Michigan
TOTAL LOSS APPRAISAL

Value, documented.



COLOR

Primary	Accent	Ink	Paper
#2D4C63	#91A9B1	#172125	#F5F7F9

TYPE

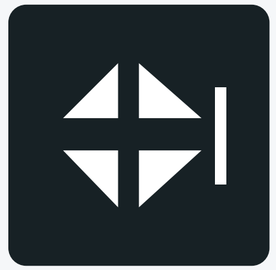
Aa

Crimson Pro

Instrument Sans / Body + UI

MARK / ONE COLOR





THE IDEA

Four opposing facets surround a level lake line. The broad horizontal opening suggests comparing evidence on the same basis, with a distinct silhouette from Michigan's consumer-facing M.

A consistent voice, wherever it appears.

Michigan
TOTAL LOSS APPRAISAL

A clear opinion.
A written appraisal.

michigantotallossappraisal.com

SOCIAL / 1200 x 630

Clear evidence.

A considered next step.

Michigan / Online service

COMPACT APPLICATION

VOICE

Measured, precise and independent. Explain the method, distinguish an opinion from an outcome, and let the report carry the detail.

SAMPLE INTRODUCTION

Michigan Total Loss Appraisal helps Michigan drivers review total loss valuations and understand the evidence behind their insurer's offer.

Primary action: Start a valuation review

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 9.0:1

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

Headings / Crimson Pro

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.