FV Fair Value
APPRAISAL CO.



An FV monogram uses matching widths and measured spacing. A clear two-line nameplate gives the independent appraisal firm a professional signature.

COLOR

Primary
#15803D

Accent
#E9836F

Ink
#14532D

Paper
#F0FDF4

DISPLAY + WORDMARK

Aa

Libre Franklin

Body + UI / Plus Jakarta Sans

WORKING VARIANTS

FV Fair Value
APPRAISAL CO.

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One identity. Consistent wherever it appears.

FV Fair Value
APPRAISAL CO.

An independent opinion. Clearly explained.

FV

fairvalueappraisalco.com

SOCIAL / 1200 x 630

FV

YOUR VALUATION

Vehicle details

Comparable vehicles

Documented adjustments

DOCUMENT COVER DETAIL

VOICE

A small professional firm that explains its work. Be specific about scope, evidence and next steps. Use reassuring clarity instead of sales language.

EXAMPLE COPY

Fair Value Appraisal Co. 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

Libre Franklin 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: 8.7:1

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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