Anchor
AUTO APPRAISALS



The initial A rests in a curved anchor base. The open center and stable foundation express a steady point of reference.

COLOR

Primary	Accent	Ink	Paper
#B45309	#6FC6E9	#431407	#FFF7ED

DISPLAY + WORDMARK

Aa

Lora

Body + UI / Plus Jakarta Sans

WORKING VARIANTS

Anchor
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One identity. Consistent wherever it appears.

Anchor
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A steady place to start.

anchorautoappraisals.com

SOCIAL / 1200 x 630

YOUR VALUATION

Vehicle details

Comparable vehicles

Documented adjustments

DOCUMENT COVER DETAIL

VOICE

Warm, direct and patient. Address the driver as you, keep paragraphs short, and explain unfamiliar appraisal terms when they first appear.

EXAMPLE COPY

Anchor Auto Appraisals reviews vehicle valuations and explains the evidence behind the offer. Start with a free report check, then decide whether a written appraisal is right for your claim.

Keep the identity clear.

Clear space

Keep at least one quarter of the symbol height clear around the logo.

Minimum size

Horizontal logo: 200 px wide. Symbol: 32 px. Use the supplied favicon artwork at 16 px.

Color and proportion

Use color on paper or white; white on primary or ink. Preserve proportions. Do not add shadows or distort the logo.

Typography

Lora for the wordmark and headings; Plus Jakarta Sans for body and UI. Original variable fonts and OFL licenses are included.

ACCESSIBLE COLOR

Ink on paper: 14.7:1

White on primary: 5.0:1

Accent colors are decorative. Use ink for long reading; use the supplied primary color with white for action buttons.

INCLUDED

Outlined SVG and transparent PNG logos
Color, monochrome and reverse variants
Favicons, touch icons and square avatar
Wide and square social artwork
Color/type tokens, licensed fonts and source

OPERATING IDENTITY

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