Value Advocate



A compact VA monogram shares one rising diagonal between two initials. Its open counter and measured proportions give the editorial wordmark a distinctive signature.

COLOR

Primary	Accent	Ink	Paper
#7C3AED	#E9836F	#1E1B4B	#F5F3FF

DISPLAY + WORDMARK

Aa

Source Serif 4

Body + UI / Plus Jakarta Sans

WORKING VARIANTS

Value Advocate

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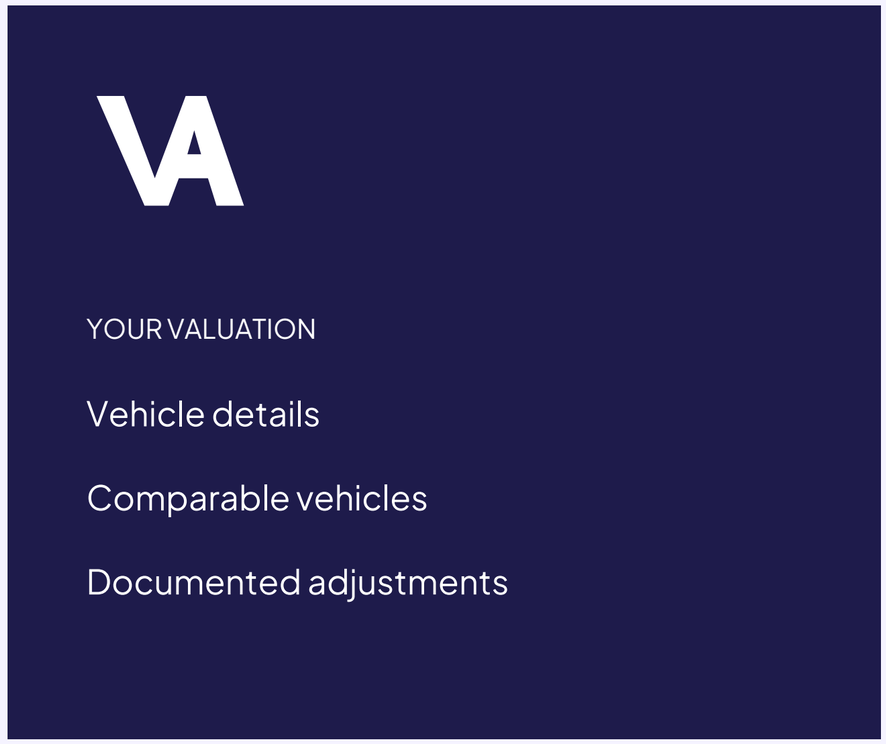
One identity. Consistent wherever it appears.

Value Advocate

> **Put the evidence behind your position.**
>
> thevalueadvocate.com

SOCIAL / 1200 x 630



DOCUMENT COVER DETAIL

VOICE

Measured and attentive. Explain the evidence and available process in familiar words; avoid legal-advertising language and claims of representation.

EXAMPLE COPY

The Value Advocate 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

Source Serif 4 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: 14.6:1

White on primary: 5.7:1

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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