

insuranceWizard

The canonical identity: a four-point bright-orange star with a large open centre and a symmetric interior fade that follows the star geometry, locked to the upright **insuranceWizard** wordmark — lowercase black *insurance*, capital-W bright-orange *Wizard*. All artwork ships as outlined vector paths with no font dependency.

The master mark



The horizontal lockup is primary. Use the stacked lockup where width is constrained (app splash, square placements, print covers). Use the icon alone only where the brand name already appears nearby.

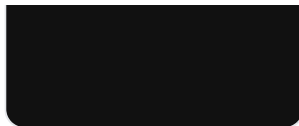
Colour



Wizard Orange

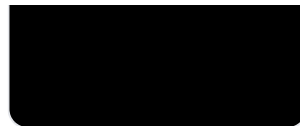
#FF6A00 · rgb(255,106,0) ·

CMYK 0/70/100/0



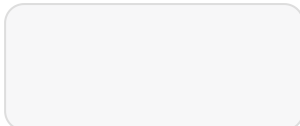
Brand Black

#111111 · rgb(17,17,17)



Surface Black

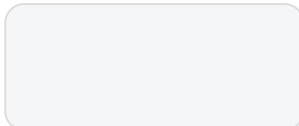
#000000 · rgb(0,0,0)



Reversed Ink

#F7F7F8 ·

rgb(247,247,248)



Light Surface

#F5F6F8 ·

rgb(245,246,248)



White

#FFFFFF ·

rgb(255,255,255)

Wizard Orange is the only orange in the identity. There is no gradient, no second orange, no burnt orange and no navy anywhere in the logo system.

Clear space & minimum size

RULE	VALUE
Clear space around every lockup	Minimum = the height of the star's open centre on all four sides ($\approx 0.45 \times$ star radius). Nothing may enter it.
Minimum size — horizontal lockup (digital)	110 px wide / 26 px tall
Minimum size — horizontal lockup (print)	32 mm wide
Minimum size — stacked lockup	72 px wide · 22 mm print
Minimum size — icon (digital master with fade)	24 px
Below 24 px, or any one-colour reproduction	Use the flat-production fallback (hard open centre)

Digital fade vs flat-production fallback

Two constructions, one geometry. The fading centre is the **preferred digital mark**. The hard open-centre flat fallback is **mandatory** wherever transparency cannot be reproduced reliably.



Digital master — geometry-following fade.



Flat-production fallback — hard punched centre.

CONTEXT	USE	WHY
Website, app UI, video, digital documents, presentations	Digital master (fade)	Full alpha support; surface shows through the fade
Dark UI surfaces	Digital master, on-dark file	Fade resolves into the dark surface
One-colour print, spot colour, letterpress, stamps	Flat fallback	No tints or alpha available
Embroidery, vinyl cut, engraving, etching, signage	Flat fallback	Physical processes cannot render a gradient of coverage
Fax, low-resolution or photocopied output	Flat fallback	Banding and fill-in destroy the fade
Favicons, app icons and any mark under 24 px	Flat fallback	Fade bands collapse below ~24 px
Unknown or photographic backgrounds	Flat fallback, black or white	Guaranteed contrast

Light and dark usage



Light surfaces (#FFFFFF, #F5F6F8):
use the standard colour file.



Dark surfaces: use the `-on-dark`
file. *insurance* becomes #F7F7F8;
the orange is unchanged.



One-colour black: documents, faxes,
stamps.



One-colour white: photography, dark
merchandise, signage.

Incorrect use

- No blur, glow, soft shadow or Gaussian effects on any part of the mark.
- No letter shadow, emboss, extrusion or letterpress on the master wordmark.
- No italic, slant or skew — the wordmark is upright.
- No navy and no burnt orange anywhere in the logo system.
- No gradient in *Wizard* — it is a single flat #FF6A00 face.
- No outlines, keylines, strokes or letter outlines on the master mark.
- No underline, no tagline lockup, no re-typed wordmark.
- Never lowercase the W in *Wizard*, never add a space between the two words.
- Never recolour, stretch, rotate, crop or rebuild the star.
- Never use the digital fade file for embroidery, vinyl, engraving or favicons.

Optional application example — embossed environment

An oversized star may be used as a same-material embossed **background** treatment on warm ivory surfaces. This is an environmental application only: the foreground lockup

always stays flat and crisp, and no embossing is ever applied to the master assets themselves.

File index

FILE	INTENDED USE
insurancewizard-horizontal.svg	Primary lockup, light digital surfaces
insurancewizard-horizontal-on-dark.svg	Primary lockup, dark digital surfaces
insurancewizard-horizontal-black.svg / -white.svg	One-colour lockups
insurancewizard-stacked*.svg	Stacked lockup, same four surface variants
insurancewizard-icon.svg / -on-dark.svg	Digital star, standalone
insurancewizard-icon-black.svg / -white.svg	One-colour star
*-flat.svg	Flat-production fallbacks — hard open centre, no transparency
*-512/1024/2048.png	Transparent raster masters; <code>-on-dark</code> where surface-aware
*.pdf	Vector print masters (horizontal, stacked, icon, flat fallback)
favicon.svg / favicon.ico / favicon-16/32/512.png	Browser icons — flat fallback construction
apple-touch-icon-180.png	iOS home screen (square black background)
app-icon-192/512/1024.png	PWA / Android icons (transparent)
app-icon-square-192/512/1024.png	Platforms requiring an opaque square
og-image.svg / og-image.png	Social sharing card, 1200×630
brand-guide.html / brand-guide.pdf	This document
insurancewizard-brand-package.zip	Everything above, foldered, with README

InsuranceWizard · generated from scripts/build-brand-assets.py — the single source of truth. Never redraw or re-type the artwork; regenerate it.