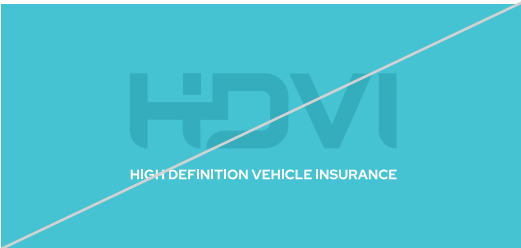
HDVI Navy or HDVI Teal background



Insufficient Contrast



Same or similar color



Disproportionate scaling



Removal of company name



Distortion



A person's hand is shown writing in a notebook with a pen. The image is overlaid with a dark blue filter. The text "02 / Color Palette" is centered in the middle of the image. The background shows a desk with a cup of coffee and some papers.

02 / Color Palette

Primary and Shades

Accents and Neutrals

Usage proportions

Color guidance

HDVI Teal

HEX #33ADBD
CMYK 71 11 24 0
RGB 51 173 189

HDVI Navy

HEX #030340
CMYK 99 94 34 56
RGB 3 3 64

Ocean Teal

HEX #00D1DC
CMYK 70 0 24 0
RGB 67 195 209

Peacock Teal

HEX #25869E
CMYK 82 34 30 2
RGB 37 134 158




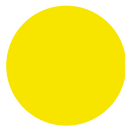







Steel Blue

HEX #29607C
CMYK 87 56 35 13
RGB 43 97 125

Dark Sapphire

HEX #3C3C61
CMYK 84 80 36 26
RGB 60 60 97

Primary and Shades
Accents and Neutrals
Usage proportions
Color guidance

					
ORANGE	BLUE	GREEN	YELLOW	PINK	RED
HEX #FD5D0D	HEX #1745E7	HEX #51DB4F	HEX #F7E500	HEX #D412AF	HEX #FF0A0A
CMYK 0 78 100 0	CMYK 86 73 0 0	CMYK 62 0 93 0	CMYK 6 3 100 0	CMYK 24 91 0 0	CMYK 0 99 100 0
RGB 253 93 13	RGB 24 69 232	RGB 81 220 77	RGB 247 229 0	RGB 212 18 176	RGB 254 10 10
					
ABALONE	SMOKE	STONE GREY	CHARCOAL	OBSIDIAN	
HEX #EFEFEF	HEX #D0D0D0	HEX #8A8A8A	HEX #515151	HEX #181818	
CMYK 5 3 3 0	CMYK 18 14 14 0	CMYK 48 40 40 4	CMYK 65 57 56 34	CMYK 73 67 65 79	
RGB 239 239 239	RGB 208 208 208	RGB 138 138 138	RGB 81 81 81	RGB 24 24 24	

02 / COLOR PALETTE

Primary and Shades
Accents and Neutrals
Usage proportions
Color guidance

HDVI Navy

White

HDVI Teal

Ocean Teal

Orange

Smoke

Primary and Shades
Accents and Neutrals
Usage proportions
Color guidance

**It is important that the type +
background combination color is
easily readable**

Ocean Teal on HDVI Navy



White and Orange on HDVI Navy



HDVI Navy on Ocean Teal



Ocean Teal on White



Orange on Stone Gray



HDVI Teal on Ocean Teal



A person is shown from the side, wearing a yellow shirt with white polka dots, writing in a notebook with a pen. The scene is dimly lit, and a dark blue filter is applied over the entire image. The text '03 / Typography' is overlaid in the center, with '03' in white and '/' in white, and 'Typography' in a light blue color. The notebook is open, and the pen is held in the person's right hand. In the background, there is a cup of coffee on a saucer and some papers on a desk.

03 / Typography

HDVI font family

Typography is a powerful brand tool when used consistently. The HDVI set of typefaces best represent the modern feel of the brand and should be used across print and web applications.

Type guidance

RED HAT DISPLAY BOLD & LIGHT

AaBbCcDdEe
AaBbCcDdEe

Red Hat is a family of typefaces produced in 2 optical sizes and a monospace style, in a range of weights with italics.

Red Hat is a fresh take on the geometric sans genre, taking inspiration from a range of American sans serifs including Tempo and Highway Gothic. The Display styles are low contrast and spaced tightly, with a large x-height and open counters

[Download Red Hat Display](#)

LATO LIGHT & REGULAR

AaBbCcDdEe
AaBbCcDdEe

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

[Download Lato](#)

03 / TYPOGRAPHY

HDVI font family

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Type guidance

DISPLAY

**Headlines and display text are
set in Red Hat Display**

COPY

Body copy and paragraph text is set
in Lato Light or Regular