



Honest Insurance Brand guide 2018



PRIMARY LOGOS

HONEST

HONEST
INSURANCE

HONEST

HONEST
INSURANCE

HONEST

HONEST
INSURANCE

HONEST

HONEST
INSURANCE

SECONDARY LOGOS



#304256

#85B2D3

#F5AC8F

#FBCF33

#DFECF2

#F7F7F7

BUTTON

BUTTON

BUTTON

TITLES

HEADINGS
FEATURES
SHORTER BODY TEXT

LONGER BODY TEXT

JOSEFIN SLAB

QWERTYYUIOPASD
FGHJKLZXCVBNM
qwertyyuiopasdfghjklz
xcvbnm

JOSEFIN SANS

QWERTYYUIOPASD
FGHJKLZXCVBNM
qwertyyuiopasdfghjklz
xcvbnm

OPEN SANS

QWERTYYUIOPASDFGHJKLZXCVBNM
qwertyyuiopasdfghjklzxcvbnm