



ACCLAIM



“Acclaim

We're building the unified financial operations platform for insurance. One that manages:

- Claim disbursements to providers and the insured
- Premium collection from policyholders
- Commission payments to agents and brokers

All under one secure, intelligent, and globally connected roof. We don't just move money: we optimize it, reconcile it, and help insurers make sense of it.

Target audience: insurance companies that service globally mobile citizens and need to make cross border payments.



Brand guidelines

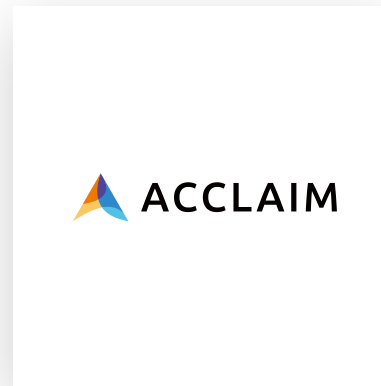
03 Logo usage



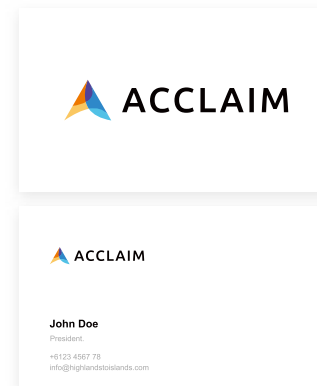
Please allow adequate spacing at all times.



Letterhead example



Photography example



Business card example



02 Logo



ACCLAIM

Primary logo



Primary logo



04 Typography

Ubuntu

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

LOREM IPSUM DOLOR SIAMET

Medium

LOREM IPSUM DOLOR SIAMET

Bold

LOREM IPSUM DOLOR SIAMET



05 Typography

Gotham

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

seiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra

Medium

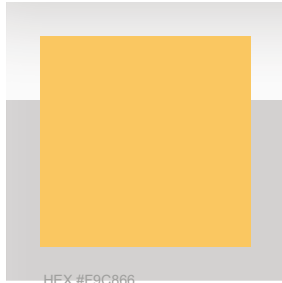
**seiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra**

Bold

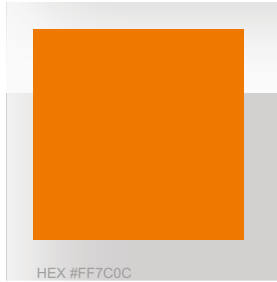
**seiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra**



06 Color palette



HEX #F9C866
R249 G200 B102
C1 M27 Y67 K0



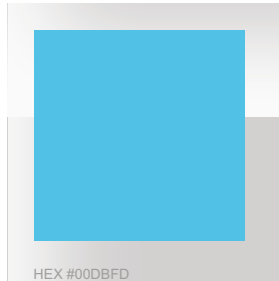
HEX #FF7C0C
R225 G124 B12
C0 M65 Y98 K0



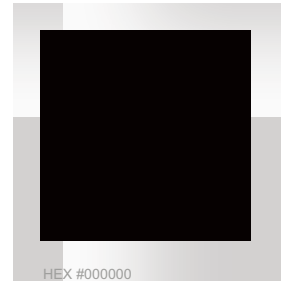
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R113 G15 B238
C78 M80 Y0 K0



HEX #1991F5
R25 G145 B245
C76 M36 Y0 K0



HEX #00DBFD
R0 G219 B253
C62 M0 Y7 K0



HEX #000000
R0 G0 B0
C93 M88 Y89 K80



07 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



08 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



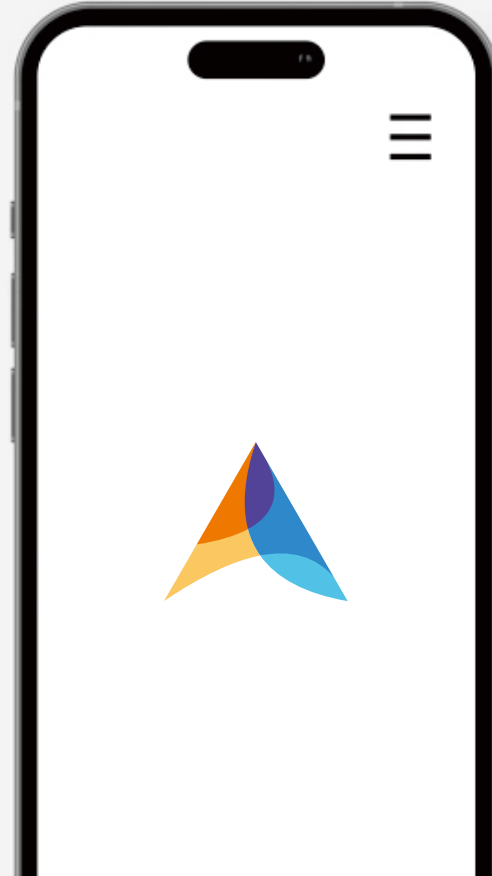
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09 Brand Application



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10. Contact your designer



Males Design

Contact me

<https://99designs.com/profiles/malesdesain>

Design by Males Design

