



## About The Logos

The logos are been created to convey a clean, contemporary, corporate, professional look, serving as a reflection of the services EstimatorLocator.com, LLC strives to achieve.

The typeface is clean, stylish and contemporary. The EL icon is circular and conveys a sense of completeness, as well as dynamism, stability and strength with a clean touch of creativity with the use of the customized typeface within it.

## Typeface

Within the logos, only 'Cora Bold Italic' for the title, and 'Cora Italic' for the tagline; the EL icon is customized font and is to not be altered in any way. Any of the Cora family are all ok to use for supporting copy, typically headers and sub-headers, but not body copy.

## The Logo Safe Area

To allow for consistent design layout, a safe area of 3/16" of an inch shall be followed and applied to each logo, and to each logo when used together as a group. In a flush-left or flush-right layout the farthest left or right logo can be flush with copy but all other sides need to respect the logo safe area.

No shapes or other elements may intrude into this space.

3/16 or 0.19



## Estimator Locator / BART / BUST / Plan Vault logo Guidelines:

The Logos should always be the colors shown herein.

The Logos and icon should never be altered in any way, shape, or form from what you see herein.

The typeface Cora is the only typeface allowed for the Logos.

DO NOT add outlines to any part of the Logo or EL icon.

DO NOT change the colors from what you see herein.

DO NOT bleed the Logo off the page.

DO NOT add any effects to the Logo.

DO NOT tilt, twist, bend or stretch the Logos vertically or horizontally.

Contact Jamie Henry: [jamieh@estimatorlocator.com](mailto:jamieh@estimatorlocator.com)

## Family Branding

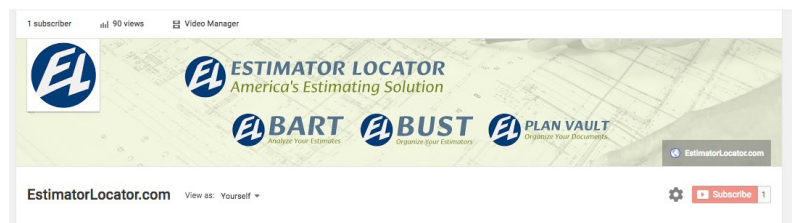
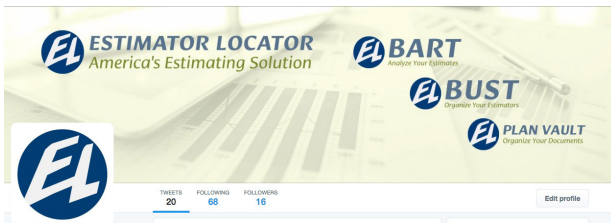


## Usage & Examples

When all four logos are grouped together in a layout, logos one (1) through four (4) must be used. When used grouped together in a layout, logo (1) is to be 20% bigger than the other three. See examples of the Twitter and Youtube layouts below for visual reference.

Logo five (5) is to be used only by itself, when used in a layout not grouped with the other three. This is the only instance this version can be used.

DO NOT change or alter the size relationship of the EL icon with respect to the adjacent header/tagline in any of the logos one (1) through five (5). Please keep each logo's elements grouped when resizing them.



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## Brand Color Palette



R = 2  
G = 62  
B = 115  
  
C = 100  
M = 83  
Y = 29  
K = 15



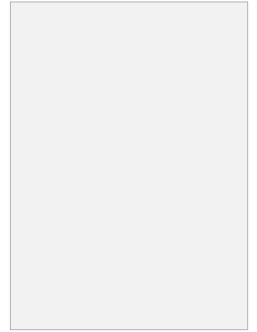
R = 88  
G = 116  
B = 140  
  
C = 71  
M = 48  
Y = 32  
K = 6



R = 122  
G = 140  
B = 58  
  
C = 56  
M = 30  
Y = 99  
K = 9



R = 185  
G = 191  
B = 142  
  
C = 30  
M = 16  
Y = 52  
K = 0



R = 242  
G = 242  
B = 242  
  
C = 4  
M = 2  
Y = 2  
K = 0

Call To Action CTA Button Color primarily for landing pages and HTML email.



R = 176  
G = 28  
B = 45  
  
C = 22  
M = 93  
Y = 100  
K = 13