

clearcover

Brand Guidelines

# Why the rebrand, and why the guidelines:

Rebranding is branding + history + future. It may seem as simple as changing colors and swapping out a logo, but in truth, it's a process that disrupts nearly every facet of a company. A rebrand's duty is to not only refocus the intent of visuals, but to recognize what our target audience really feels about our product, the industry, how they interact with us, and what they expect from our future. We have the opportunity to create something entirely new, and also need to balance that with staying true to the company's vision, values and standing in the marketplace.

This guide exists to define the key characteristics of the new Clearcover brand identity and to direct and aid you in effectively and consistently communicating our brand across channels and audiences: Externally to our customers, agents and partners, and internally to our employees.

This guide is not intended to be prescriptive or a black and white rule book, but rather a set of principles and guardrails to keep you on course. By demystifying the laws that the brand lives by, we hope to enable you to recognize what makes something "on brand" (or not) and operate within a framework that maintains consistency. The goal is to arm builders with a firm understanding of key principles and examples of successful executions. This enables us to make more timely decisions with greater creative freedom while still staying true and consistent with our brand principles.

There may be times when deviating from the points outlined in this guide are what's right for the Clearcover brand. Examples may be 3rd party integrations, partnerships, etc. However, for strategic and creative unity, please contact our Creative Director at [rmcclellan@clearcover.com](mailto:rmcclellan@clearcover.com) or our Senior Copywriter at [jkorakis@clearcover.com](mailto:jkorakis@clearcover.com).

***Please note, any marketing material not distributed by Clearcover needs to be approved prior to use.***

An aerial photograph of a light-colored car driving on a dirt road that winds through a dense forest. The car is positioned in the lower right quadrant of the frame, moving away from the viewer. The road is flanked by lush green trees on the left and more sparse, brownish trees on the right. Sunlight filters through the canopy, creating dappled light and shadows on the road and surrounding foliage.

The digital insurer giving you  
everything you need to make the  
smartest decision at every step

# Insurance that keeps you moving

A woman with long, wavy brown hair is driving a convertible car. She is wearing dark sunglasses and has her hand on the steering wheel. The car is moving through a desert landscape with rolling hills under a clear blue sky. The overall scene conveys a sense of freedom and movement.

Candid

IN-THE-MOMENT  
DIRECT  
SINCERE

Lively

DYNAMIC  
ENTHUSIASTIC  
DISRUPTOR

Empathetic

WELCOMING  
EASE  
UPLIFTING

Steady

GUIDING  
FOCUSED  
LEADER

# 03 Identity

**clearcover**

Our wordmark is the primary expression of our brand. It has been crafted to embody the characteristics of Clearcover: both accessible and direct, its boldness brings a focused and dependable tone.

It is a geometric san-serif, which has been customized to feel credible and compact. The wordmark should be used across all brand touchpoints where space allows.

Letterforms rooted in primary geometry make the wordmark clean and trustworthy.

A lowercase “c” emphasizes the strong x-height that makes this wordmark feel compact and connected.

Overhang for visual alignment

A distinct rounded corner on the “r” give the wordmark personality, making it memorable and ownable.

When to use our logo with trademark (®):  
The first appearance of our new logo (full word-mark and C) in any form of communication should make all attempts to use the version with the trademark (®). Examples are splash pages, one-sheets, direct mail, landing pages, product experiences. Any subsequent use of the logo thereafter on that specific piece of communication can drop the ®.

The exception to this rule is if the use of the logo is so small that the ® becomes illegible, or if its use causes design hardships with sizing, placement, or is visually distracting. In these cases, proceed with using the non-trademarked version without the ®. This includes the first appearance.

To preserve the integrity of our wordmark, ensure that there is always adequate clearspace separating it from other elements and boundaries within a page. This ensures that headlines, text, and other elements do not encroach on the wordmark.

As shown in the example, the dimensions of clearspace are equal to the height of the “C” on all sides. The wordmark should not be scaled smaller than the minimum size noted to maintain legibility and brand recognition.



**clearcover**



Minimum Size  
Screen: 70 px wide  
Print: .75 inch wide

Our wordmark should be used in either Cobalt, Charcoal, Lime, or White, which affords us the highest contrast ratio, aiding accessibility across all channels.



White wordmark on Cobalt



Cobalt wordmark on White



White wordmark on photography with sufficient contrast



Cobalt wordmark on Lime



Lime wordmark on Cobalt



Charcoal wordmark on White



White wordmark on Charcoal

Below are examples of incorrect wordmark usage. It should not be altered, distorted, scaled beyond the minimum size, or used on colors that are illegible or not part of our brand.



Do not use Charcoal wordmark on Lime.



Do not use wordmark on Orange.



Do not use wordmark in Orange.



Do not rotate the wordmark or place on an angle.



Do not use color combinations that impair legibility.



Do not apply a stroke.



Do not alter the wordmark in any way.



Do not apply a drop shadow or other effects.

The Clearcover wordmark can only be placed in seven locations. This rule keeps wordmark placement simple and consistent, while allowing enough flexibility to accommodate our graphic system.

Our wordmark should be heroed with contrast in scale and proper spacing between it and the other elements in the composition.

The placement options are:

1. Top left corner
2. Top center
3. Top right corner
4. Center
5. Bottom left corner
6. Bottom center
7. Bottom right corner

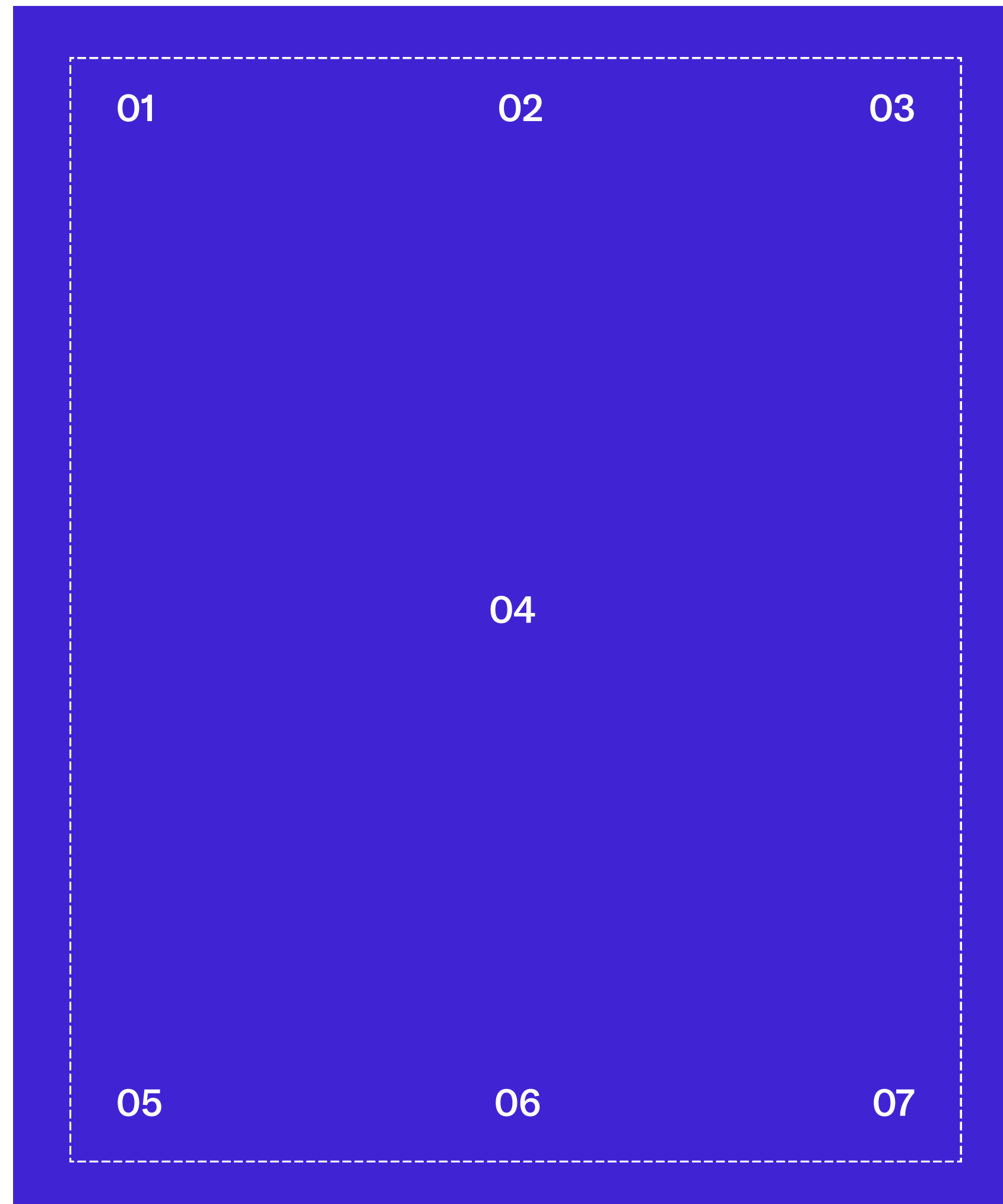


Diagram shows where the wordmark can be placed within a layout.

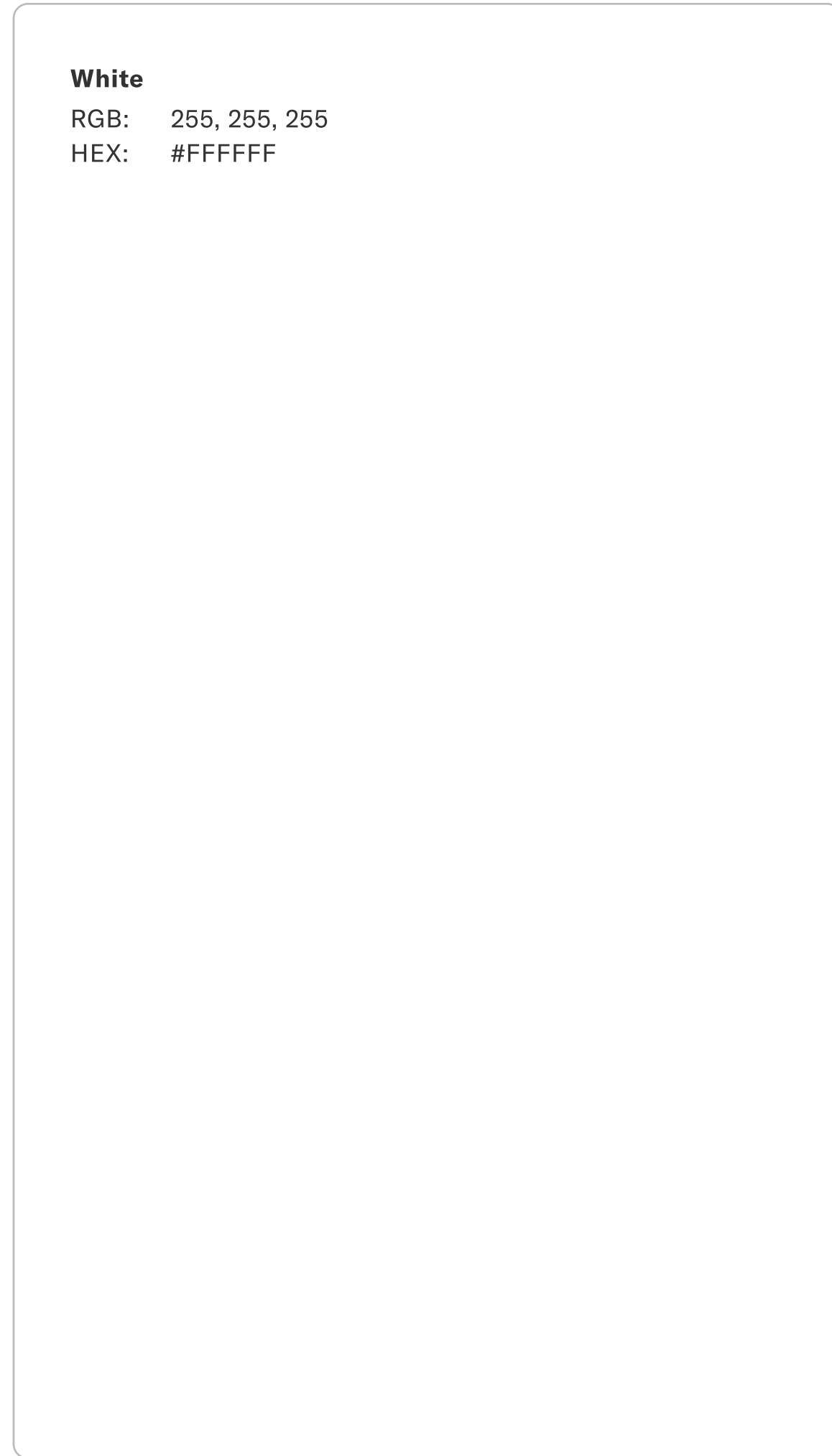


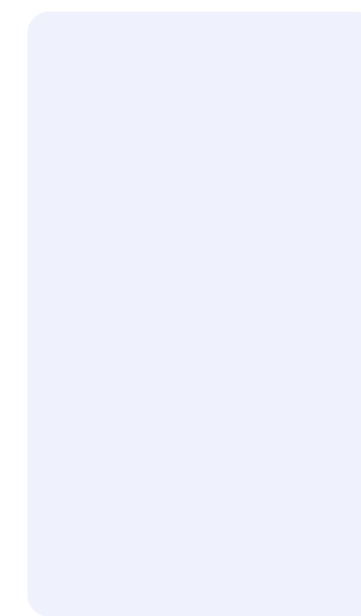
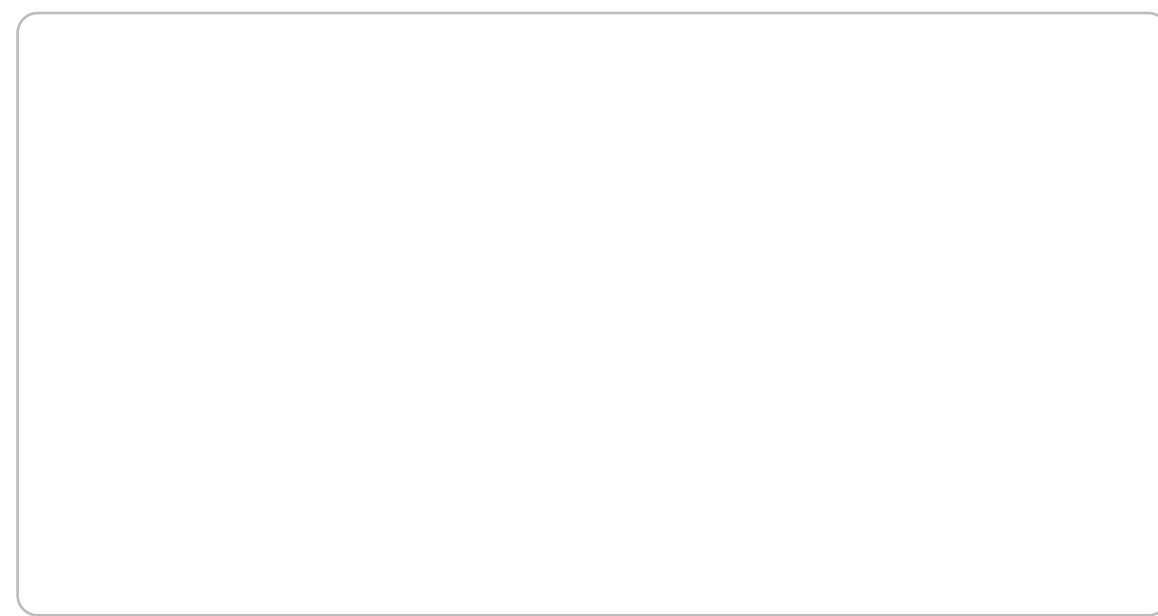
Logo is at position 05 and type is left-aligned—they are both aligned on the left-hand side.

# 04 Color

Our color palette is distinct and digital-focused. Leading with Cobalt gives us a sense of credibility and seriousness. Its depth is balanced with pops of our vibrant Lime.

White space is important for creating a clean product, and paired with a soft Charcoal, feels approachable. Supporting tints of Cobalt and pops of Orange and Cyan in illustration build a dynamic palette.





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**Primary**

Cobalt is used as the primary brand color.

**Primary / Neutral**

White and Charcoal are the two neutrals that make up the majority of this brand. White space ensures clarity and ease in the product.

A Cobalt Tint is a third neutral that brings brightness to designs.

**Primary / Accent**

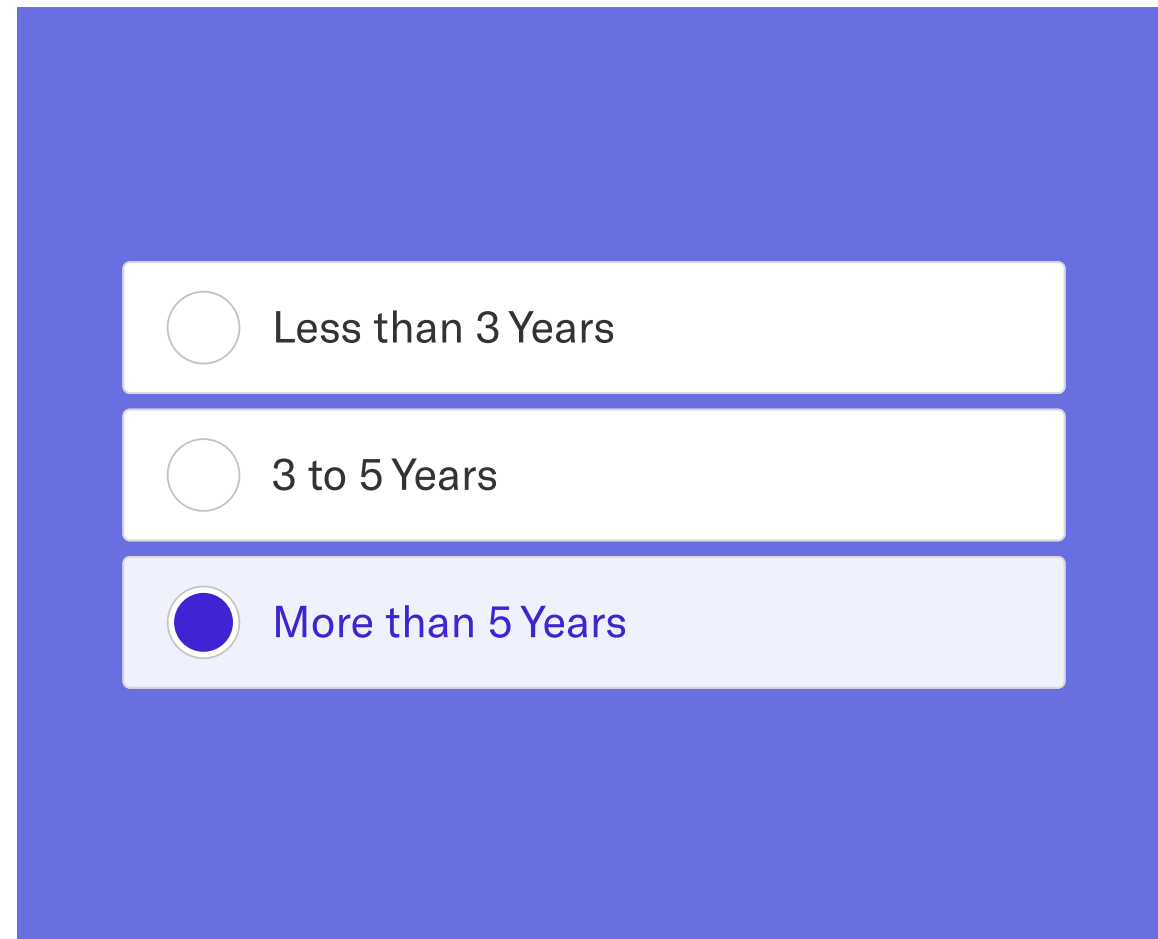
Lime is used as a pop of color that brings vibrancy and attention to celebratory moments. The contrast against Cobalt creates a distinct and proprietary brand palette.

**Secondary**

The secondary palette is reserved for illustration and small UI moments to bring variation and character.



Headlines in Cobalt



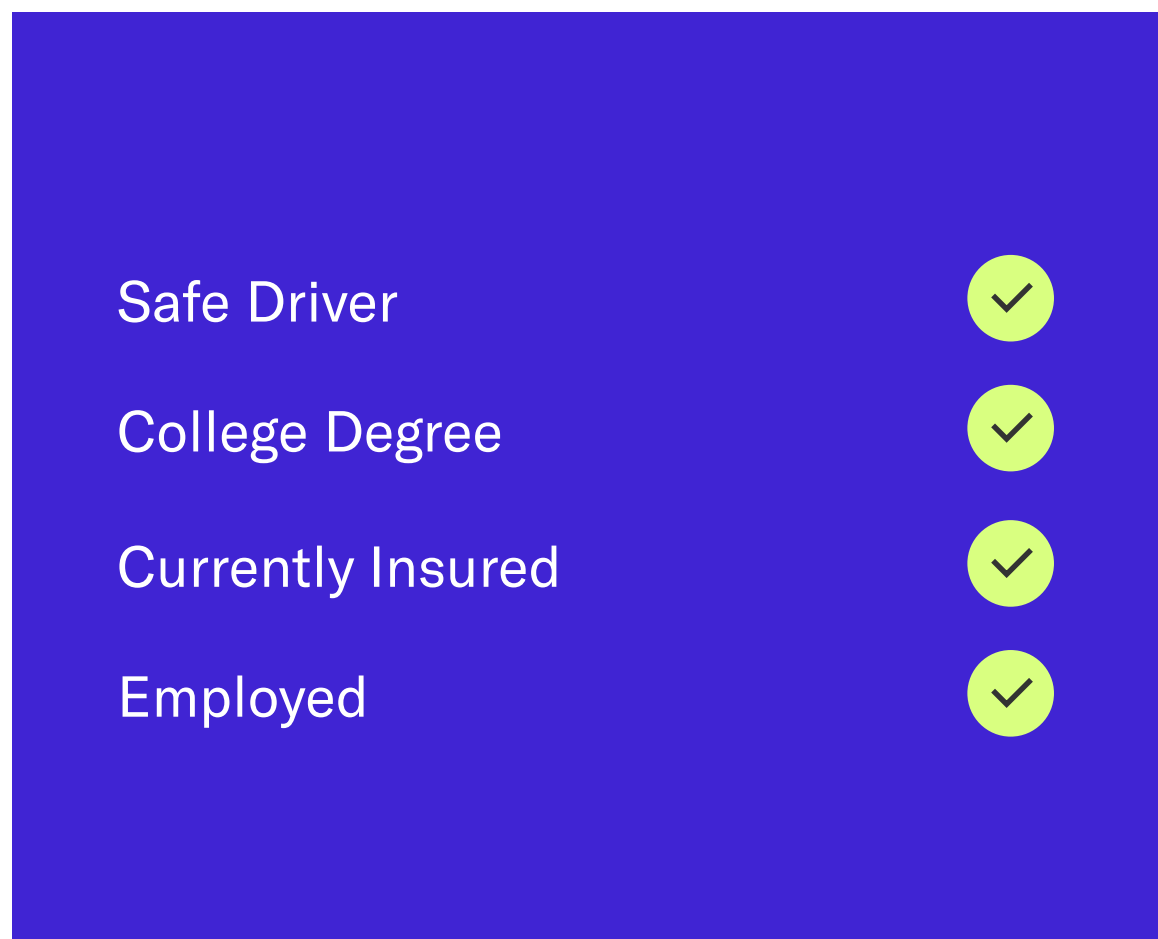
Cobalt tints and shades for forms



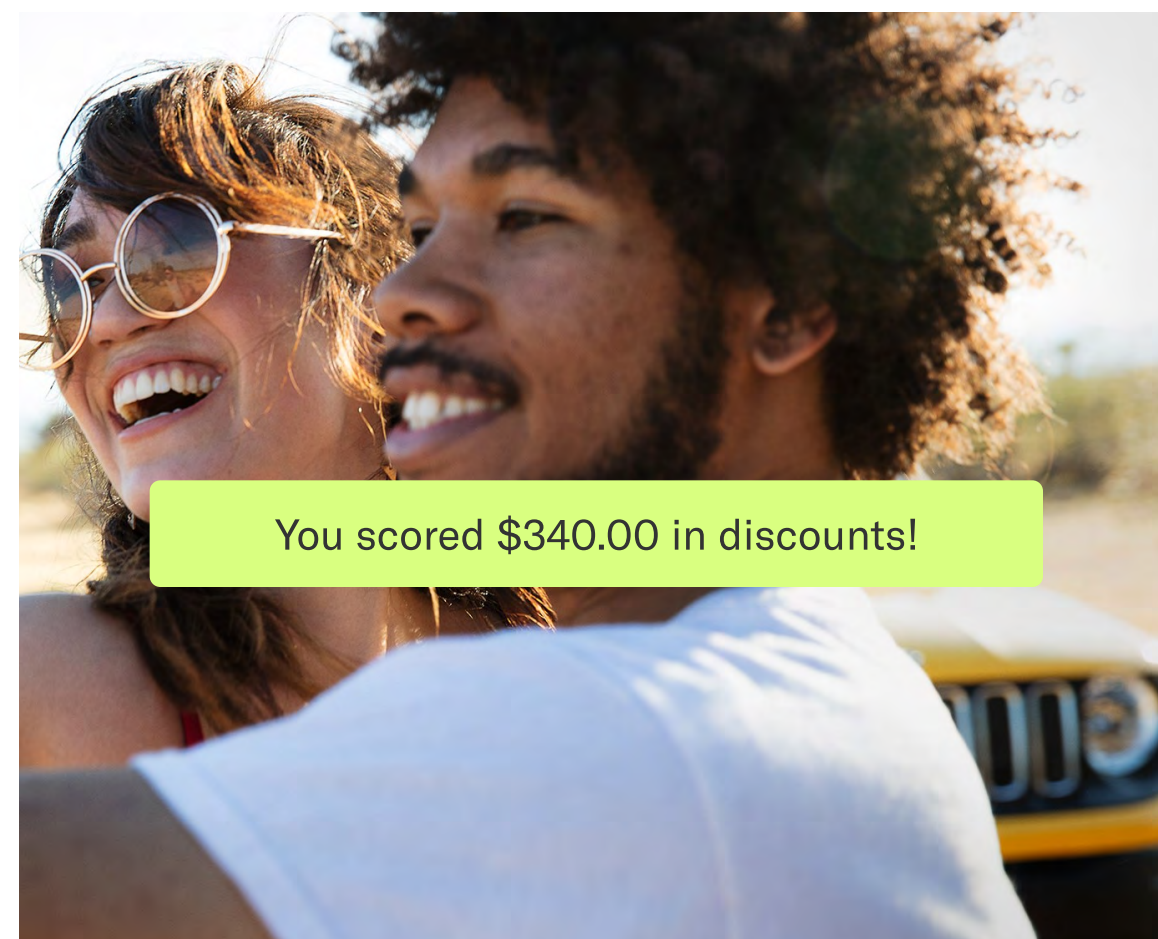
Body copy in Charcoal



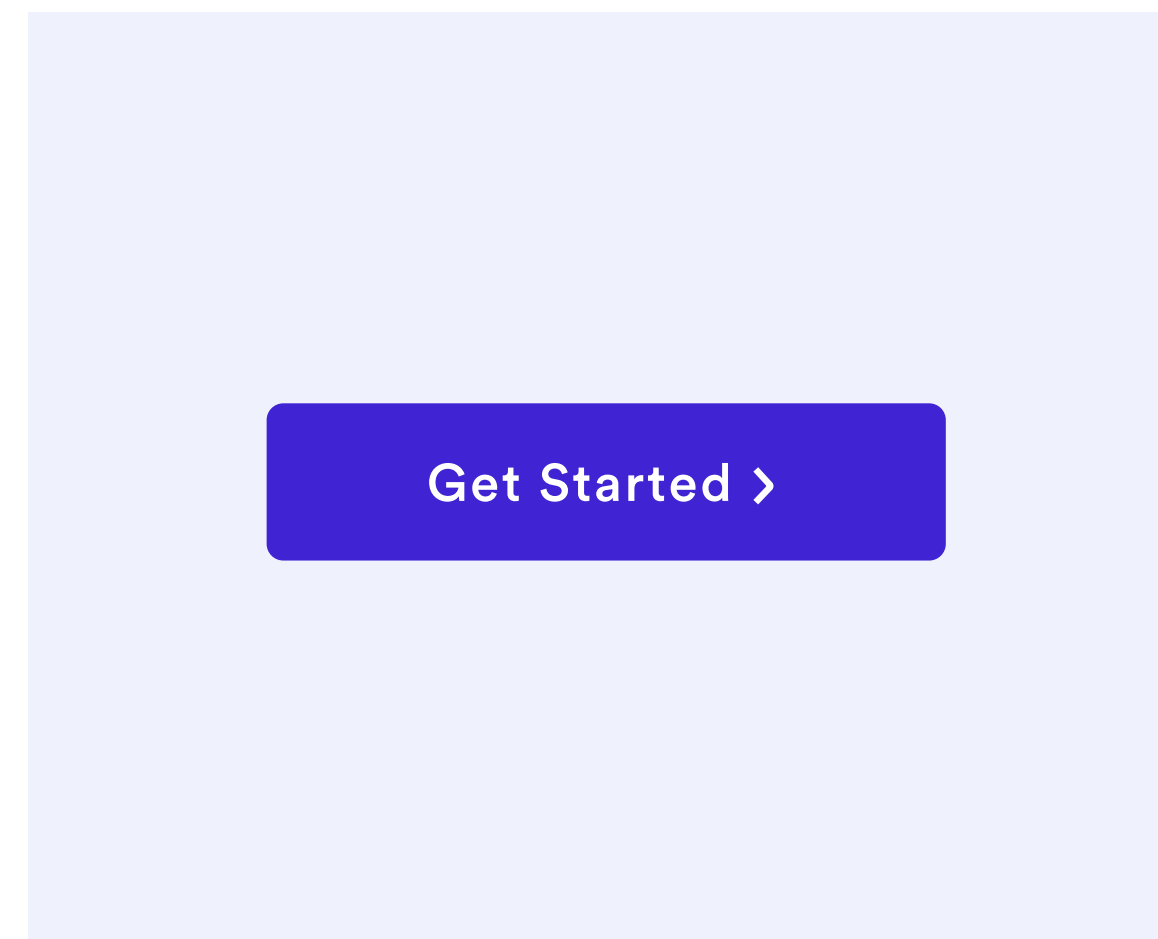
Illustration using secondary colors Cyan and Orange



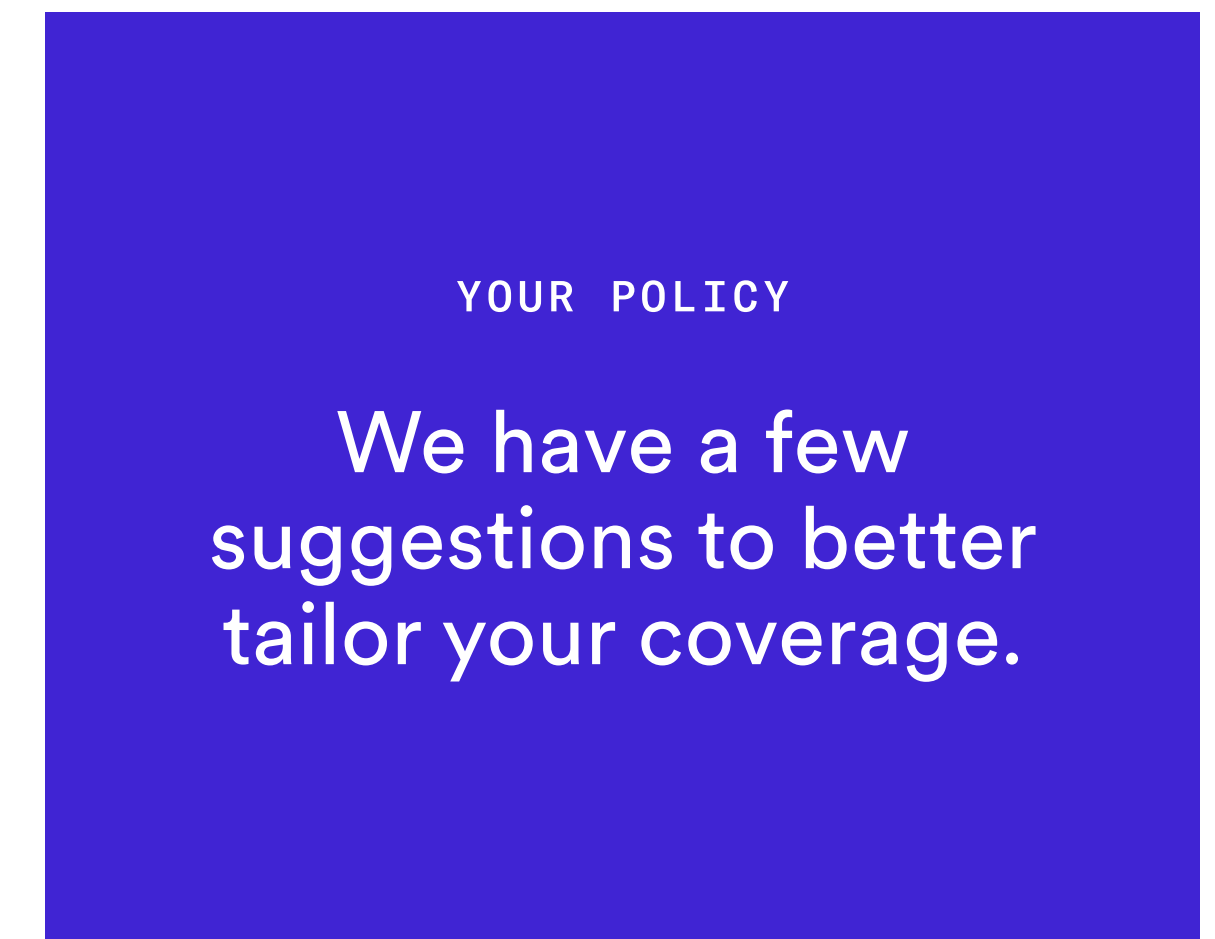
Accents in Lime



Celebratory callouts in Lime



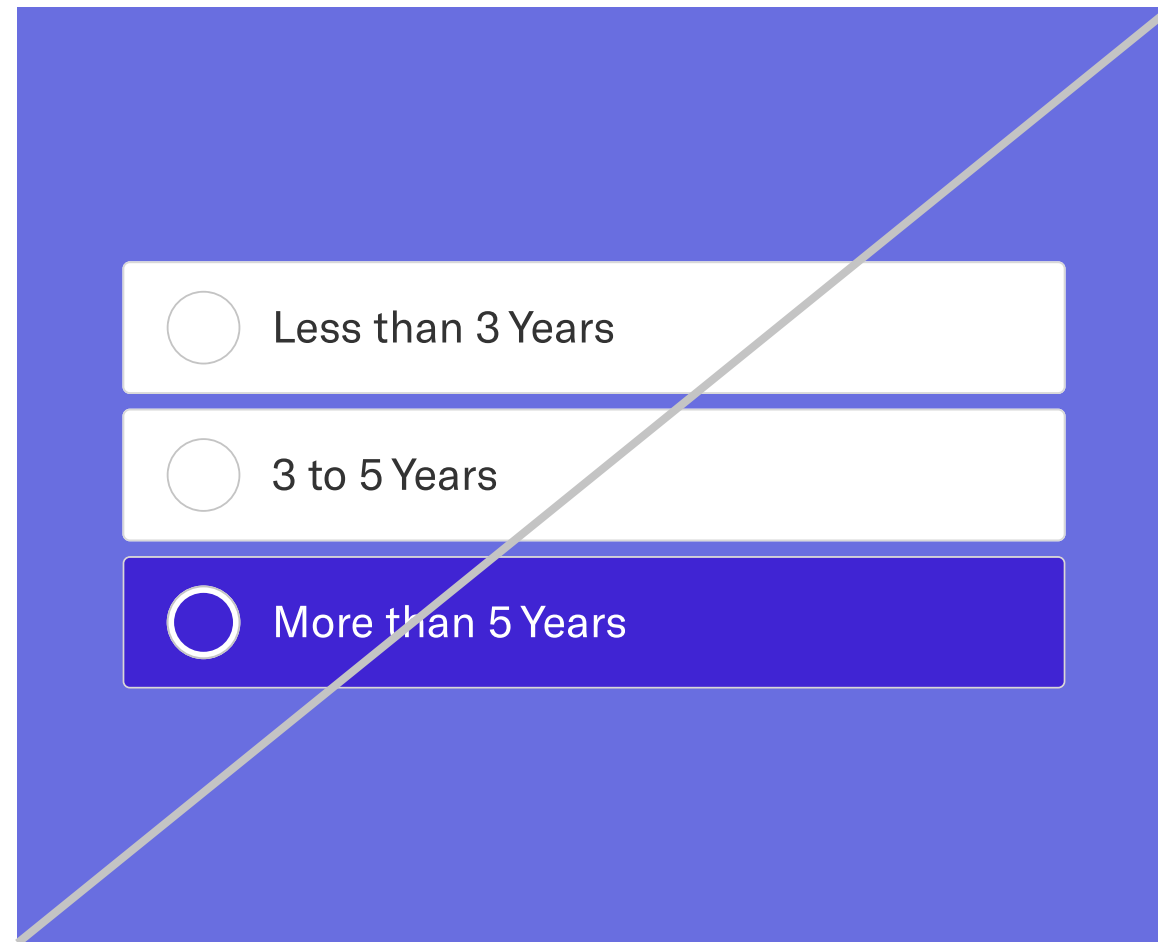
CTAs in Cobalt



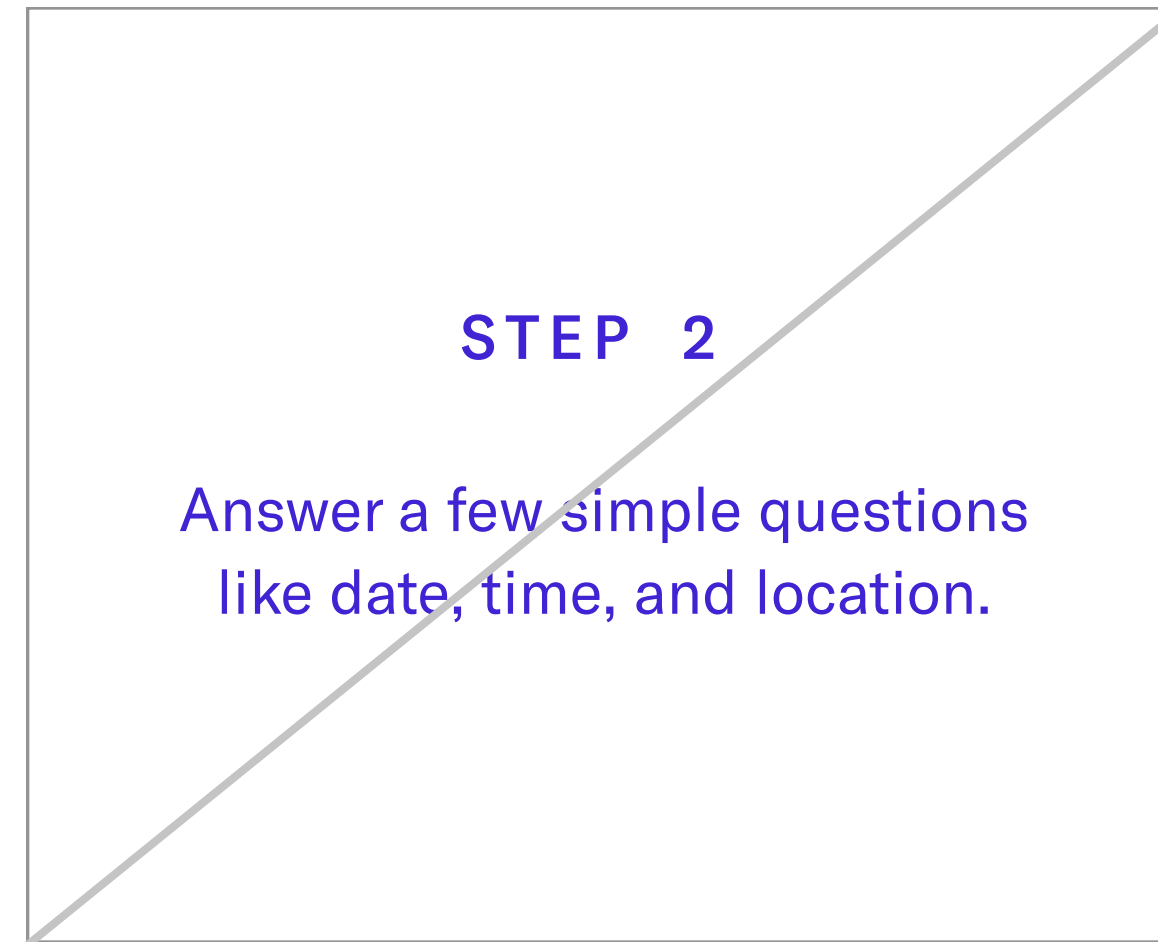
Headlines in White on Cobalt



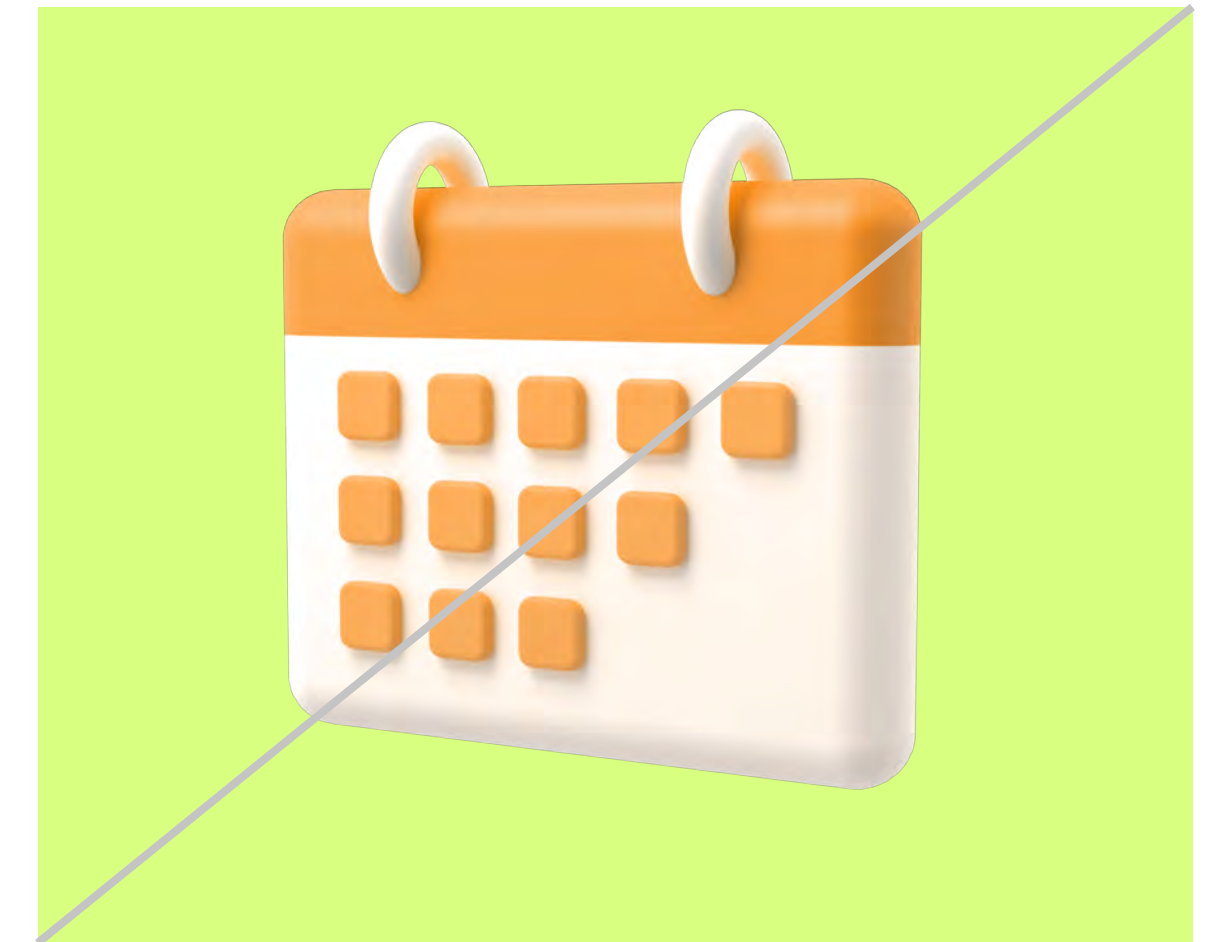
Do not use Black in the brand system.



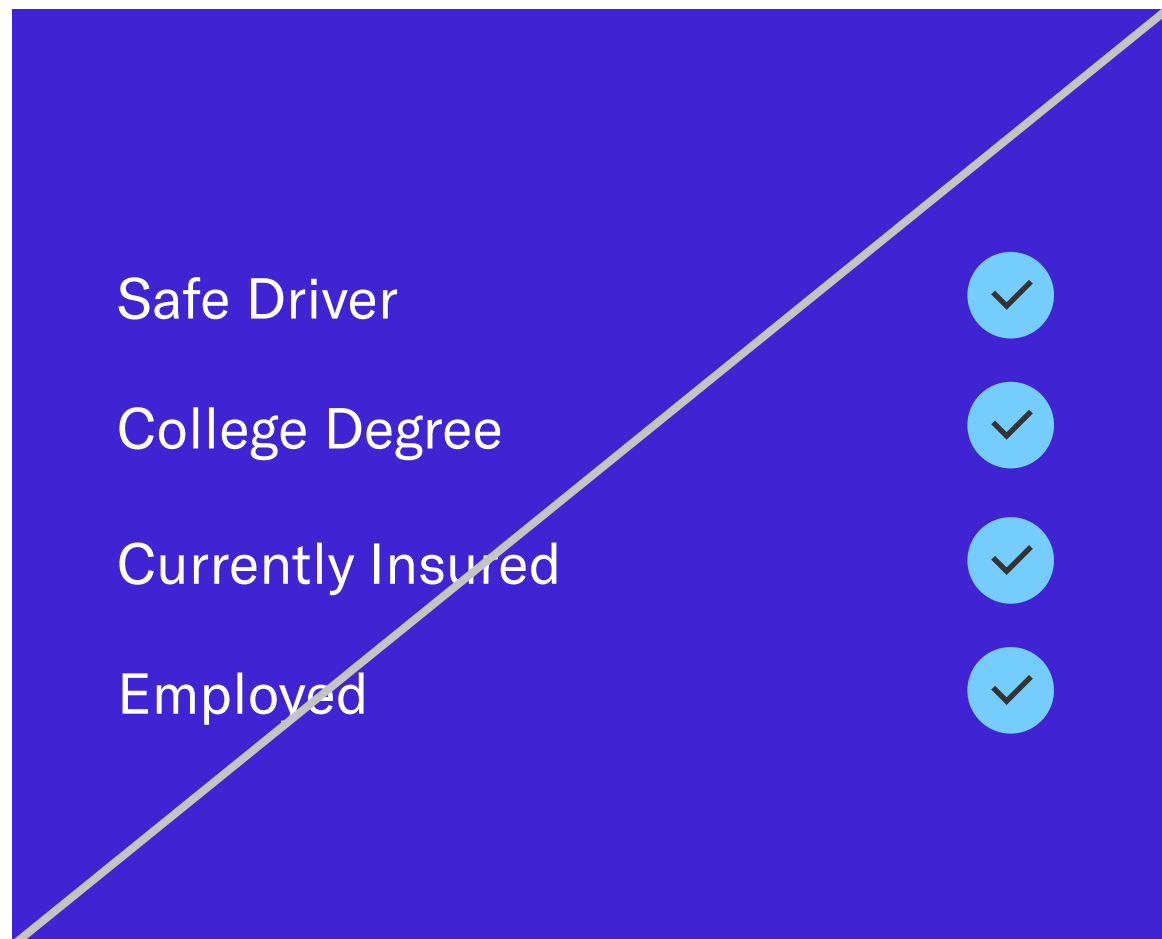
Do not use Cobalt in large floods in forms.



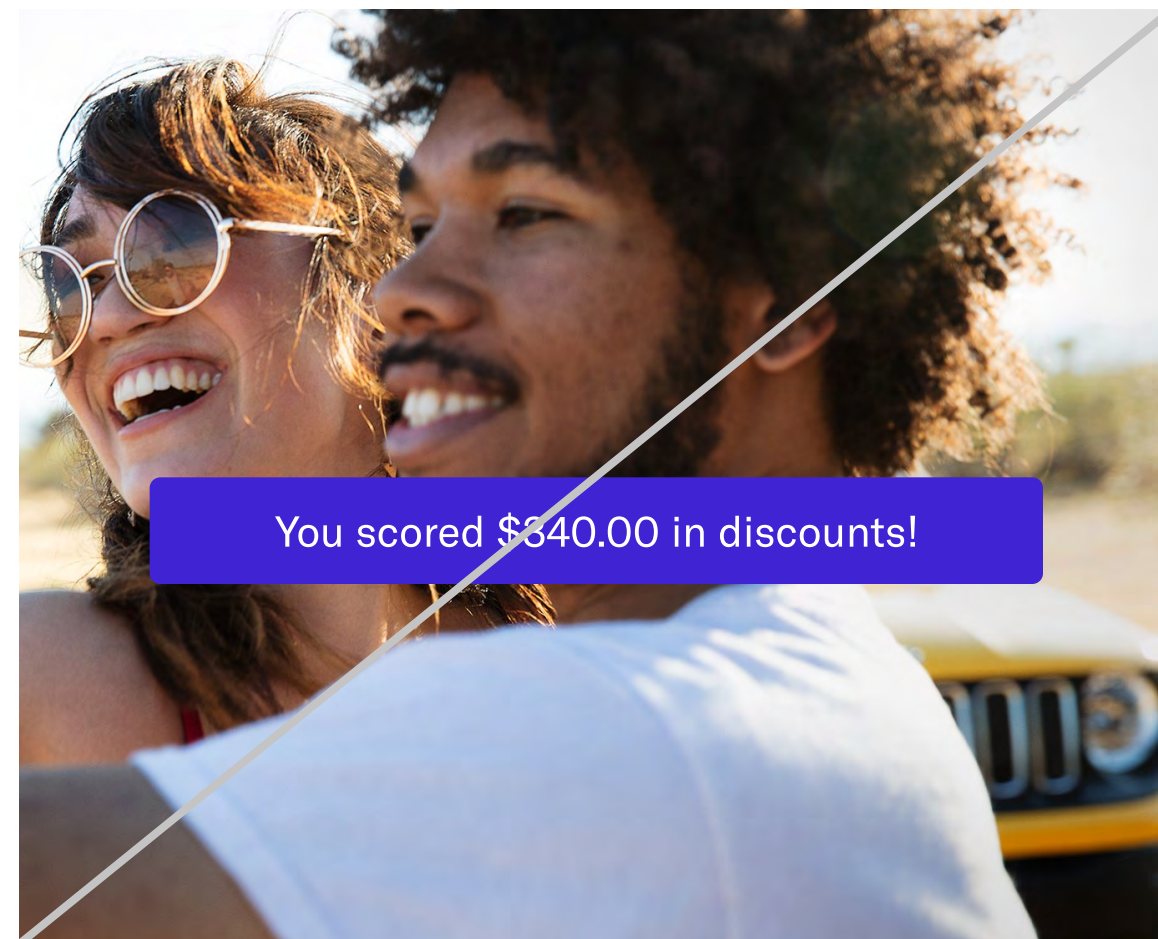
Do not set supporting copy in Cobalt.



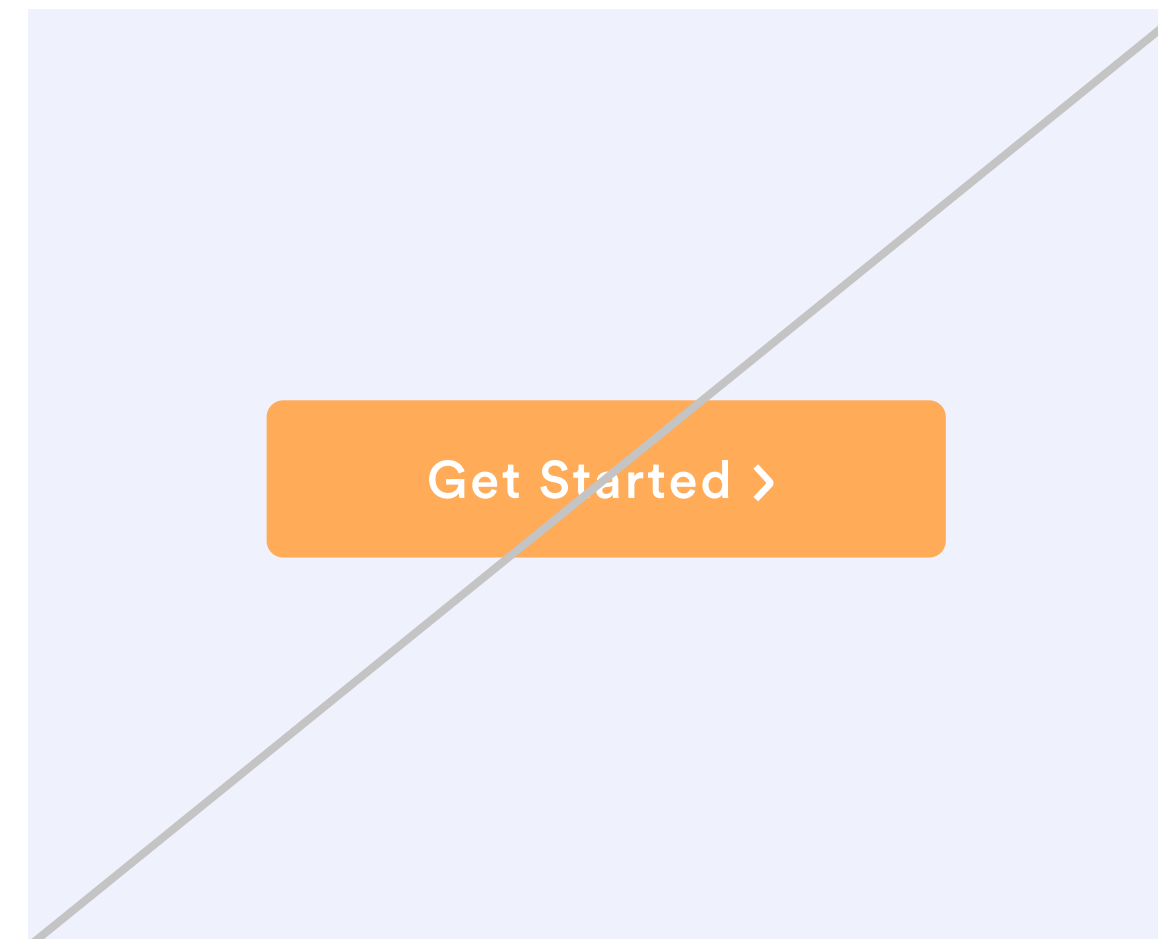
Do not create monochromatic illustrations.



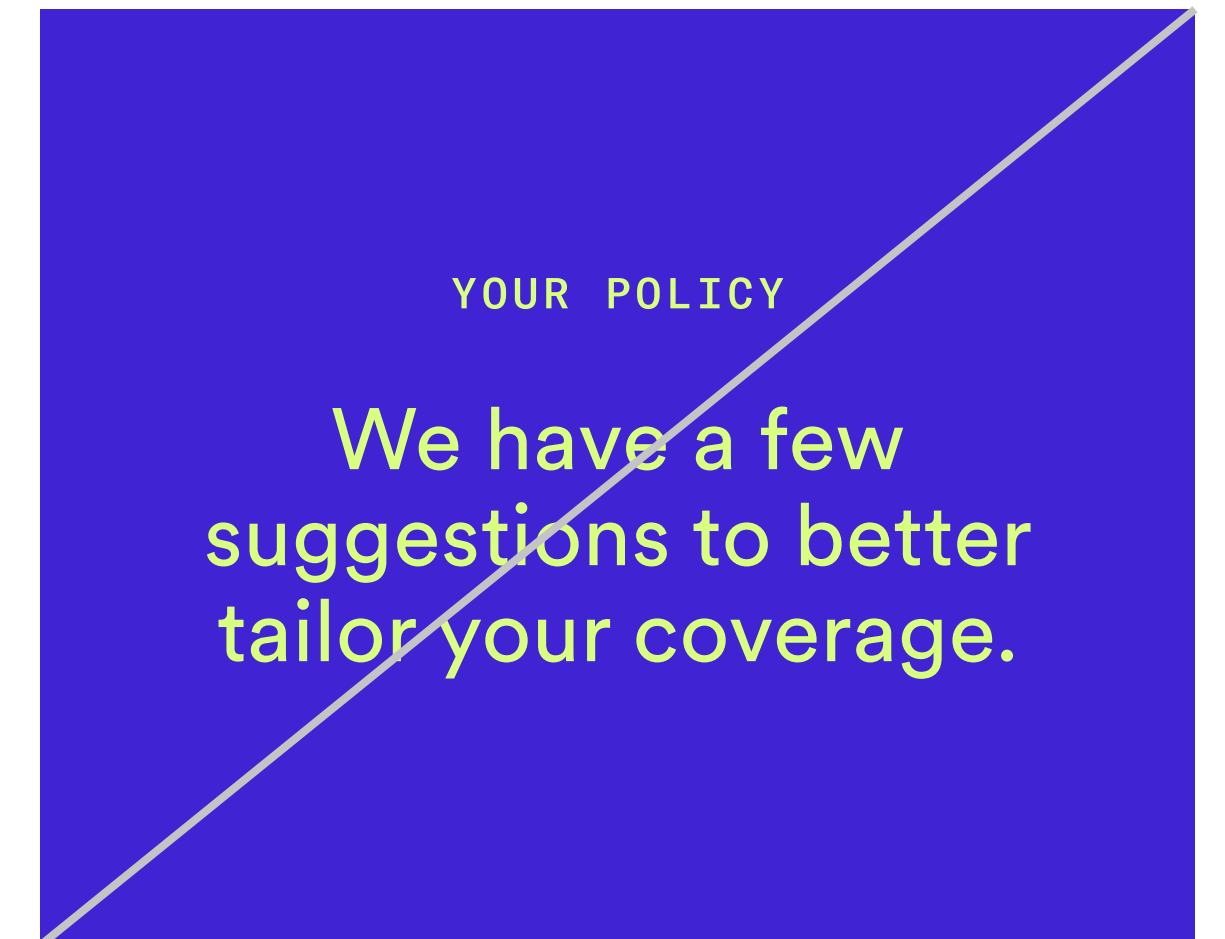
Do not use secondary colors for accents.



Do not use Cobalt for secondary CTAs.



Do not use secondary colors for CTAs.



Do not set brand copy in Lime.

## UI COLOR PALETTE

Cobalt Shade HEX: #18068B	Soft Grey #1 HEX: #E4E4E4	<b>Charcoal</b> HEX: #333333	<b>Lime</b> HEX: #D9FF80	Orange Shade HEX: #FA922C
<b>Cobalt</b> HEX: #4024D3	Soft Grey #2 HEX: #ECECEC	Charcoal Tint #1 HEX: #4C4C4C	Lime Tint #1 HEX: #E9FFB7	<b>Orange</b> HEX: #FFAB58
Cobalt Tint #1 HEX: #696EE0	Soft Grey #3 HEX: #F1F1F1	Charcoal Tint #2 HEX: #686868	Lime Tint #2 HEX: #F8FFE9	Orange Tint HEX: #FFD0A1
Cobalt Tint #2 HEX: #B3B6F9	Soft Grey #4 HEX: #F8F8F8	Charcoal Tint #3 HEX: #979797		
Cobalt Tint #3 HEX: #CBD2F8	<b>White</b> HEX: #FFFFFF	Charcoal Tint #4 HEX: #C4C4C4		
Cobalt Tint #4 HEX: #DADFFA		Charcoal Tint #5 HEX: #D1D1D1		
Cobalt Tint #5 HEX: #EFF0FD		Charcoal Tint #6 HEX: #E1E1E1		
Cobalt Tint #6 HEX: #F5F6FD				
Clearcover				

05

# Typography

Our primary type face is Circular. It is based on geometric forms but has moments of curvature, rounded connections, and a sense of ease that connects back to our wordmark. It is friendly and warm in tone.

GT America is a robust typeface that is well-crafted and multifunctional, designed for digital and print at multiple scales. A variety of weights and styles allows us to create a clear and concise hierarchy.

**Circular Licensing**  
[lineto.com/typefaces/circular](http://lineto.com/typefaces/circular)

**GT America Licensing**  
[grillitype.com/typeface/gt-america](http://grillitype.com/typeface/gt-america)

# Circular

Book / Medium / **Bold**

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789!@#\$%&\*()?"{};

# GT America

Book / Medium / **Bold** / MONO

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789!@#\$%&\*()?"{};

Our typography is a principal element in our brand system, building credibility and a warm tone. Below are general guidelines for implementing type throughout applications.

**Headline**

Circular Book  
Sentence Case  
Tracking: .5%  
Leading: 110%

**Subheadline & Paragraph Headers**

Circular Medium  
Sentence Case  
Tracking: .5%  
Leading: 110%

**Body Copy**

GT America Regular  
Sentence Case  
Tracking: 0%  
Leading: 135%

**Eyebrow**

GT America Mono Medium  
All Caps  
Tracking: 10%

**Values**

Circular Bold  
Tracking: 4%

**CTA**

Circular Medium  
Title Case  
Tracking: 5%

# Crystal-clear policies for radically confident coverage

## Premium Plan

Clearcover is easy, straightforward car insurance that gives you everything you need to make smart decisions at every step.

TWO CARS • CINCINNATI, OH

**\$1,234.50**

Get Started >

Typography should be set with attention to detail. The mix of weights and families, scale, and alignment create a robust system that feels clear and easy. Below are some examples of correct type usage.

Placing an emphasis on legibility and clear hierarchy will create an easy flow for users navigating the product.

Real confidence starts with clear coverage.

Hi, Eric. First let's talk about your neighborhood.

RECOMMENDED \$82 / MO

Clearcover is easy, straightforward car insurance that gives you everything you need to make smart decisions at every step.

High-level brand messaging headlines are set in Circular Book.

Subheaders are set in Circular Book.

Values set in Circular Bold are accented with GT America Mono.

Body copy is set in GT America Regular.

VEHICLES  
2020 Audi Q3 Premium Plus  
2016 Toyota Rav 4  
DRIVER  
Erlich Bachman

ANALYZING YOUR CAR

Get Started >

Essential  
Our top-seller for "the average driver"

Hierarchy can be created for functional information using eyebrows and body copy.

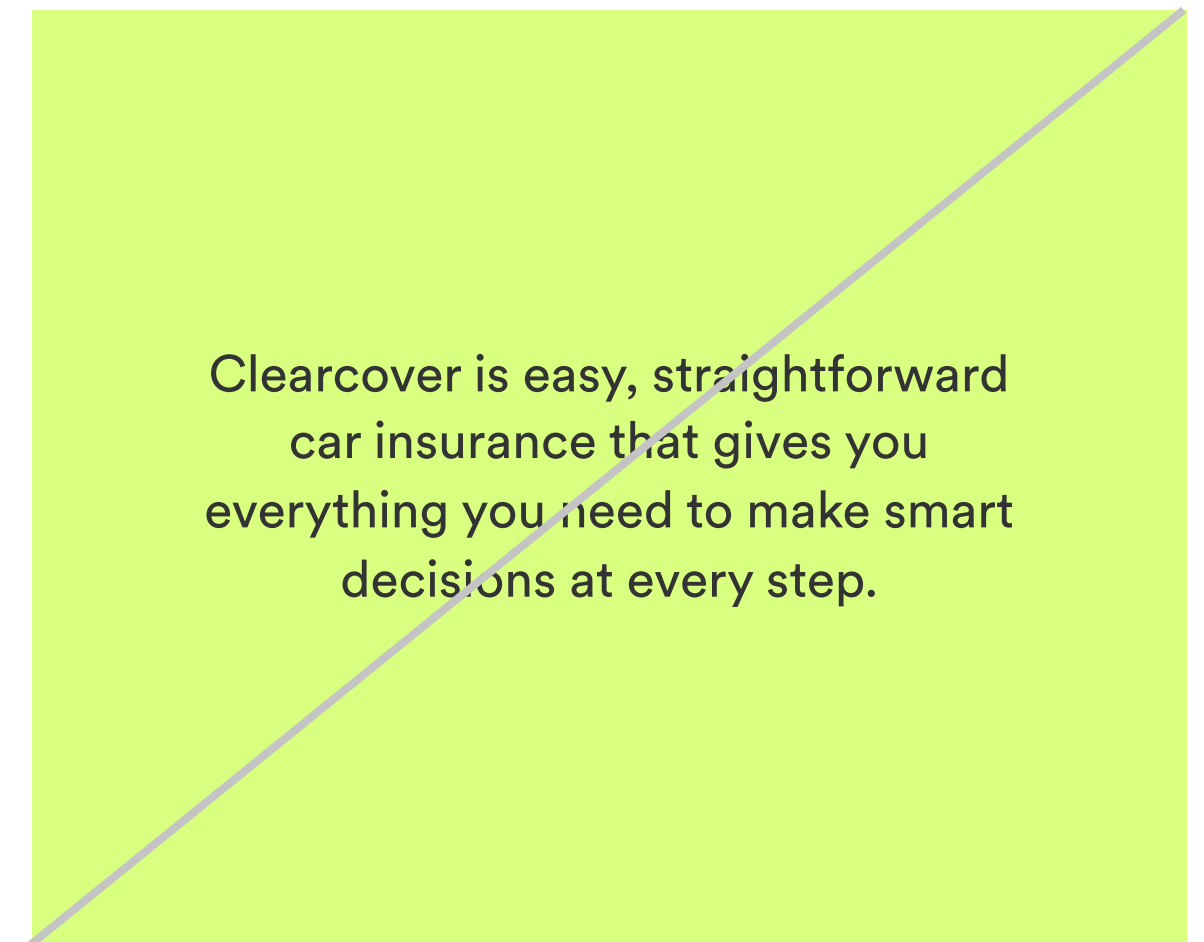
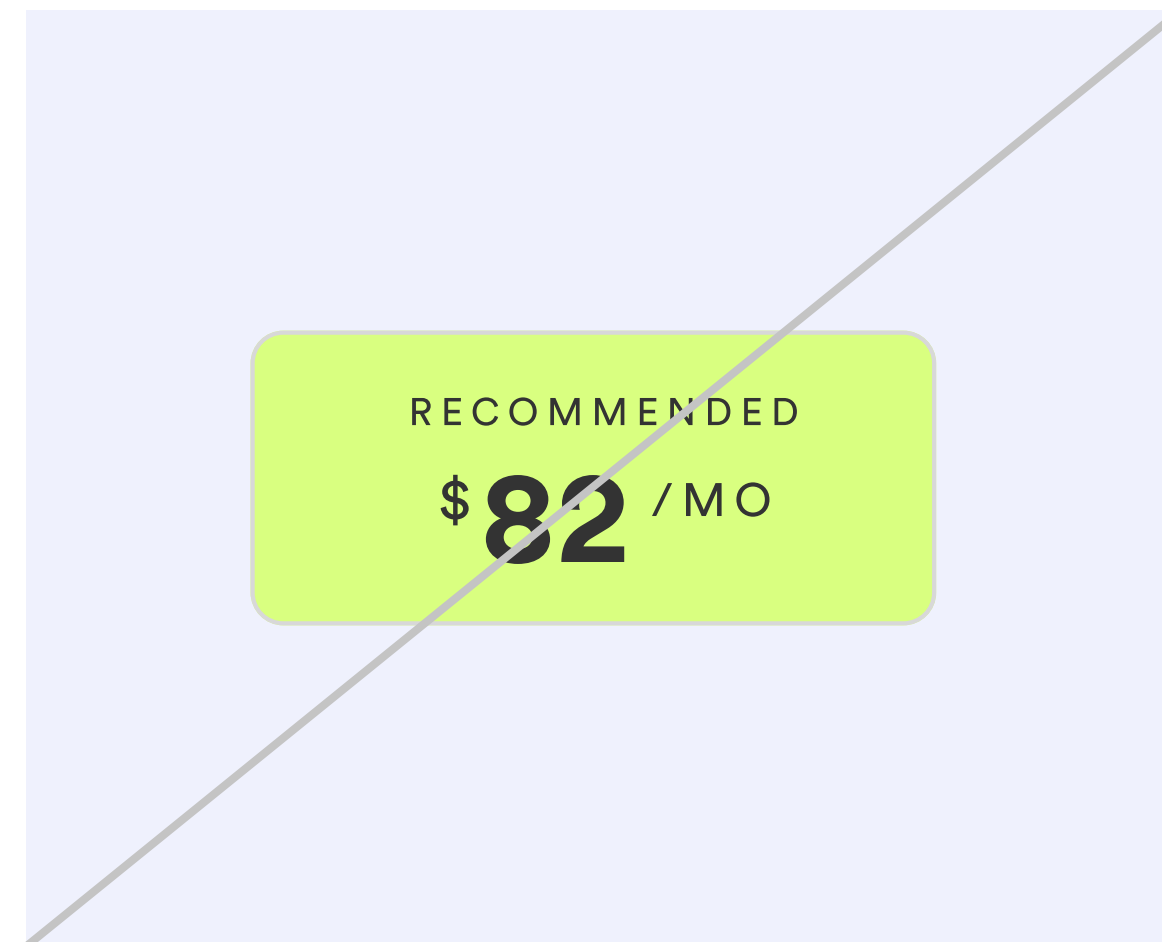
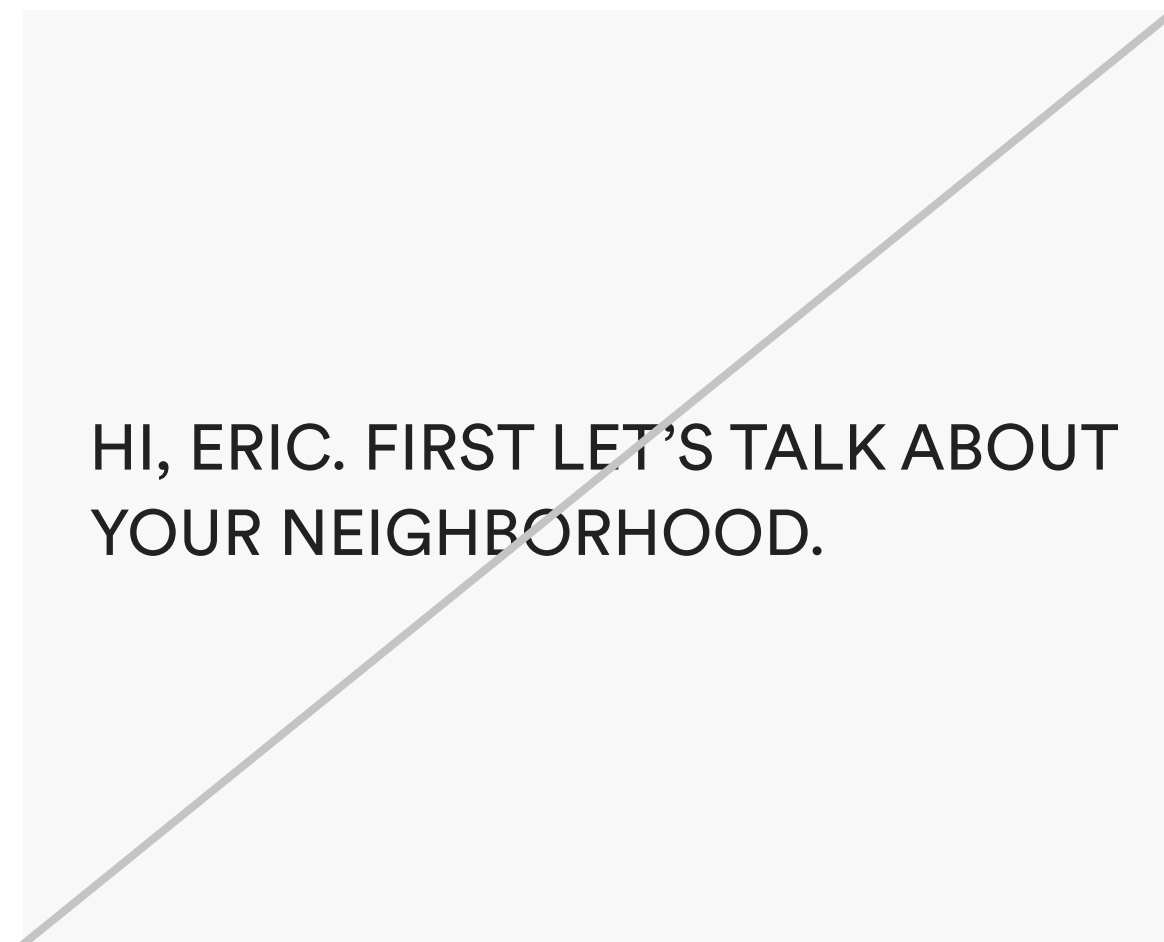
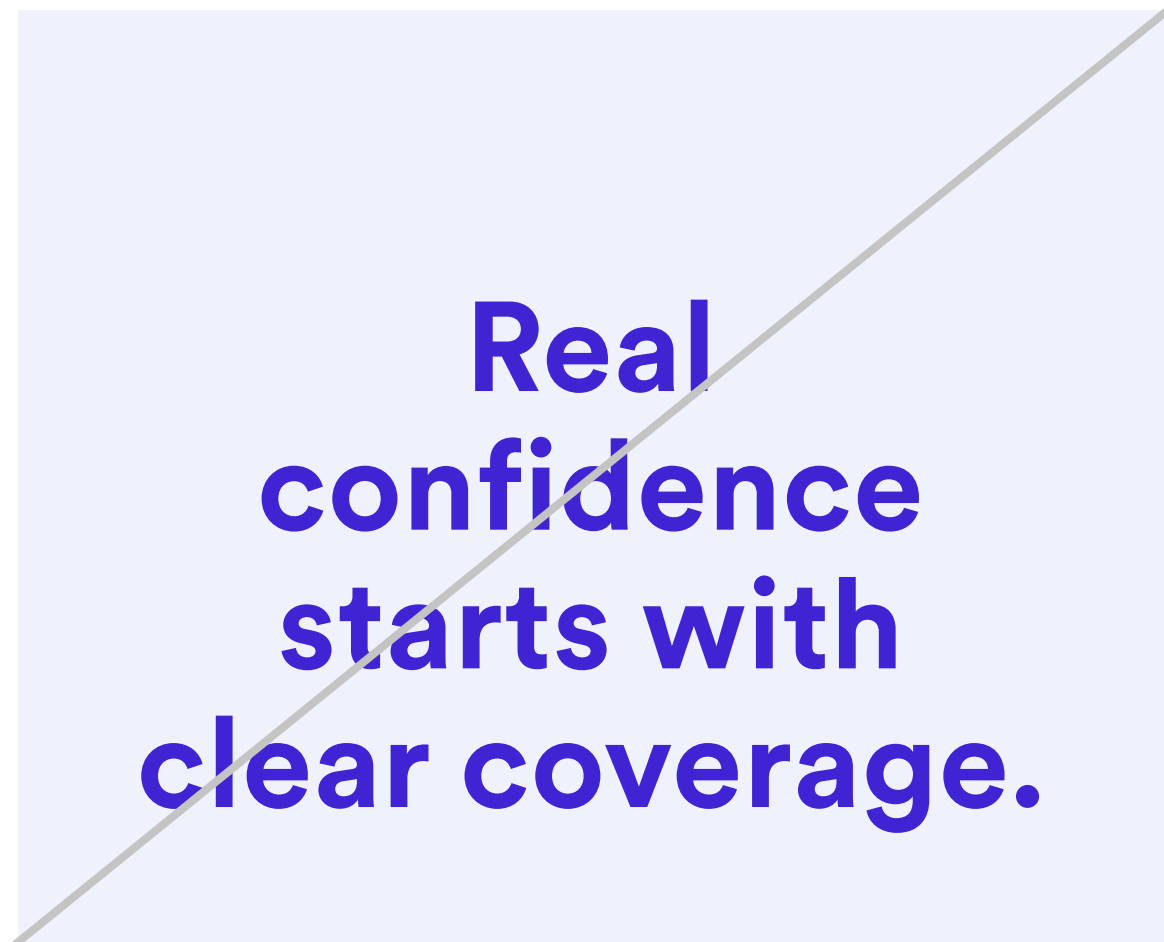
Eyebrows can be used for automated or data-driven information.

CTAs are set in Circular Medium.

Circular Medium is used for subheaders and labels.

Typography should be set with attention to detail. The mix of weights and families, scale, and alignment create a robust system that feels clear and easy. Below are some examples of incorrect type usage.

Placing an emphasis on legibility and clear hierarchy will create an easy flow for users navigating the product.

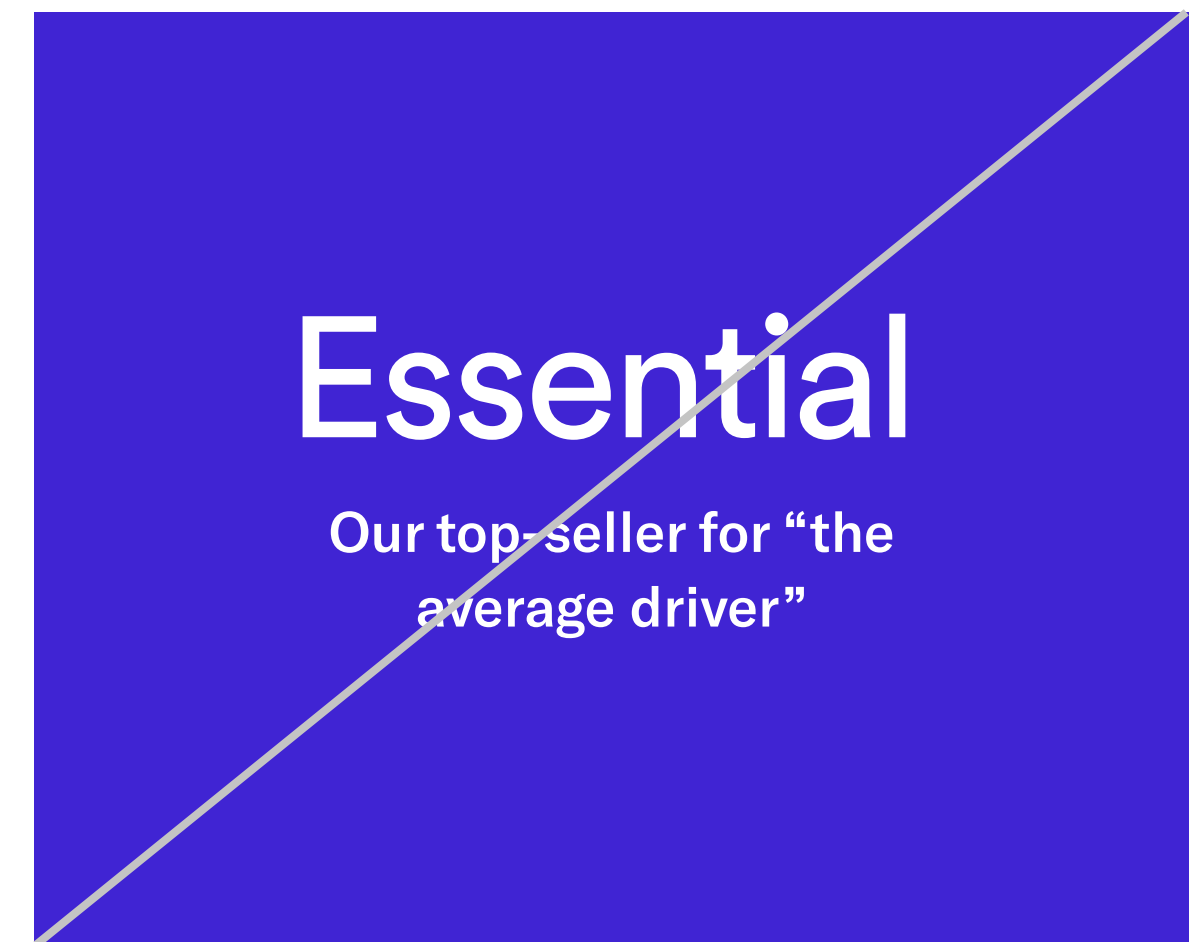
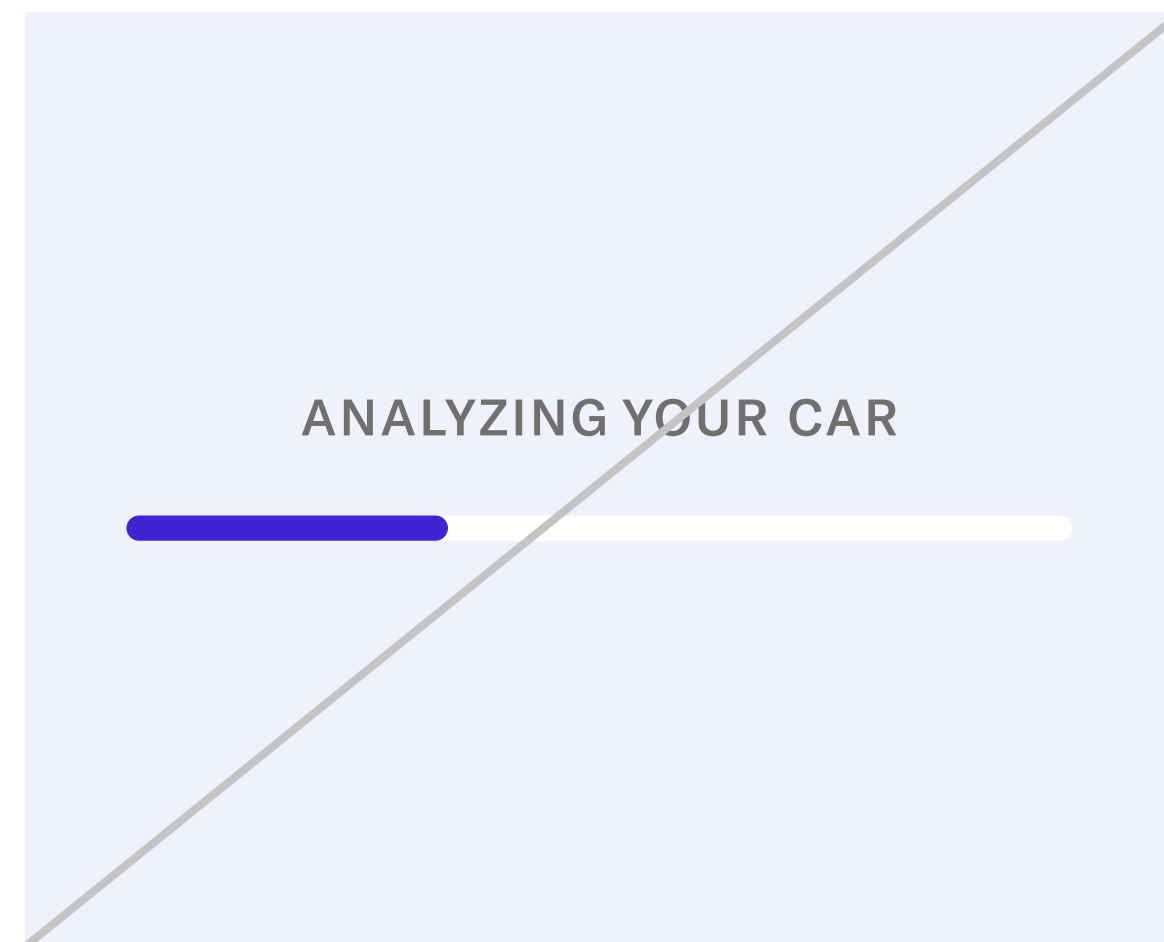
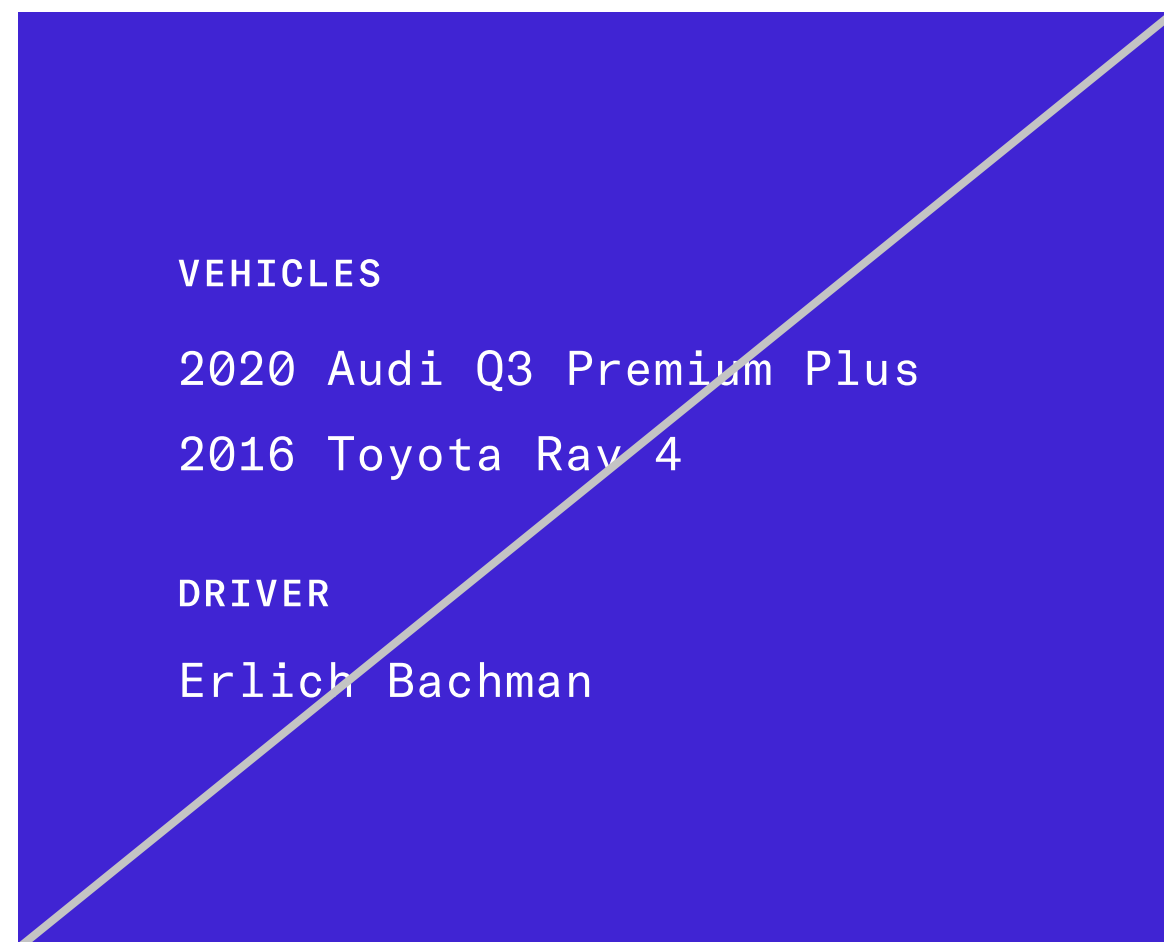


Do not set headlines in Circular Bold.

Do not set headlines in all caps.

Do not use Circular for eyebrows.

Do not use Circular for body copy.



Do not use GT America Mono for body copy or in sentence case.

Do not use GT America in all caps or for eyebrows.

Do not set CTAs in GT America or tighten the tracking.

Do not use weights that create a lack of hierarchy.

# 09 Applications

# clearcover



- 1 Customer Info
- 2 Drivers
- 3 Vehicles
- 4 Quote
- 5 Purchase

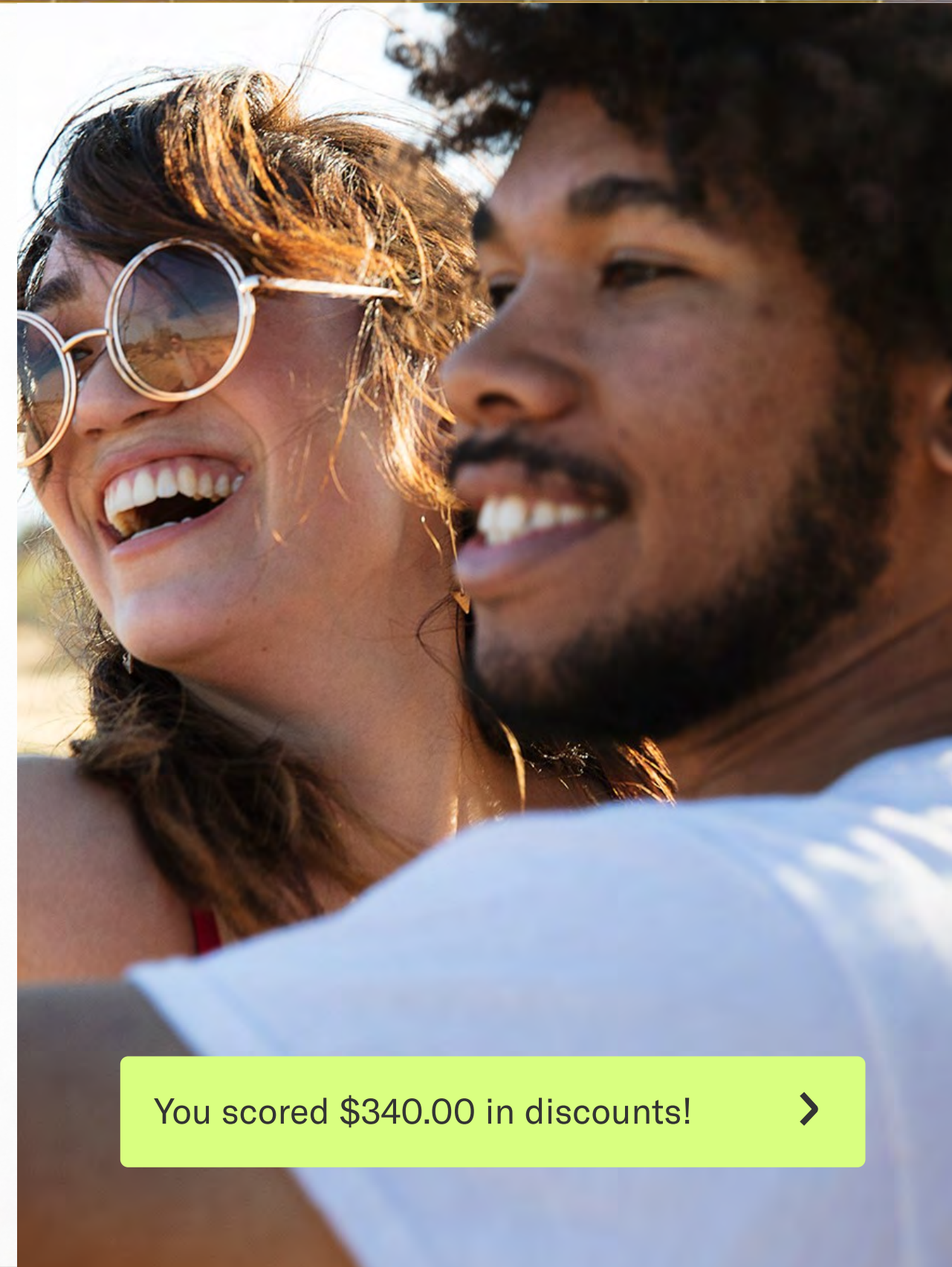
## Crystal-clear policies for radically confident coverage

Get Started >

clearcover

# Crystal-clear policies for radically confident coverage

clearcover.com



You scored \$340.00 in discounts! >

## Claims paid within minutes, not weeks

 A screenshot of the Clearcover mobile app interface. At the top, it says 'clearcover' with a menu icon. Below that is a blue header with a yellow car icon. The main content area is white and titled 'Your Policy' with the subtitle 'TWO CARS • CINCINNATI, OH'. Below this is a table with two rows: 'Cost per month' at \$49.23 and 'Annual Savings' at \$1,234.50.
 

Your Policy	
TWO CARS • CINCINNATI, OH	
Cost per month	\$49.23
Annual Savings	\$1,234.50

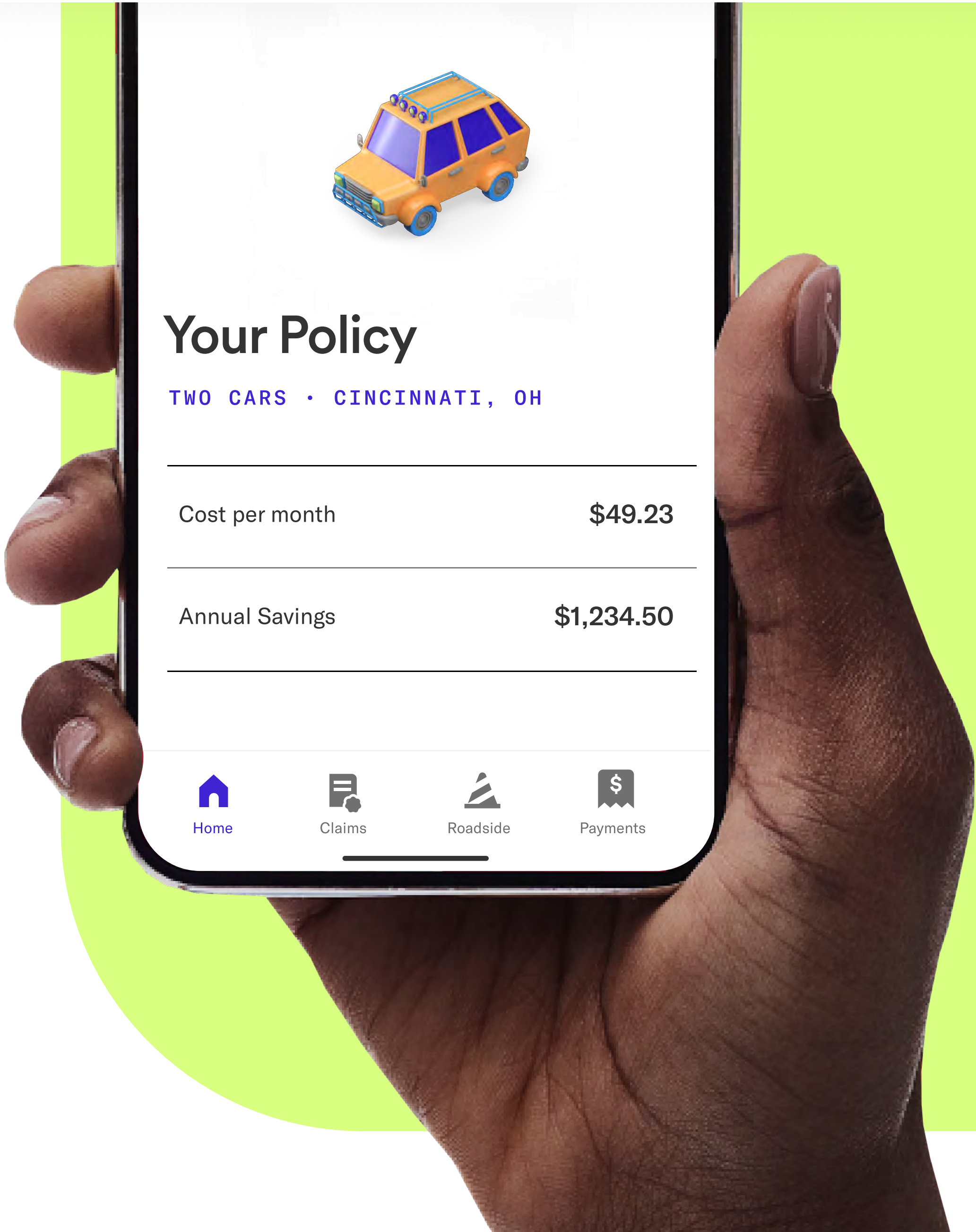
clearcover



# Crystal-clear policies for radically confident coverage

Clearcover is easy, straightforward car insurance that gives you everything you need to make smart decisions at every step.

Get Started >



# Claims paid within minutes, not weeks

## STEP 1



Snap a picture and upload to your app.



## STEP 2



Answer a few simple questions like date, time, and location.



## STEP 3



Get on your way in less than 15 minutes, and check the app for updates.

**For questions about branding or art direction  
regarding Clearcover, please contact  
Clearcover Brand Team Members**

