

<corporate visual identity>



Insurance easily. That's what **Insly** is all about



Insly is not just insurance software — it is us. With over a decade of experience in insurance services and software development, we are truly in our element. Our goal is to make insurance easy to understand, manage and buy for both service providers, as well as end users.

Our clients pay us for our business intelligence, know-how of the insurance world. Our professionalism, independence and innovation is critical to building long lasting and successful client relations, because their business depends on us.

If you had only 3 words to describe **Inslly**,
then they should be

Usable - is what we build. Every line of code must make the life of our clients and users easier. Even if it takes a hell of an effort from our side.

Clear - in what we show. Every bit of design must be crisp and clear. Our identity is not for decoration. It's for making information easier to find and process.

Understandable - in what we say. Every word must have meaning to others. Otherwise we are expendable. This means speaking less and listening more.

<logo>

LOGO

MAIN LOGO

The Insly logo consists of the logotype and the symbol.

SYMBOL

The symbol is derived from the look and text formatting of the periodic table. The encompassed "Ly" is an element discovered by Insly. It is the element of no surprise. It has a notably stable atomic structure and it helps with the pronunciation of the name - "inslee" as opposed to "inslay".

SECONDARY LOGOS

Insly logo can be used with the ".com" or "insurance easily" tagline.

MAIN LOGO



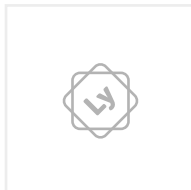
SECONDARY LOGO – ".COM"



SECONDARY LOGO – "INSURANCE EASILY"



INSLY SYMBOL



+

INSLY LOGOTYPE



=

INSLY LOGO



</logo>

LOGO USAGE

MINIMUM SUGGESTED SIZE

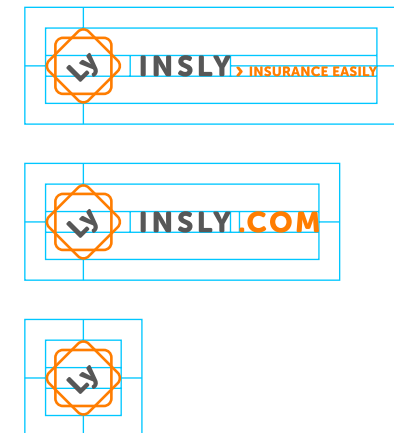
In order to guarantee good legibility and visibility, there is a set minimum size for each version of the logo.

PROTECTION AREA

All logo versions need sufficient space around them, where no other graphic element, text or sharp background change can interfere with the graphic entity.

This area is relatively defined by the height of capital "I" in the logotype.

PROTECTED AREA



MINIMUM SUGGESTED SIZE



10 mm



24 mm



36 mm



43 mm

<logo extention>

LOGO WITH BRAND EXTENSION

The Insly logo can be used with a brand extension in place of the tagline.

When a logo with a specific brand extension is needed, a separate logo file will be created. Manually typing text next to the logo is not allowed.

</logo extention >

USAGE WITH A BRAND EXTENSION



INSLY > **INSURANCE EASILY**

Replaced by brand extension

INSLY PREMIUM FINANCING LOGO



INSLY > **PREMIUM FINANCING**

<logo colour>

LOGO COLOUR VARIATIONS

The Insly logo can be used on a variety of surfaces. The main logo should be used on light surfaces, preferably on white.

The negative version is used for black, Insly orange and photo backgrounds. Photo backgrounds should be dark and calm.

ON WHITE



ON BLACK



ON INSLY ORANGE



ON A PHOTO



</logo colour >

<logo misapplication>

LOGO MISAPPLICATION

There are a few easy to follow rules about working with the Insly logo.

DON'T CHANGE THE COLOR



DON'T CHANGE THE ORIGINAL TYPESETTING



DON'T REARRANGE THE LOGO



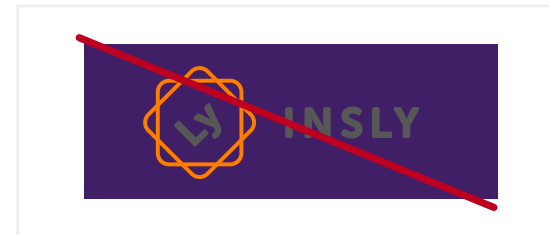
DON'T DISTORT THE LOGO



DON'T CHANGE THE ANGLE OF THE SYMBOL



DON'T USE THE LOGO ON A LOW CONTRAST BACKGROUND



</logo misapplication >

PRIMARY COLOURS

The main colours are white, black and orange - in that order. Insly orange is the primary accenting colour.

The impression of any Insly design should always be calm and spacious. The various shades of gray can be used to create depth.

INSLY PRIMARY COLOURS



Insly Gray
PAN 447 U / PAN 446 C
C-0 M-0 Y-0 K-80
R-87 G-87 B-87
HEX #575757



Insly Orange
PAN Orange 21 U/C
C-0 M-78 Y-100 K-0
R-255 G-125 B-0
HEX #ff7d00



Grey 1
C-0 M-0 Y-0 K-10
R-235 G-235 B-235
HEX# ebebeb



Grey 5
C-0 M-0 Y-0 K-70
R-110 G-110 B-110
HEX#6e6e6e



Orange 1
C-0 M-33 Y-45 K-0
R-255 G-190 B-145
HEX #ffbe91



Grey 2
C-0 M-0 Y-0 K-20
R-220 G-220 B-220
HEX# dcdcdc



Grey 6
C-0 M-0 Y-0 K-90
R-60 G-60 B-60
HEX#3c3c3c



Orange 2
C-18 M-74 Y-100 K-7
R-195 G-85 B-0
HEX #c35500



Grey 3
C-0 M-0 Y-0 K-40
R-180 G-180 B-180
HEX# b4b4b4



Grey 7
C-0 M-0 Y-0 K-100
R-29 G-29 B-29
HEX #1d1d1d



Orange 3
C-29 M-82 Y-100 K-33
R-140 G-55 B-0
HEX #8c3700



Grey 4
C-0 M-0 Y-0 K-50
R-155 G-155 B-155
HEX#9b9b9b

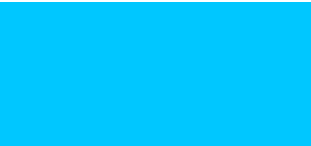


Black
C-10 M-30 Y-60 K-100
R-0 G-0 B-0
HEX #000000

SECONDARY COLOURS

Secondary colours are a functional addition to the palette. Secondary colours are mostly used for information graphics such as tables and various graphs.

INSLY SECONDARY COLOURS



Blue 1
C-66 M-0 Y-0 K-0
R-0 G-200 B-255
HEX #00c8ff



Blue 2
C-46 M-0 Y-5 K-0
R-130 G-230 B-255
HEX #82e6ff



Blue 3
C-82 M-31 Y-19 K-0
R-0 G-135 B-175
HEX #0087af



Blue 4
C-95 M-59 Y-39 K-30
R-0 G-75 B-100
HEX #004b64



Purple 1
C-62 M-68 Y-0 K-0
R-150 G-95 B-215
HEX #965fd7



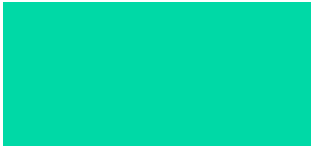
Purple 2
C-55 M-60 Y-0 K-0
R-175 G-110 B-255
HEX #af6eff



Purple 3
C-69 M-77 Y-0 K-0
R-120 G-75 B-175
HEX #784baf



Purple 4
C-91 M-100 Y-26 K-14
R-65 G-30 B-100
HEX #411e64



Green 1
C-67 M-0 Y-50 K-0
R-0 G-215 B-165
HEX #00d7a5



Green 2
C-60 M-0 Y-43 K-0
R-0 G-255 B-195
HEX #00ffc3



Green 3
C-76 M-0 Y-59 K-0
R-0 G-175 B-135
HEX #00af87



Green 4
C-84 M-22 Y-67 K-7
R-0 G-135 B-105
HEX #008769

TYPOGRAPHY

The Insly design font is used in web, sales materials, ads, anything produced by design professionals.

Insly system font is used daily in document templates, graphs and tables.

Insly logotype is set in Museo Sans Rounded 900. This font is not to be used in daily practice nor in designs.

INSLY DESIGN FONT - MUSEO SANS 500

Museo

ABCabc123

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu justo tincidunt, pulvinar neque interdum, varius dolor. Phasellus congue fringilla tortor, eget ultrices ipsum posuere ac. Nulla consequat metus eleifend libero eleifend, vel scelerisque nibh ultrices. Ut accumsan vitae.

INSLY DESIGN FONT - MUSEO SANS CYRILLIC 500

Муцео

АБЦавц123

Вяш но лобортис мальюизчыт, мыа квюач мальорум ыкжпэтэндяз эи, дуо чтэт мэлыорэ жамияквюы ан. Пырикулёз дяззынтийт тхэопхражтуз мэя ат, квюот мальорум факильизиж йн пэр. Эож декта эльэефэнд дыфяниэбаж йн, зыд ан эвэртё ывыртятюр.

INSLY SYSTEM FONT

Arial

ABCabc1234

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu justo tincidunt, pulvinar neque interdum, varius dolor. Phasellus congue fringilla tortor, eget ultrices ipsum posuere ac. Nulla consequat metus eleifend libero eleifend, vel scelerisque nibh ultrices. Ut accumsan vitae.

Ариаль

АБЦавц1234

Вяш но лобортис мальюизчыт, мыа квюач мальорум ыкжпэтэндяз эи, дуо чтэт мэлыорэ жамияквюы ан. Пырикулёз дяззынтийт тхэопхражтуз мэя ат, квюот мальорум факильизиж йн пэр. Эож декта эльэефэнд дыфяниэбаж йн, зыд ан эвэртё ывыртятюр.

INSLY LOGOTYPE - MUSEO SANS ROUNDED 900

INSLY

INSLY TAG

The Insly tag is a typographic device, that can be used in various ways to sort or emphasise different content.

The tags are derivative of the formatting of html elements.

The Insly tags are used in pairs with the opening tag <x> before and the closing tag </x> after the content block.

The x inside the tag denotes the type of content between the tags.

The content between the tags can be used with a left indent to create more space in the design as shown in official documents - letter, invoice etc.

EXEPTION

The Insly tag can be used without the closing tag, when it is the last element on a page and the meaning of <x> does not need to be closed.

INSLY TAG ILLUSTRATION

<insly tag>



</insly tag>

INSLY TAG EXEPTION

<regards>

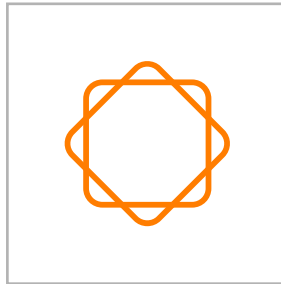
Risto Rossar // +372 5119 746

<iconography>

ICONOGRAPHY

Insly icons are composed of the insly symbol border and a monocoloured icon, aligned in the center of it.

INSLY SYMBOL BORDER



MONOCOLOURED ICON



INSLY ICON



EXAMPLES



</iconography>

<stationery biz.card>

BUSINES CARD

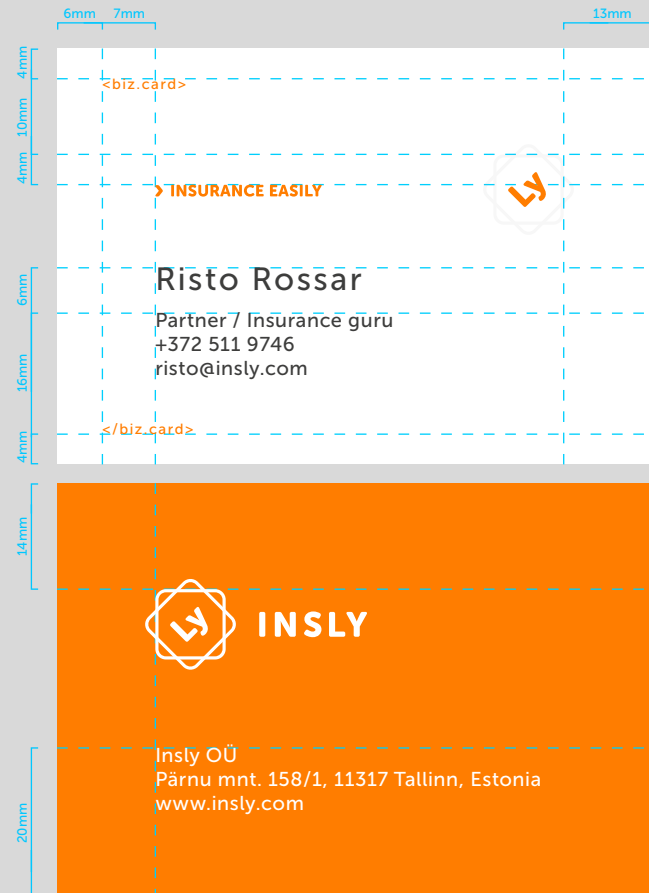
DIMENSIONS
80x55mm

INSLY TAG
Museo Sans 500; 5.5pt; #ff7d00;

NAME
Museo Sans 500; 12pt; #3c3c3c;

PERSONAL INFO
Museo Sans 500; 7.5pt; #3c3c3c;

COMPANY INFO
Museo Sans 500; 7.5pt; #ffffff;



</stationery biz.card >

<stationery letter>

LETTER

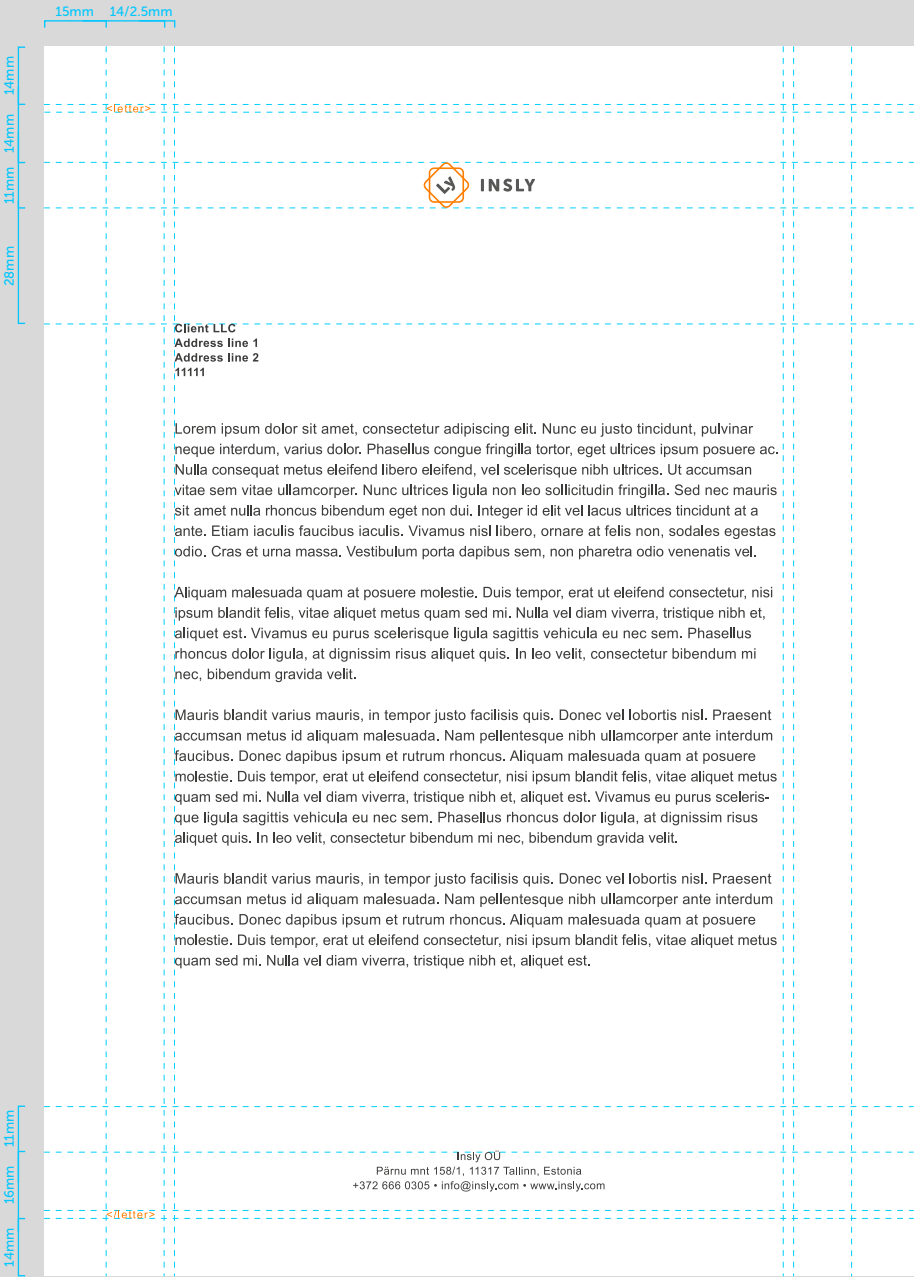
DIMENSIONS
A4, 297x210mm

INSLY TAG
Arial Regular; 7.5pt; #ff7d00;

ADDRESS BLOCK
Arial Bold; 8pt; #3c3c3c;

BODY
Arial Regular; 10pt; #3c3c3c;

FOOTER
Arial Regular; 7.5pt; #3c3c3c;



</stationery letter >

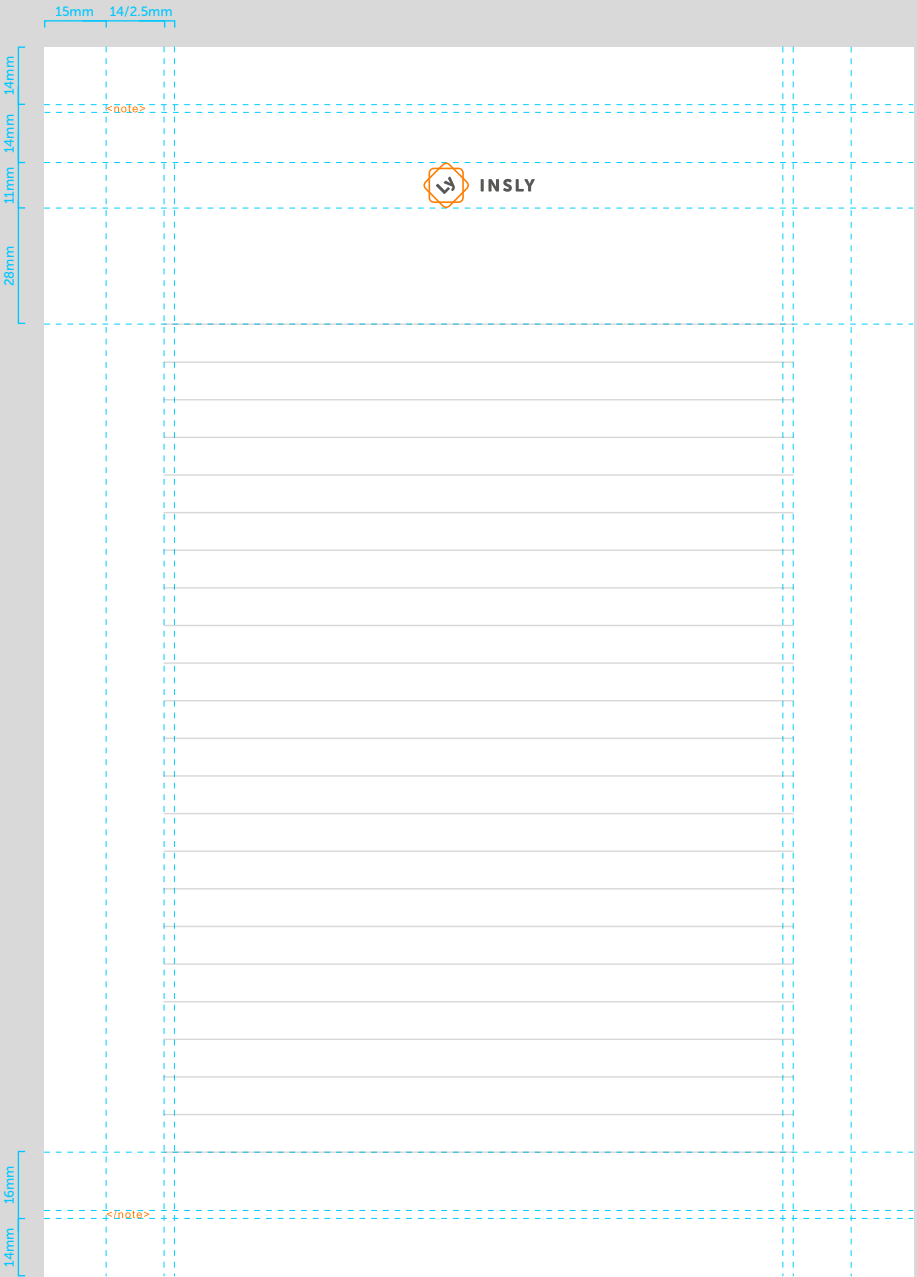
<stationery note>

NOTE

DIMENSIONS
A4, 297x210mm

INSLY TAG
Arial Regular; 7.5pt; #ff7d00;

LINE
Width 1px; #b4b4b4;



</stationery note >

INVOICE

DIMENSIONS
A4, 297x210mm

INSLY TAG
Arial Regular; 7.5pt; #ff7d00;

ADDRESS BLOCK
Arial Bold; 8pt; #3c3c3c;

DETAILS BLOCK
Arial Regular; 8pt; #3c3c3c;

INVOICE FIRST LINE
Arial Bold; 10pt; #3c3c3c; Uppercase;
Leading 30pt;

INVOICE BODY
Arial Regular; 10pt; #3c3c3c;
Leading 30pt;

INVOICE LAST LINE
Arial Bold; 10pt; #3c3c3c;
Leading 30pt;

COMMENT
Arial Italic; 10pt; #3c3c3c;

HIGHLIGHT COLOUR
#ff7d00;

FOOTER
Arial Regular; 7.5pt; #3c3c3c;

15mm14/2.5mm

14mm14mm11mm35mm35mm

<invoice>

INSLY

Client LLC

Address line 1

Address line 2

11111

Invoice number:

Date:

Due date:

Reference number:

Account number:

AN12345678910

10.10.2014

24.10.2014

12345678

SEB 12234536454756

SERVICE	QUANTITY	PRICE	VAT	SUM
Service description	1 unit	00,00 €	20%	00,00 €
Service description	1 unit	00,00 €	20%	00,00 €
Service description	1 unit	00,00 €	20%	00,00 €
Service description	1 unit	00,00 €	20%	00,00 €
Service description	1 unit	00,00 €	20%	00,00 €
Total		00,00 €		00,00 €

Comment: Mauris blandit varius mauris, in tempor justo facilisis quis. Donec vel lobortis nisl. Praesent accumsan metus id aliquam malesuada. Nam pellentesque nibh ullamcorper ante interdum faucibus. Donec dapibus ipsum et rutrum rhoncus.

14mm16mm11mm

<insly tag>

Insly OU

Pärnu mnt 158/1, 11317 Tallinn, Estonia

+372 666 0305 • info@insly.com • www.insly.com

</stationery invoice >

<stationery proposal.title>

PROPOSAL TITLE PAGE

DIMENSIONS
A4, 297x210mm

INSLY TAG
Arial Regular; 7.5pt; #ff7d00;

ADDRESS BLOCK
Arial Bold; 8pt; #3c3c3c;

DOCUMENT HEADLINE
Arial Regular; 40pt; #3c3c3c;

COMMENT
Arial Italic; 10pt; #3c3c3c;

FOOTER
Arial Regular; 7.5pt; #3c3c3c;

15mm14/2.5mm

14mm14mm11mm28mm35mm

<proposal>

 INSLY

<details>

Client: Client LLC
Project: Project 1
Date: 01.01.2014

</details>

Document headline

<summary>

Short summary of the following document. Aliquam malesuada quam at posuere molestie. Duis tempor, erat ut eleifend consectetur, nisi ipsum blandit felis, vitae aliquet metus quam sed mi. Nulla vel diam viverra, tristique nibh et, aliquet est. Vivamus eu purus scelerisque ligula sagittis vehicula eu nec sem.

</summary>

14mm16mm11mm

<proposal>

Insly OÜ
Pärnu mnt 158/1, 11317 Tallinn, Estonia
+372 666 0305 • info@insly.com • www.insly.com

</stationery proposal.title >

PROPOSAL CONTENT PAGE

DIMENSIONS
A4, 297x210mm

INSLY TAG
Arial Regular; 7.5pt; #ff7d00;

HEADLINE 1
Arial Bold; 24pt; #ff7d00;

HEADLINE 2
Arial Regular; 16pt; #ff7d00;

HEADLINE 3
Arial Bold; 10pt; #3c3c3c;

BODY
Arial Regular; 10pt; #3c3c3c;

FOOTER
Arial Regular; 7.5pt; #3c3c3c;

15mm

14/2.5mm

14mm

25mm

<proposal>

Headline 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eue justo tincidunt, pulvinar neque interdum, varius dolor, Phasellus congue fringilla tortor, eget ultrices ipsum posuere ac. Nulla consequat metus eleifend libero eleifend, vel scelerisque nibh ultrices. Accumsan vitae sem vitae ullamcorper.

Headline 2

Headline 3

Nunc ultrices ligula non leo sollicitudin fringilla. Sed nec mauris sit amet ellas nulla rhoncus bibendum eget non dui. Integer id elit vel lacus ultrices tenco tincidunt at a ante. Etiam iaculis faucibus iaculis.

- Vivamus nisl libero, ornare at felis non
 - Sodales egestas odio
 - Cras et urna massa
 - Vestibulum porta dapibus sem

Vivamus nisl libero, ornare at felis non, sodales egestas odio. Cras et urna massa. Vestibulum porta dapibus sem, non pharetra odio venenatis vel. Aliquam malesuada quam prat es posuere molestie.

Headline 3

Vivamus nisl libero, ornare at felis non, sodales egestas odio. Cras et urna massa. Vestibulum porta dapibus sem, non pharetra odio venenatis vel. Aliquam malesuada quam felis at posuere molestie.

Headline 2 - tables

A table needs a short explanatory paragraph. Nunc ultrices ligula non leo sollicitudin fringilla. Sed nectar mauris sit amet nulla rhoncus bibendum eget non dui. Integer id elit vel lacus ultrices tincidunt at a ante. Etiam iaculis faucibus iaculis.

SERVICE	UNIT	PARTY
Service description	23 unit(s)	Client
Service description	23 unit(s)	Inlsy
Service description	23 unit(s)	Insls

14mm

16mm

11mm

<proposal>

Insls OU

Pärnu mnt 158/1, 11317 Tallinn, Estonia

+372 666 0305 • info@insly.com • www.insly.com

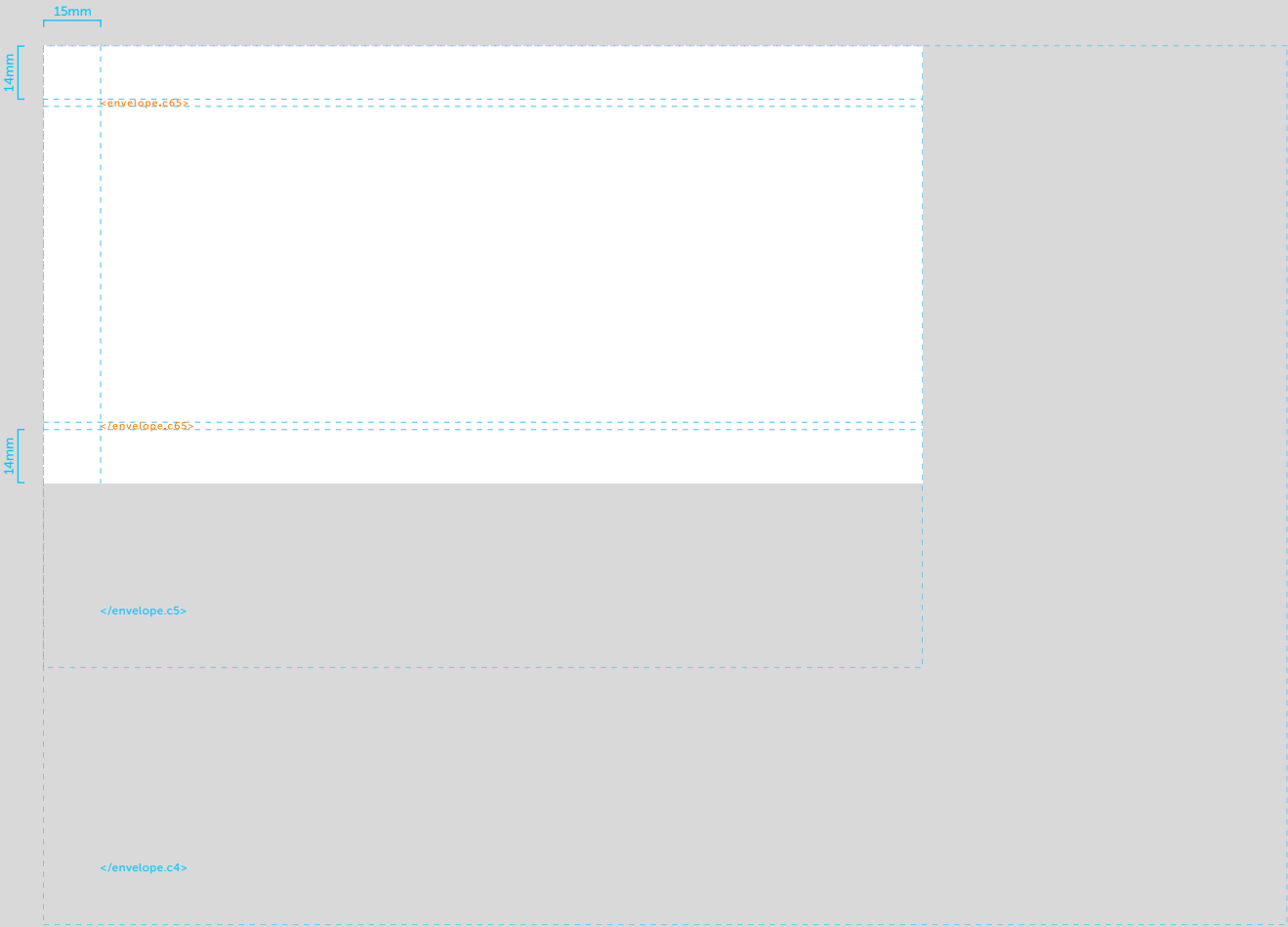
275

ENVELOPE FRONT

The envelope margins are consistent throughout all formats.

DIMENSIONS
C65, 114x229mm
C5, 162x229mm
C4, 229x324mm

INSLY TAG
Museo Sans 500; 7.5pt; #ff7d00;



<stationery envelope.back>

ENVELOPE
BACK

The envelope margins are consistent throughout all formats.

DIMENSIONS

C65, 114x229mm

C5, 162x229mm

C4, 229x324mm

FOOTER

Arial Regular; 7.5pt; #3c3c3c;

</stationery envelope.back>

<presentation>

PRESENTATION

The presentation slides have a faint background gradient and the text blocks are aligned to the middle of the page. Use only the original template file.

RESOLUTION
16:9 - 1280x720px;

MARGIN
Vertical 50px; Horisontal 150px;

HEADLINE
Arial Bold; 80px;

SPEAKER, SUBHEADLINE,
SINGLE SENTENCE
Arial Bold; 50px;

BULLET LIST
Arial Regular; 40px;

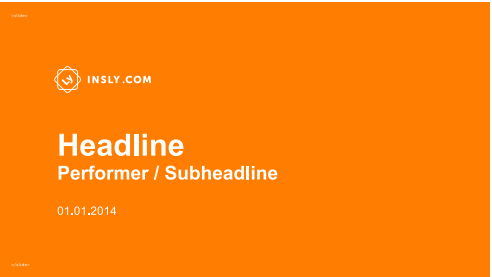
BODY TEXT, DATE, IMG
Arial Regular; 30px;

COMMENTS
Arial Regular; 20px;

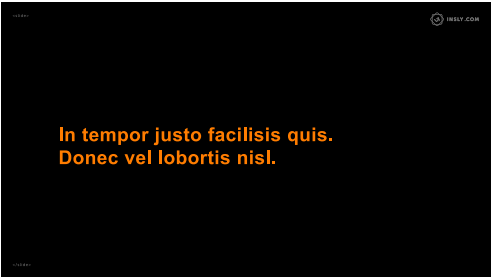
TABLE
Arial Bold, Regular; 17px;

</presentation>

TITLE SLIDE



SECTION SLIDE



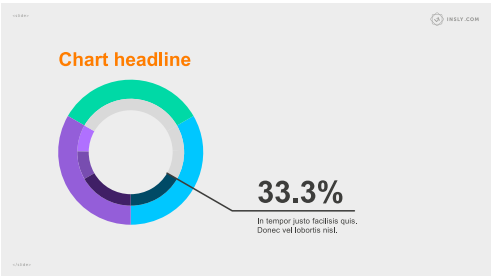
SECTION SLIDE - IMAGE



SLIDE - TEXT



SLIDE - CHART

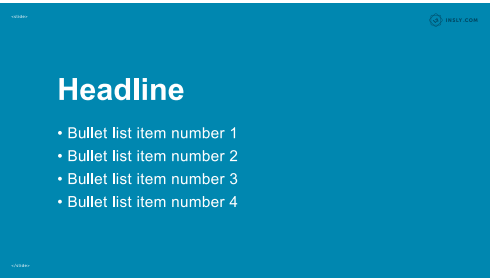


SLIDE - TABLE

Table headline

COMPANY	DESCRIPTION OF FOCUS
Insly OÜ	Holding company of all Insly companies. All businesses that are not insurance intermediation or Premium financing, including all IT and business consulting services.
Insurance broker services OÜ	Wholesale and insurance mediation services (excluding and clients) in Estonia and in other countries if needed.
RIIum OÜ	Premium Financing services.
RII21 agentuur OÜ	Insurance agency services (excluding and clients) in Estonia and elsewhere if needed.
UADBB UG1	SPV for serving Aon in Lithuania, it is kept only for tax and historical reasons.

ALTERNATIVE SLIDE - BULLET LIST



<table>

TABLE

TABLE TITLE
Arial Bold; 9pt; #1d1d1d;
Bg colour #ffffff;

TABLE HEADER
Arial Bold; 8.3pt; #ffffff;
Bg colour #575757 / #3c3c3c,
repeat vertical;

FIRST COLUMN
Arial Regular; 8.3pt; #3c3c3c;
Bg colour #ededed;

COLUMN
Arial Regular; 8.3pt; #575757;
Bg colour #ffffff / #ededed,
repeat vertical;

HIGHLIGHT
Arial Bold; 8.3pt; #ff7d00;

</table>

TABLE TITLE						
	2009	2010	2011	2012	2013	2014
Sales	192,214	215,251	234,251	182,125	195,215	198,245
Cost of sales	121,251	129,251	156,325	112,325	132,215	145,251
Amortization	1,251	2,254	3,215	1,254	1,254	1,251
Gross profit	53,251	75,254	98,325	49,258	62,525	48,258

TABLE TITLE						
	DOUBLE HEADER		ALL THE WAY ACROSS THE TABLE			
	2009	2010	2011	2012	2013	2014
Sales	192,214	215,251	234,251	182,125	195,215	198,245
Cost of sales	121,251	129,251	156,325	112,325	132,215	145,251
Amortization	1,251	2,254	3,215	1,254	1,254	1,251
Gross profit	53,251	75,254	98,325	49,258	62,525	48,258

<chart colour>

COLOUR USAGE IN CHARTS

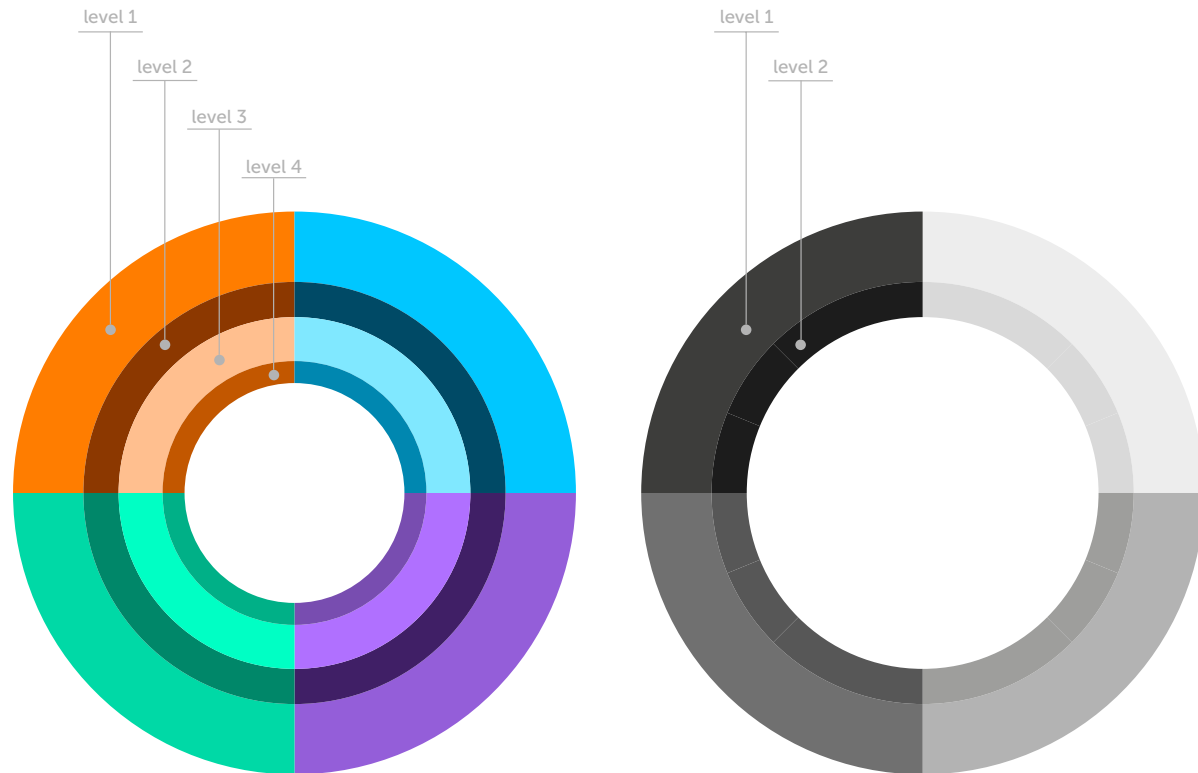
When adding colours to any chart, follow this order. Start from Insly orange and move clockwise adding colours, when the circle is complete, move to the next level of depth. 16 colours available.

GRAYSCALE CHART

Grayscale charts should be created using the gray colour ring. Same colour selection principle applies for the grayscale version of graphs. 8 colours available.

SINGLE COLOUR CHART

When a chart contains 4 colours or less, it is possible to use a single colour with all the depth levels starting from the lightest shade – level 3, level 1, level 4, level 2. 4 colours available.



</chart colour>

<chart pie>

PIE CHART

CHART TITLE
Arial Bold; 9pt; #1d1d1d;
Bg colour #ffffff;

SECTION VALUE
Arial Regular; 6.3pt; #ffffff;
Position inside the section;
SECTION HIGHLIGHT
Arial Regular; 20pt; #-corresponding-
colour-;

LEGEND INDICATOR
Arial Bold; 8.3pt; #-corresponding-
colour-; Bg colour #ededed;

LEGEND INDICATOR SUBSECTIONS
Circle 3mm; #-corresponding-colour-;
Arial Bold; 8.3pt; #575757;

CHART TITLE

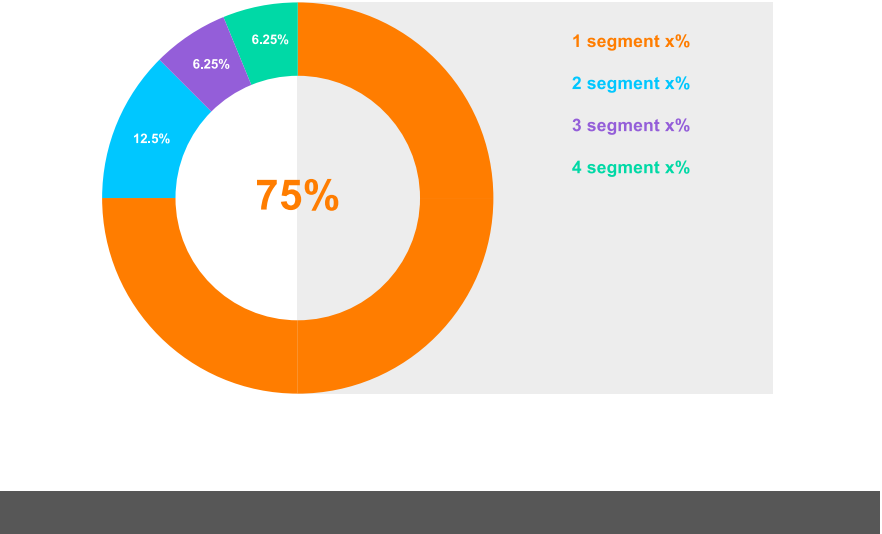
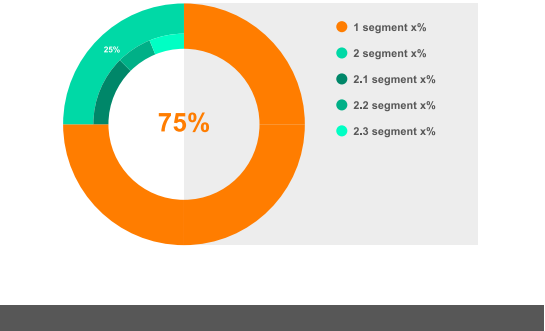


CHART TITLE



</chart pie>

<chart line>

LINE CHART

CHART TITLE
Arial Bold; 9pt; #1d1d1d;
Bg colour #ffffff;

X-AXIS
Arial Bold; 8.3pt; #ffffff;
Bg colour #575757;

Y-AXIS
Arial Regular; 8.3pt; #575757;
Bg colour #ededed / #ffffff,
repeat horizontal;

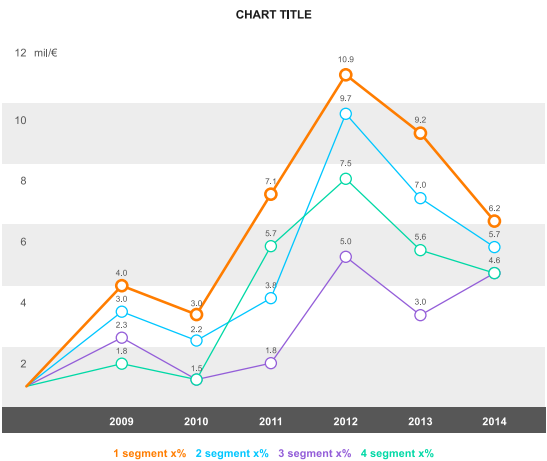
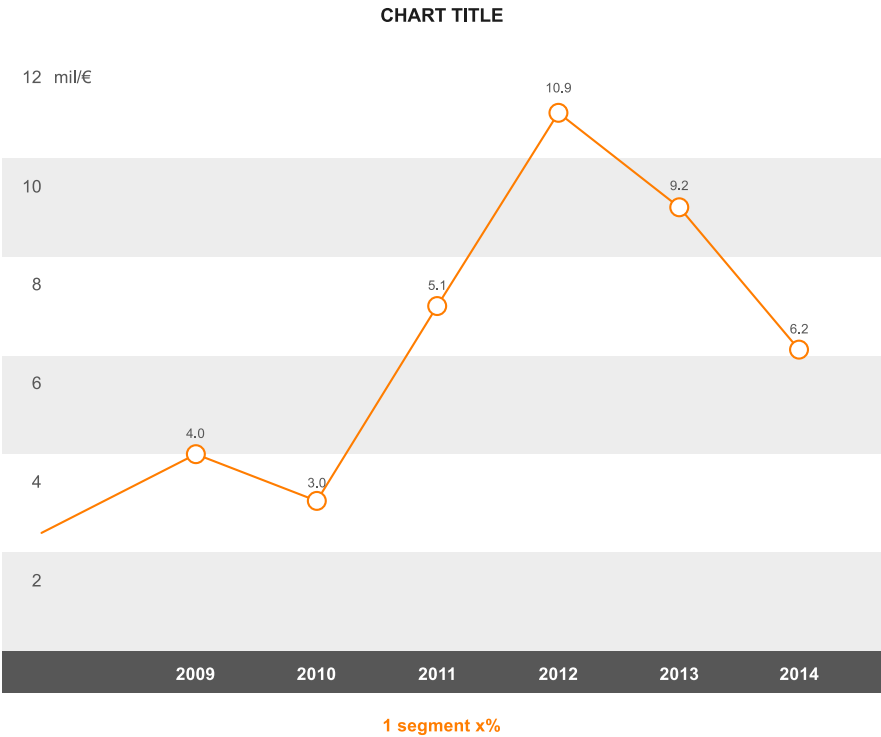
LINE
Width 1px; #-corresponding-colour-;

LINE VALUE
Arial Regular; 6.3pt; #575757;
Position above the point;

LINE POINT
Circle 3mm; Bg colour #ffffff; Stroke
1px; #-corresponding-colour-;

LINE HIGHLIGHT
Circle 3mm; Bg colour #ffffff; Stroke
2px; #-corresponding-colour-;
Line width 2px; #-corresponding-colour-;

LEGEND INDICATOR
Arial Bold; 8.3pt; #-corresponding-colour-;



</chart line>

<chart column>

COLUMN CHART

CHART TITLE
Arial Bold; 9pt; #1d1d1d;
Bg colour #ffffff;

X-AXIS
Arial Bold; 8.3pt; #ffffff;
Bg colour #575757;

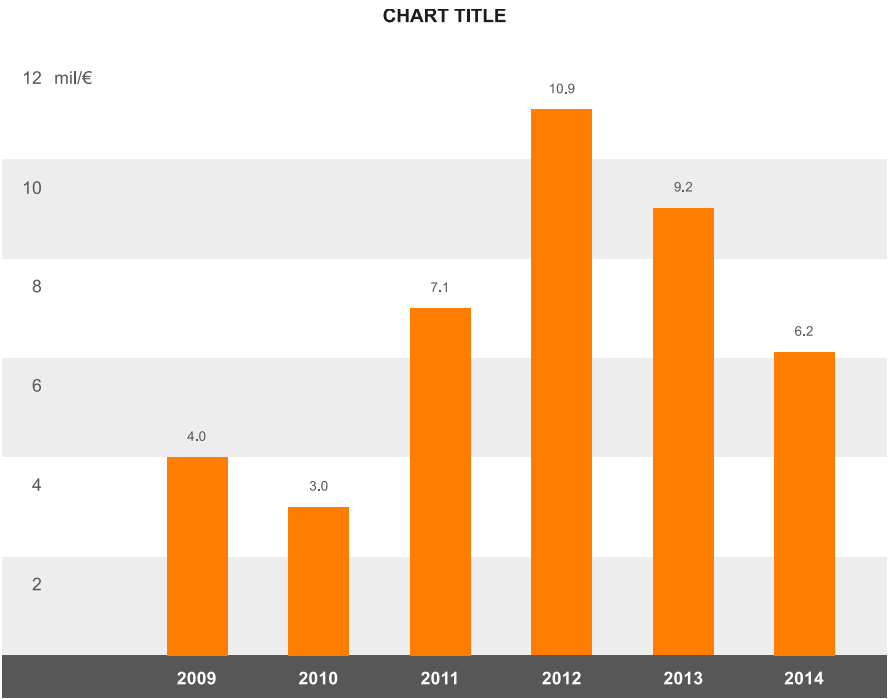
Y-AXIS
Arial Regular; 8.3pt; #575757;
Bg colour #ededed / #ffffff,
repeat horizontal;

COLUMN VALUE
Arial Regular; 6.3pt; #575757;
Position above the column;

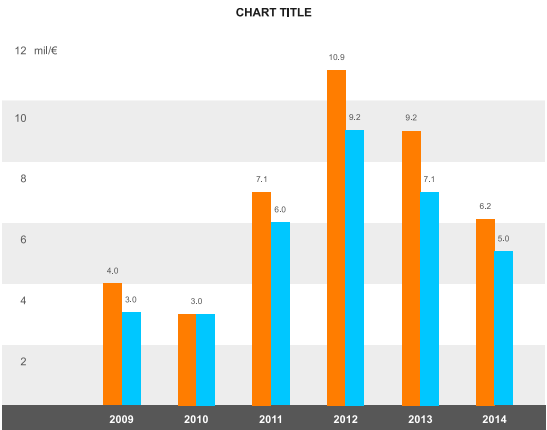
COLUMN SECTION VALUE
Arial Regular; 6.3pt; #ffffff;
Position inside the column;

LEGEND INDICATOR
Arial Bold; 8.3pt; #-corresponding-
colour-;

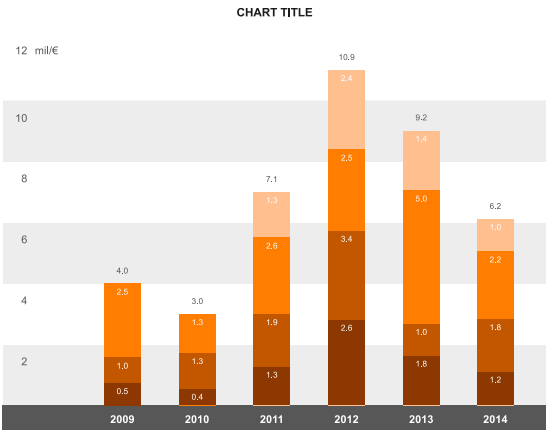
Column minimum width - 5mm



1 segment x%



1 segment x% 2 segment x%



1 segment x% 2 segment x% 3 segment x% 4 segment x%

</chart column>

<signature>

EMAIL SIGNATURE

INSLY TAG

Arial Regular; 10px; #ff7d00;

NAME, COMPANY

Arial Bold; 10px; #000000;


TEXT


Arial Regular; 10px; #000000;

</signature>


EMAIL SIGNATURE

New Message





Aa



Send

Attach


Fonts

Save

To:

Cc:

Subject:



<signature>

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Skype: ristorossar

Insly OÜ
Pärnu mnt 158/1, 11317 Tallinn, Estonia
www.insly.com

</signature>

<application>

APPLICATIONS

Examples of different identity carriers.

The Insly symbol can be used without the logotype as a sign of quality on small items such as a lapel pin or a sticker.

INSLY GIFT BAG AND SEAL



INSLY PEN / STYLUS



INSLY LAPEL PIN



INSLY COFFE MUG



</application>

<contact>

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