InsurifyAI



The established shield and rising arrow in one flat blue, with a sports car seen from above set into the arrow. A protected foundation and a clear way forward for the driver remain the core of the InsurifyAI identity.

COLOR

Primary	Accent	Ink	Paper
#2563EB	#E9836F	#0F172A	#F8FAFC

DISPLAY + WORDMARK

Aa

Nunito Sans

Product UI / Plus Jakarta Sans

WORKING VARIANTS

InsurifyAI

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InsurifyAI

One identity. Consistent wherever it appears.

InsurifyAI

Understand your claim. Know your next step.

insurifyai.app

SOCIAL / 1200 x 630

YOUR CLAIM

Documents in one place

A clear next step

Support when you need it

DOCUMENT COVER DETAIL

VOICE

Clear, capable and approachable. Explain the next action in familiar language. Put the person's claim ahead of the technology used to help them.

EXAMPLE COPY

InsurifyAI helps you understand your auto insurance claim, organize the evidence and choose a clear next step.

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 with the car: 48 px. Use the supplied plain favicon artwork at 16 and 32 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

Nunito Sans for the wordmark. Marketing uses Avenir with Nunito Sans fallback; product UI uses Plus Jakarta Sans.

ACCESSIBLE COLOR

Ink on paper: 17.1:1

White on primary: 5.2:1

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

InsurifyAI is the primary product and operating brand. Keep service descriptions and operating-company disclosures consistent across product and marketing.