EMPIRE STATE
TOTAL LOSS

Local context. Clearer value.



COLOR

Primary	Accent	Ink	Paper
#273447	#B69763	#172125	#F8F7F3

TYPE

Aa

Big Shoulders

Instrument Sans / Body + UI

MARK / ONE COLOR





THE IDEA

An E rises through three architectural setbacks. The carefully separated masses recall an urban skyline while forming a compact, purposeful letterform.

A consistent voice, wherever it appears.

EMPIRE STATE
TOTAL LOSS

A local perspective on your car's value.

empirestatetotalloss.com

SOCIAL / 1200 x 630

Clear evidence.
A considered next step.

New York / Online service

COMPACT APPLICATION

VOICE

Grounded, warm and attentive. Use regional context through market evidence and plain explanations.

SAMPLE INTRODUCTION

Empire State Total Loss helps New York drivers review total loss valuations and understand the evidence behind their insurer's offer.

Primary action: Check my offer

Use the right file. Keep it clear.

LOGO RULES

Clear space

Keep 1/4 of the symbol height clear on every side of the full logo.

Minimum size

Horizontal: 320 px wide. Symbol: 32 px. Use favicon artwork at 16-32 px.

Backgrounds

Use color on paper or white. Use the white reverse on primary or ink.

Integrity

Preserve proportions, spacing and letterforms. No shadows, outlines or rotations.

CONTRAST + TYPE

Ink on paper 15.3:1

White on primary 12.6:1

Use ink for body copy. Accent is decorative: do not assume it is suitable for small text or buttons.

Headings / Big Shoulders

Body / Instrument Sans Regular

UI / Instrument Sans Bold

Included fonts use the SIL Open Font License. Logos are outlined SVGs and do not require fonts to display.

FILES INCLUDED

SVG masters + PNG exports
Horizontal, stacked and symbol variants
Color, one-color and reverse artwork
Favicons, avatar, social cards + tokens

WRITING + OWNERSHIP

Identify the operating business accurately. Describe an online service for the state, without implying a local office. Explain evidence; do not promise settlement increases, legal representation or state endorsement.