

everly Brand Guidelines

Logos

Horizontal



3/4 inch



54 pixels

Vertical



1/2 inch



50 pixels

Primary Colors



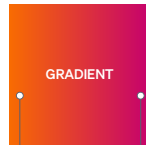
Everly Orange
Pantone 158 C/U
C0 M70 Y95 K0
R255 G110 B30
HEX: FF6E1E



Everly Cherry
Pantone 227 C/U
C20 M100 Y28 K0
R197 G0 B110
HEX: C5006E



Everly Charcoal
C70 M56 Y40 K17
R86 G97 B113
HEX #566171



Everly Orange
Pantone 158 C/U
C0 M70 Y95 K0
R255 G110 B30
HEX: FF6E1E

Everly Cherry
Pantone 227 C/U
C20 M100 Y28 K0
R197 G0 B110
HEX: C5006E

Secondary Colors



Everly Beige
C14 M16 Y28 K0
R218 G204 B181
HEX #DACC85



Everly Straw
C10 M16 Y78 K0
R232 G203 B87
HEX #E8CB57



Everly Lavender
C33 M31 Y0 K0
R168 G168 B234
HEX #A8A8EA



Everly Blue
C32 M16 Y4 K0
R170 G193 B221
HEX #AAC1DD



Everly Gray
C53 M38 Y23 K1
R130 G144 B168
HEX #8290A8

Typography

Eyebrow

Font: Semplicita Pro Regular ALL CAPS

Headline

Font: Semplicita Pro Regular

Subhead

Font: Semplicita Pro Semibold

Longform

Font: Söhne Buch

EVERLY BRAND FOUNDATION

Everly Mission

We're on a mission to provide radically transparent life insurance solutions.

At Everly, we see life differently. We look at insurance differently, which inspires us to build products differently. Our solutions are crafted to help you design the life you want. So, if it doesn't work for you, it doesn't work for us. We believe life is what you make it. Together, we can make it way better.