



Honest Insurance Brand guide 2018



PRIMARY LOGOS

HONEST

HONEST
INSURANCE

HONEST

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INSURANCE

HONEST

HONEST
INSURANCE

HONEST

HONEST
INSURANCE

SECONDARY LOGOS



HEX #304256
RGB 48, 66, 86

HEX #85B2D3
RGB 133, 178, 211

[Links](#)

HEX #F5AC8F
RGB 245, 172, 143

HEX #FBCF33
RGB 251, 207, 51

HEX #DFECF2
RGB 223, 236, 242

HEX #F7F7F7
RGB 247, 247, 247

BUTTON

BUTTON

BUTTON

TITLES

JOSEFIN SLAB

QWERTYYUIOPASD
FGHJKLZXCVBNM
qwertyyuiopasdfghjklz
xcvbnm

HEADINGS FEATURES SHORTER BODY TEXT

JOSEFIN SANS

QWERTYYUIOPASD
FGHJKLZXCVBNM
qwertyyuiopasdfghjklz
xcvbnm

LONGER BODY TEXT

OPEN SANS

QWERTYYUIOPASDFGHJKLZXCVBNM
qwertyyuiopasdfghjklzxcvbnm