

Co-Branding Guidelines

Brand usage standards for partners

Brand Overview

Daily Event Insurance is committed to maintaining a consistent, professional brand image across all partner communications. These guidelines ensure our brand is represented correctly while allowing flexibility for co-branded materials.

Our Brand Colors

Color	Hex Code	RGB	Usage
Primary Teal	#14B8A6	20, 184, 166	Headers, CTAs, accents
Dark Slate	#1E293B	30, 41, 59	Text, backgrounds
Light Gray	#F8FAFC	248, 250, 252	Backgrounds
White	#FFFFFF	255, 255, 255	Contrast areas

Logo Usage Guidelines

Do's:

- Use the logo with adequate clear space (minimum 20px on all sides)
- Maintain original aspect ratio when resizing
- Use approved color variations (full color, white, or black)
- Place logo on contrasting backgrounds for visibility

Don'ts:

- Do not stretch, compress, or distort the logo
- Do not change the logo colors
- Do not add effects (shadows, gradients, outlines)
- Do not place logo on busy or low-contrast backgrounds

Co-Branding Layouts

Option 1: Side-by-Side

Your logo and Daily Event Insurance logo appear side by side, separated by a vertical line. Both logos should be similar in visual weight.

Option 2: Stacked

Your logo appears above "Powered by Daily Event Insurance" text. Use this when horizontal space is limited.

Option 3: Footer Attribution

Your primary branding, with "Insurance provided by Daily Event Insurance" in the footer. Ideal for heavily branded partner materials.

Typography

For co-branded materials, we recommend:

- Headlines: Inter Bold or similar sans-serif
- Body text: Inter Regular at 14-16px
- Minimum body text size: 12px for print, 14px for digital

Download logo files, templates, and graphics from your partner dashboard at partners.dailyeventinsurance.com

Approved Messaging

When describing Daily Event Insurance, use approved phrases:

- "Comprehensive daily event coverage"
- "Affordable protection starting at \$40"
- "Trusted by thousands of event organizers"
- "Simple, instant coverage for any event"