



TypTap<sup>TM</sup>  
Insurance

TypTap Brand Guide 2017

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## Brand Identity

### Who We Are

TypTap is a personal lines insurance company that believes in giving the consumer a choice. Our mission is simple, we want you to have more confidence in your insurance solutions.

TypTap has received an "A", Exceptional, Financial Stability Rating from Demotech, Inc.

TypTap is a member of HCI Group, Inc. The company's common shares trade on the New York Stock Exchange under the ticker symbol "HCI" and are included in the Russell 2000 and S&P SmallCap 600 Index.

### TypTap in Text

TypTap should always be written as "TypTap" with 2 capital T's and no space between "Typ" and "Tap". The word insurance should be capitalized as "Insurance".

Never change the case of the characters in text.

### Tag lines

The Answer to Flood Insurance<sup>TM</sup>

A quote in seconds, a policy in minutes<sup>TM</sup>

It's a New Kind of Flood Insurance Company

Florida's First Admitted Carrier in the Private Flood Market

Tag lines should be all on one line when possible. Tag lines that are trademarked need to include the <sup>TM</sup> character.

## Logo Usage

### Official Logos



### Official Logo Colors

RGB: 39, 157, 216  
CMYK: 73, 24, 0, 0  
Hex: 279dd8

RGB: 121, 192, 67  
CMYK: 57, 0, 99, 0  
Hex: 79c043

RGB: 104, 105, 105  
CMYK: 59, 50, 50, 19  
Hex: 686969

## Logo Usage

### Official Gray Scale Logos



### Official Logo Colors

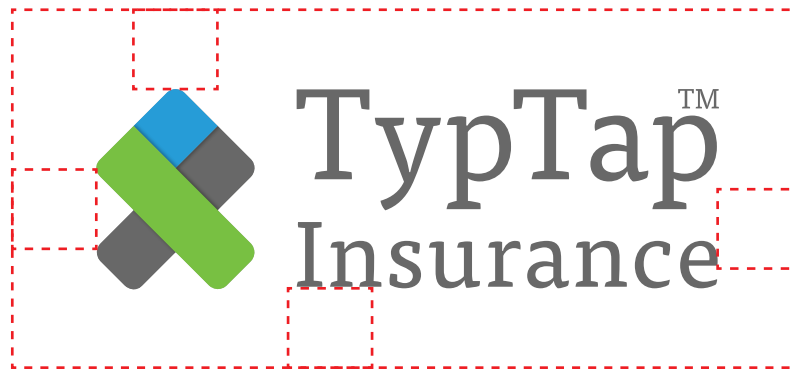
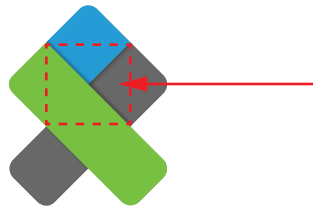
RGB: 152, 152, 152  
CMYK: 43, 35, 35, 1  
Hex: 989898

RGB: 204, 204, 204  
CMYK: 20, 15, 16, 0  
Hex: CCCCCC

RGB: 104, 105, 105  
CMYK: 59, 50, 50, 19  
Hex: 686969

## Logo Usage

### Logo Safe Space



## Swoosh Usage



Never add the swoosh under the TypTap logo or the text “TypTap” in a sentence.

Never use the swoosh more than twice in a headline.

The swoosh can be stretched, though the mid section should not be less than 1/4 of the text height.

The swoosh length must be under the length of 5 words.

The swoosh should be behind any text, not in front of text.

### ✔ Correct Usage

✔ Get a Flood Quote on Your Phone in Seconds

✔ Get a Flood Quote on Your Phone in Seconds

✔ Get a Flood Quote on Your Phone in Seconds

### ✖ Incorrect Usage

✖ Get a Flood Quote on Your Phone in Seconds

✖ Get a Flood Quote on Your Phone in Seconds

✖ Get a Flood Quote on Your Phone in Seconds

✖ Get a Flood Quote at TypTap on Your Phone



## Color Usage

### Primary Colors

#### TypTap Blue

RGB: 39, 157, 216  
CMYK: 73, 24, 0, 0  
Hex: 279dd8

Main color to be used in UI and designs. Use for secondary buttons.

#### TypTap Green

RGB: 121, 192, 67  
CMYK: 57, 0, 99, 0  
Hex: 79c043

To be used for highlights and main Calls To Action. Use sparingly compared to TypTap blue.

#### TypTap Gray

RGB: 104, 105, 105  
CMYK: 59, 50, 50, 19  
Hex: 686969

To be used for contrast for reversed content. Should be used minimally.

### Secondary Colors

#### TypTap Deep Blue

RGB: 14, 92, 130  
CMYK: 94, 61, 30, 10  
Hex: 0e5c82

#### TypTap Royal Blue

RGB: 22, 122, 173  
CMYK: 86, 45, 13, 0  
Hex: 177AAD

#### TypTap Muted Blue

RGB: 25, 107, 140  
CMYK: 89, 51, 30, 7  
Hex: 196B8C

These blues are to be used when TypTap Blue is too light or there is a need for an alternate blue in the design. These alternative blues work great for headline text or background color.

#### TypTap Black

RGB: 34, 34, 34  
CMYK: 72, 66, 65, 73  
Hex: 222222

This color should be used instead of solid black. Mostly used for footer backgrounds.

#### TypTap Medium Gray

RGB: 126, 126, 126  
CMYK: 52, 44, 45, 8  
Hex: 7E7E7E

This is the main color for body copy.

#### TypTap Light Gray

RGB: 224, 224, 224  
CMYK: 11, 8, 9, 0  
Hex: E0E0E0

Mostly used for borders and horizontal rules.



## Fonts

**Main Font:** Open Sans / Open Sans Regular

**Fall Back Fonts:** Lato, Helvetica Neue, Helvetica, Arial

Open Sans Lite

*Open Sans Lite Italic*

Open Sans Regular

*Open Sans Italic*

Open Sans Semibold

*Open Sans Semibold Italic*

Open Sans Bold

*Open Sans Bold Italic*

Open Sans Extrabold

*Open Sans Extrabold Italic*

## Icons

Currently, TypTap uses Font Awesome for all icons.



Phone



Envelope



Fax



Caret Up



Caret Down



Caret Left



Caret Right



Check



Search



Map Marker



Info



Close X

## Imagery

Approved images are located at-

## Print Guidelines

Define print standards.

## Web UI Elements

## Web Buttons and Calls to Action

### Page Content Main Button Style

Primary ButtonSecondary Button

Font: Open Sans;  
Font-size: 16px;  
Line-Height: 24px;  
Height: 38px;  
Padding: 6px 16px;  
Border-Radius: 2.5px;

### Header / Footer Global Action Button Style

Primary ButtonSecondary Button

Font: Open Sans;  
Font-Size: 12px;  
Line-Height: 18px;  
Height: 28px;  
Padding: 4px 12px;  
Border-Radius: 25px;





















