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754-223-9856

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## BRAND GUIDE

# One Brand, Everywhere It Shows Up.

This guide holds the official Purple Solutions Insurance Agency logo files, colors, type, voice, and ready to use social assets, so everything we publish looks and sounds like one agency.

## The Logo

The logo pairs a gold lotus emblem with the agency name set in a navy serif. Always use the artwork files below. Never retype the name in another font, redraw the lotus, or rebuild the lockup by hand.

### Primary Lockup



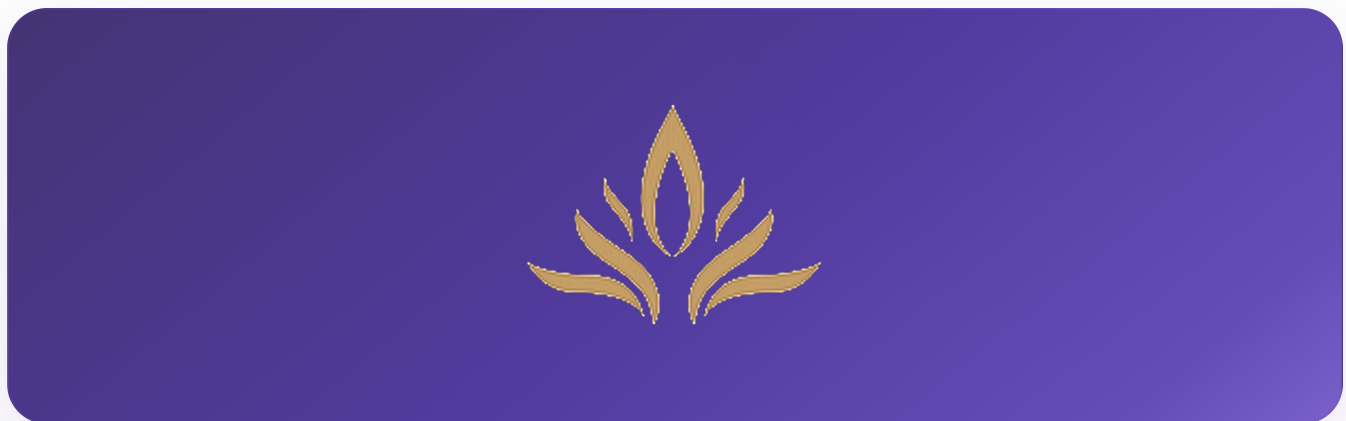
Use the primary lockup on white and other light backgrounds: the website header, documents, email signatures, and printed materials.

## Reversed Lockup



Use the reversed lockup on purple and other dark backgrounds: the website footer, social banners, and presentation slides.

## Lotus Emblem



Use the emblem on its own where the agency name already appears nearby or space is tight: profile images, favicons, app icons, and watermarks.

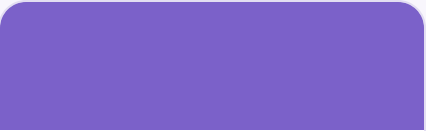
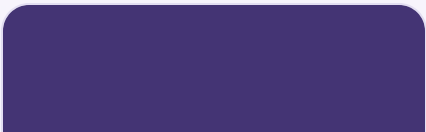
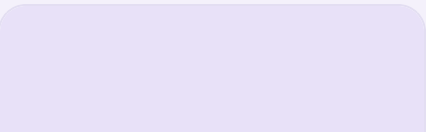
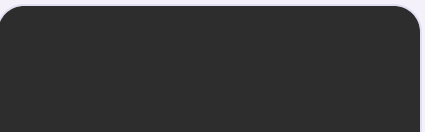
## Clear Space And Minimum Size

- Keep a clear zone around the logo on every side, at least as tall as the lotus emblem in the lockup. No text, edges, or other graphics inside that zone.
- Lockup minimum size: 140 pixels wide on screen, 1.25 inches wide in print.
- Emblem minimum size: 28 pixels on screen. Below that, fine detail in the petals is lost.
- Do not stretch, rotate, recolor, outline, or add shadows or effects to any version.

- Do not place the navy lockup on a dark or busy background. Switch to the reversed lockup, or set the primary lockup on a clean white panel.

## Color Palette

Purple leads, gold supports. The two sampled values at the end were taken directly from the official logo artwork, so screen work matches the printed mark.

|                                                                                                                        |                                                                                                                                 |                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Primary Purple</b><br>#654DB7 | <br><b>Mid Purple</b><br>#7B61C9             | <br><b>Deep Purple</b><br>#523B9E              |
| <br><b>Dark Purple</b><br>#443474   | <br><b>Gold Light</b><br>#F2D98C            | <br><b>Gold</b><br>#DDBB6B                    |
| <br><b>Gold Deep</b><br>#C29B40     | <br><b>Emblem Gold (sampled)</b><br>#C8A068 | <br><b>Wordmark Navy (sampled)</b><br>#180028 |
|                                     |                                             |                                               |

**Lavender**

#F5F2FC

**Lavender Deep**

#E8E1F8

**Ink**

#2D2D2D

**Body Gray**

#3D3A44

**Muted Gray**

#625D68

**White**

#FFFFFF

The brand gold gradient runs Gold Light to Gold to Gold Deep (#F2D98C to #DDBB6B to #C29B40). Use it for buttons, rules, and accents, always with dark or white text that stays easy to read.

## Typography

- **The wordmark:** the agency name in the logo is set in a classic serif and exists only as artwork. Use the logo files. Never set the agency name in a substitute serif to imitate it.
- **Website and document text:** a clean system sans stack: ui-sans-serif, system-ui, -apple-system, "Segoe UI", Roboto, Helvetica, Arial, sans-serif.
- **Headings** on the website use the same sans stack, set in title case with tight letter spacing, in Ink or Dark Purple.

- **Body text** is Body Gray at a comfortable line height (1.65 on the website). Short paragraphs, plain words, no jargon where a simple term works.

## Voice

Warm, plain language, education first, pressure never. We sound like a knowledgeable neighbor who happens to be a licensed agent: we explain options, name the tradeoffs honestly, and let people decide in their own time.

- Do explain what a plan does and does not cover, in everyday words.
- Do invite a free coverage review instead of pushing an enrollment.
- Do say "we will tell you if you already have the right coverage."
- Do not use hype, countdown pressure, or fear to move someone.
- Do not promise prices, premiums, savings, subsidies, or approvals. We cannot control them, so we never guarantee them.
- Do not collect Social Security numbers, Medicare numbers, bank details, or medical details through forms, posts, or messages.

## Medicare Disclaimer

Anywhere Medicare plans are discussed, in ads, posts, pages, or print, include this disclaimer:

We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE (1-800-633-4227) to get information on all of your options. Purple

Solutions Insurance Agency is not affiliated with or endorsed by the U.S. government or the federal Medicare program.

## Agency Details, Exactly As They Should Appear

### **Purple Solutions Insurance Agency**

2700 West Cypress Creek Road, Suite D132, Fort Lauderdale, FL 33309

Phone: 754-223-9856

Email: [info@purplesolutionsinsurance.com](mailto:info@purplesolutionsinsurance.com)

Hours: Monday to Friday, 9 AM to 6 PM ET

Licensed in 22 states.

Lines of business: Medicare, ACA health insurance, life insurance, dental and vision, supplemental coverage, and group health including ICHRA.

Write the agency name in full, Purple Solutions Insurance Agency, on first use. Keep the phone number in one format everywhere: 754-223-9856.

# Downloads

Every file in the brand kit, ready to save. The banners are sized for each platform as labeled, and the profile image works anywhere a square profile photo is requested.

[Brand guide \(PDF\)](#) This guide as a printable PDF

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[Primary logo lockup \(PNG\)](#) Transparent, for light backgrounds, 828 x 210

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[Reversed logo lockup \(PNG\)](#) Transparent, for dark backgrounds, 828 x 210

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[Lotus emblem \(PNG\)](#) Transparent emblem on its own, 512 x 512

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[Profile image \(PNG\)](#) Emblem on brand purple, 1080 x 1080

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[Facebook banner \(PNG\)](#) Cover size, 1640 x 924

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[YouTube banner \(PNG\)](#) Channel art with centered safe area, 2560 x 1440

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[X banner \(PNG\)](#) Header size, 1500 x 500

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[LinkedIn banner \(PNG\)](#) Company page cover size, 1128 x 191

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