

OLLI

Brand Guidelines

Official brand standards and visual identity — olli.insure

Version 1.0 — July 2025

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1. Brand Overview

Olli is a modern insurance platform that makes protecting what matters simple, transparent, and accessible. We believe insurance should be easy to understand and effortless to manage.

Mission

To simplify insurance for everyone — making coverage clear, claims painless, and peace of mind affordable.

Brand Personality

- Friendly — Approachable and warm
- Clear — No jargon, plain language
- Confident — Knowledgeable, not arrogant
- Modern — Forward-thinking, digital-first
- Trustworthy — Honest and transparent
- Bold — Not afraid to stand out

Brand Values

- Protection — We exist to protect people and their assets
- Transparency — No hidden fees, no fine-print surprises
- Simplicity — Complex things made remarkably simple
- People-First — Technology serves people, not the other way around

2. Logo Usage

The Olli logo is our most important brand asset. The magenta dot on the "i" is the signature element that makes our mark distinctive. Always use provided logo files — never recreate the logo.

Logo Variants

- Primary Logo: Black text with magenta dot, white/light backgrounds
- White Logo: White text with magenta dot, dark backgrounds
- All-Black: Monochrome for single-color contexts (print, fax, embossing)
- Round Badge (Dark): White logo on black circle — social profiles, avatars, app stores
- Round Badge (Light): Black logo on white circle — light theme profiles, watermarks
- Favicon: The "i" character with magenta dot — browser tabs, bookmarks
- Icon variants: The "i" in main, black, and white — loading states, small contexts

Minimum Size

Digital minimum: 24px height

Headers/Navigation: 40px height (recommended)

Hero/Print: 64px height

Clear Space

Maintain a minimum clear space around the logo equal to the height of the "O" in Olli. This ensures the logo remains prominent and uncluttered.

Logo Don'ts

- ' Do NOT stretch, skew, or distort the logo
- ' Do NOT rotate the logo
- ' Do NOT reduce opacity below 100%
- ' Do NOT place on busy/gradient backgrounds
- ' Do NOT add shadows, outlines, or effects
- ' Do NOT add text next to the logo
- ' Do NOT change the magenta dot color
- ' Do NOT recreate or redraw the logo

3. Logo Placement Rules

When to Use Which Logo

Website header: Primary logo, 40px height, left-aligned

Website footer: Primary logo, 32px height, with copyright

Dark hero sections: White logo variant

Mobile app icon: Round (dark), 1024x1024px source

Browser favicon: Favicon (i), 32x32px and 16x16px

Social media profile: Round (dark or light), match platform bg

Email signature: Primary logo, 120px wide, linked to olli.insure

Print (1 color): All black variant

Loading/splash: Icon (main i), animate dot appearing

Watermark: All black at 10% opacity

Co-Branding Rules

- ' Olli logo next to partner logos at equal size
- ' Separated by a vertical divider line
- ' "Powered by Olli" badge for white-label
- ' Olli logo smaller than partner logos
- ' Combining logos into a single mark
- ' Partner colors bleeding into Olli logo
- ' Olli logo inside another container or shape

4. Color Palette

Primary Colors

Olli Black: #000000 / RGB 0,0,0 / CMYK 0,0,0,100 — Primary brand, text, headings

Olli Magenta: #CC33CC / RGB 204,51,204 / HSL 300°,60%,50% / CMYK 0,75,0,20 — Accent, CTAs, the i dot

Olli White: #FFFFFF / RGB 255,255,255 — Backgrounds, cards, light logo

Secondary Colors

Olli Magenta Dark: #A020B0 — Hover states, pressed buttons

Olli Dark Gray: #333333 — Secondary text, footers

Olli Mid Gray: #666666 — Captions, placeholders

Olli Lavender: #E8D5F0 — Light accents, subtle highlights

Neutral Colors

White #FFFFFF, Gray 50 #F9FAFB, Gray 100 #F3F4F6, Gray 300 #D1D5DB, Gray 500 #6B7280, Gray 900 #111827

Color Ratios

60% White | 25% Black | 10% Magenta | 5% Gray

Magenta is an accent — use it sparingly for maximum impact.

Color Do's and Don'ts

- ' Use Olli Magenta for primary CTAs and accent elements
- ' Use Olli Black for headings and body text
- ' Use grays for secondary text and borders
- ' Maintain WCAG AA contrast minimum
- ' Use Lavender for soft highlight backgrounds
- ' Don't use Magenta for body text or large blocks
- ' Don't place magenta text on dark backgrounds
- ' Don't use off-brand colors (no reds, blues, greens)
- ' Don't use gradients on the magenta

5. Color Accessibility

All color combinations must meet WCAG 2.1 AA standards at minimum.

Approved Pairings

Black on White: 21:1 contrast — AA Pass

White on Black: 21:1 contrast — AA Pass

Magenta on White: 4.6:1 contrast — AA Pass

Magenta on Black: 4.5:1 contrast — AA Pass

Mid Gray on White: 5.7:1 contrast — AA Pass

White on Magenta: 4.6:1 contrast — AA Pass

Cautions

- Magenta on gray backgrounds may fail contrast — always test
- Never use gray text (#D1D5DB or lighter) for essential information
- Interactive elements must have visible focus indicators
- Don't rely on color alone — use icons or text labels too

6. Typography

Primary Font: Inter

Inter is our primary typeface across all digital platforms. Provides excellent readability at all sizes.

Type Scale

Hero Headline: 48px / Bold / -0.02em

Page Title: 36px / Bold / -0.02em

Section Header: 30px / Semibold / -0.01em

Subsection: 24px / Semibold

Card Title: 20px / Medium

Large Body: 18px / Regular

Body Text: 16px / Regular / 1.6 line-height

Small/Labels: 14px / Medium

Caption: 12px / Regular

Line Heights & Spacing

Headings: Line height 1.2-1.3, letter-spacing -0.02em

Body Text: Line height 1.5-1.6, letter-spacing 0

Buttons/Labels: Line height 1.25, letter-spacing 0.01em

7. Typography Rules

Hierarchy Rules

- One H1 per page — every page has exactly one hero headline
- Don't skip heading levels — go H1 !' H2 !' H3 in order
- Max 75 characters per line for body text readability
- Left-align body text — avoid justified or centered paragraphs

Formatting Rules

- Sentence case for headings: "Get your quote today" not "Get Your Quote Today"
- No ALL CAPS in body text — only for short labels or badges if needed
- Bold for emphasis, not italic (except legal text or quotes)
- Underlines are reserved for hyperlinks only

Fallback Fonts

Inter, -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif
Never substitute with serif fonts, decorative fonts, or Comic Sans.

8. Voice & Tone

Olli speaks like a knowledgeable friend — someone who genuinely wants to help, explains things clearly, and never talks down to you.

We Are

- Clear and direct
- Warm and human
- Confident and helpful
- Reassuring and honest

We Are NOT

- Stiff or corporate
- Pushy or salesy
- Condescending
- Vague or ambiguous

Writing Examples

- ' "We leverage cutting-edge technology to optimize your insurance experience."
- ' "We make insurance simple with smart technology."
- ' "Kindly be advised that your policy renewal is due."
- ' "Your policy renews soon — here's what you need to know."
- ' "Submit your claim documentation for processing."
- ' "Send us your claim details and we'll take care of the rest."

Tone by Context

Marketing: Confident, bold, inspiring

Onboarding/Help: Friendly, patient, encouraging

Error messages: Calm, helpful, solution-focused

Claims/Support: Empathetic, reassuring, clear

9. Buttons

Button Styles

Primary: Olli Magenta bg, white text, pill shape

Secondary: Olli Black bg, white text, pill shape

Outline: Transparent bg, Olli Magenta border, magenta text

Ghost: Text only, transitions to filled on hover

Specifications

Border Radius: 9999px (pill shape)

Padding: 12px 24px (py-3 px-6)

Font Weight: 600 (semibold)

Transition: all 0.3s ease

Hover Scale: 1.05

Primary Shadow: 0 12px 20px rgba(204, 51, 204, 0.4)

Button Sizes

Small: px-4 py-2, text-sm

Medium (Default): px-6 py-3, text-base

Large: px-8 py-4, text-lg

Button Rules

- ' Use action verbs: "Get a quote", "Start now"
- ' One primary CTA per section
- ' Loading state for async actions
- ' Visible focus state for keyboard navigation
- ' Don't use "Click here" or "Submit"
- ' Don't stack multiple primary buttons
- ' Don't use square corners
- ' Don't use non-palette colors

10. Cards & Containers

Border Radius: 12px (rounded-xl)

Default Border: 2px solid #E5E7EB

Padding: 24px

Hover Border: 2px solid #CC33CC

Selected Shadow: 0 0 20px rgba(204, 51, 204, 0.3)

Transition: all 0.3s ease

11. Form Elements

Border Radius: 8px (rounded-lg)

Default Border: 1px solid #D1D5DB

Padding: 12px 16px

Focus Border: 2px solid #CC33CC

Focus Ring: 0 0 0 3px rgba(204, 51, 204, 0.1)

Error Color: #EF4444 with red bg tint

12. Spacing System

Base unit: 4px. All spacing is multiples of 4.

Common values: 4px, 8px, 12px, 16px, 24px, 32px, 48px, 64px

Component padding: 16px - 24px

Section padding: 48px - 80px

Grid gap: 16px - 32px

Container max-width: 1280px (max-w-7xl)

Form max-width: 768px (max-w-3xl)

Content max-width: 1024px (max-w-6xl)

13. Imagery & Photography

Photography Style

- ' Natural, candid shots of real people
- ' Bright, well-lit with warm tones
- ' Diverse representation (age, ethnicity, family types)
- ' Show homes, families, peace of mind
- ' Clean, modern environments
- ' Cheesy stock photos with fake smiles
- ' Dark, gloomy, or fear-based imagery
- ' Overly staged or corporate settings
- ' Damaged property or disaster images
- ' Heavily filtered or overly saturated photos

Illustration Style

- Flat, minimalist vector illustrations with clean lines
- No 3D renders or complex gradients
- Use Olli palette only — black, magenta, white, grays, lavender
- Rounded corners on shapes, pill-shaped elements

14. Social Media Guidelines

Profile Setup

Instagram/TikTok: @olli.insure — Round (dark) avatar — "Insurance that makes sense."

LinkedIn: Olli — Round (dark) avatar — "Modern insurance for modern life."

X/Twitter: @olliinsure — Round (dark) avatar — "Simple insurance. That's it."

Post Design Rules

- ' Use Olli brand colors for all graphics
- ' Include the logo on all branded content
- ' Keep text minimal on image posts
- ' Use consistent templates for series content
- ' Use round badge as watermark (bottom-right)
- ' Don't use non-brand fonts in graphics
- ' Don't post without brand colors
- ' Don't use trending audio/memes that conflict with tone
- ' Don't make coverage claims without legal review
- ' Don't use competitor logos or names

15. Email & Communications

Email Signature

First Last | Job Title

[Olli Logo, 120px] | olli.insure | email@olli.insure

Magenta left border accent on signature block

Email Template Rules

Max width: 600px

Header: Primary logo, centered or left-aligned, 120px wide

CTA: Magenta pill button, centered, clear action text

Footer: Unsubscribe link, company address, social links

16. Icons

Library: Lucide React

Small: 16px (w-4 h-4) — inline, labels

Default: 24px (w-6 h-6) — buttons, lists

Large: 32px (w-8 h-8) — feature cards

Stroke width: 2px (default)

Color: Inherit from parent or gray-700; accent icons use #CC33CC

17. Motion & Animation

Timing & Easing

Quick interactions: 150-200ms, ease-out — hovers, toggles, focus

Standard transitions: 250-350ms, ease-in-out — pages, modals, drawers

Elaborate animations: 400-600ms, cubic-bezier — hero reveals, onboarding

Animation Rules

- ' Animations should feel natural and purposeful
- ' Use subtle scale/translate — avoid rotate and bounce
- ' Respect prefers-reduced-motion for accessibility
- ' No auto-playing animations that loop forever
- ' No flashy or distracting entrance animations
- ' No animations that block user interaction

18. Master Don'ts List

- ' Never modify, redraw, or recreate the Olli logo
- ' Never change the magenta dot to another color
- ' Never use colors outside the Olli palette
- ' Never use serif fonts, script fonts, or decorative typefaces
- ' Never use ALL CAPS for body text or paragraphs
- ' Never use drop shadows on the logo
- ' Never place the logo on busy or low-contrast backgrounds
- ' Never stretch, skew, rotate, or distort the logo
- ' Never reduce logo opacity below 100%
- ' Never add outlines, borders, or glows to the logo
- ' Never use the logo smaller than the minimum size (24px)
- ' Never combine Olli logo elements with other logos
- ' Never use fear-based or negative messaging
- ' Never use jargon or industry terms without explanation
- ' Never make promises about coverage without legal sign-off
- ' Never use stock photos that look staged or generic
- ' Never animate the logo (except the dot reveal in loading screens)
- ' Never use gradients as backgrounds for the logo