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About UniVista Insurance

UniVista Insurance is a family-owned and operated, independent insurance agency that has been protecting Florida's residents for over 10 years.

Our corporate mission is to provide affordable and innovative insurance solutions that allow our customers to prepare and be protected in every situation.

UniVista Insurance strives by creating customer loyalty, promoting professional growth, and being a positive influence within the community.

UniVista Insurance has become a trusted leader among Florida insurance agencies and companies by providing quality protection, superior customer service, and offering the lowest insurance rates available in Florida.

Our unprecedented success throughout Florida as a leader within the insurance community has allowed us to expand to California, to provide the best insurance coverage on both the West and East Coast.

Whether it is auto insurance, home insurance, commercial insurance, life insurance, health insurance, truck insurance, motorcycle insurance, boat insurance, renters insurance, RV insurance, and more... UniVista Insurance priority is to educate and guides our clients about making the right decision for their insurance needs, build long-lasting relationships with our clients, and gain their trust. UniVista Insurance values customer loyalty and customers value our protection.

The company has 151 locations in South Florida including more than 10 corporate offices, 141 franchises, and three call centers. UniVista employs approximately 1,210 men and women as agents in the region. Additionally, UniVista Insurance was ranked in the Top 2710 on the 2020 Inc. 5000 list of the fastest-growing private companies in America.

Core values

Protect
The Community

Help
The Community
with their insurance
needs

Promote
Professional growth

Build
Long-lasting
relationships with
our clients

**Educate &
Guide**
Our clients about making
the right decision for their
insurance needs

Provide
Affordable and innovative
insurance solutions

Identity



Main identity

This is the identity of Univista Insurance to the world.

It is the sign that must be used on all supports according to the guidelines in this manual.

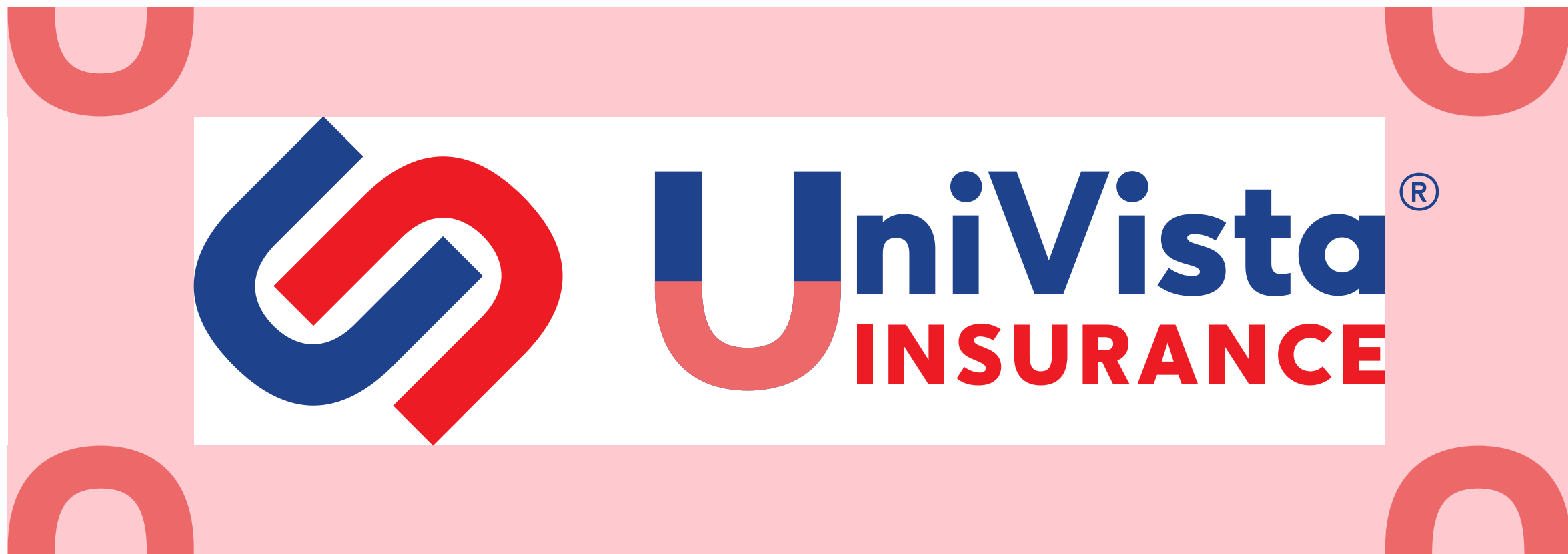
It works on print and digital media.

On main colors



On B&W *(avoid to use it when possible, only for B&W printing or stamp)*





Main identity

The restriction area shown in the image on the left must be respected.

The minimum protection area on all sides should be 1 / 2 the height of the U.

No other brand can go beyond these limits.

Scale

The identity does not have a maximum limit as it is scaled proportionally but the determined minimum limit must be respected.





Alternative identity

Sometimes it is necessary to show the identity in some supports that require a different composition. Use of this composition is recommended to properly promote Univista Insurance.

On main colors



On B&W *(avoid to use it when possible, only for B&W printing or stamp)*





Alternative identity

The minimum protection area on all sides should be the height of the U.

Scale

There is no maximum limit to scale it proportionally but the determined minimum limit must be respected.

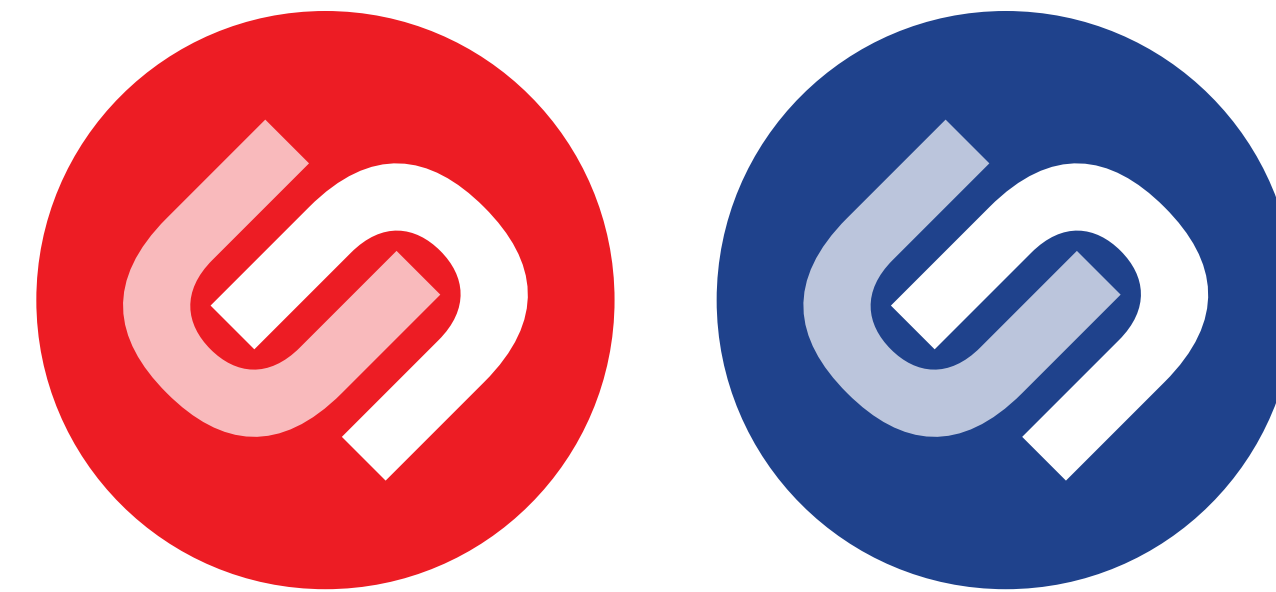




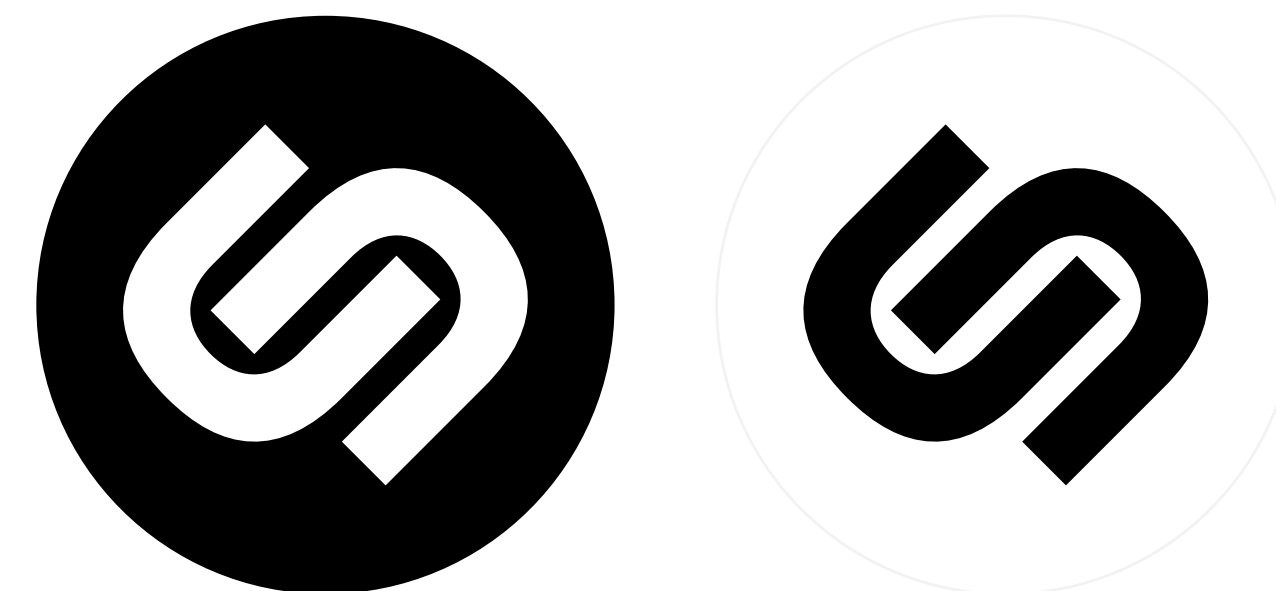
Symbol

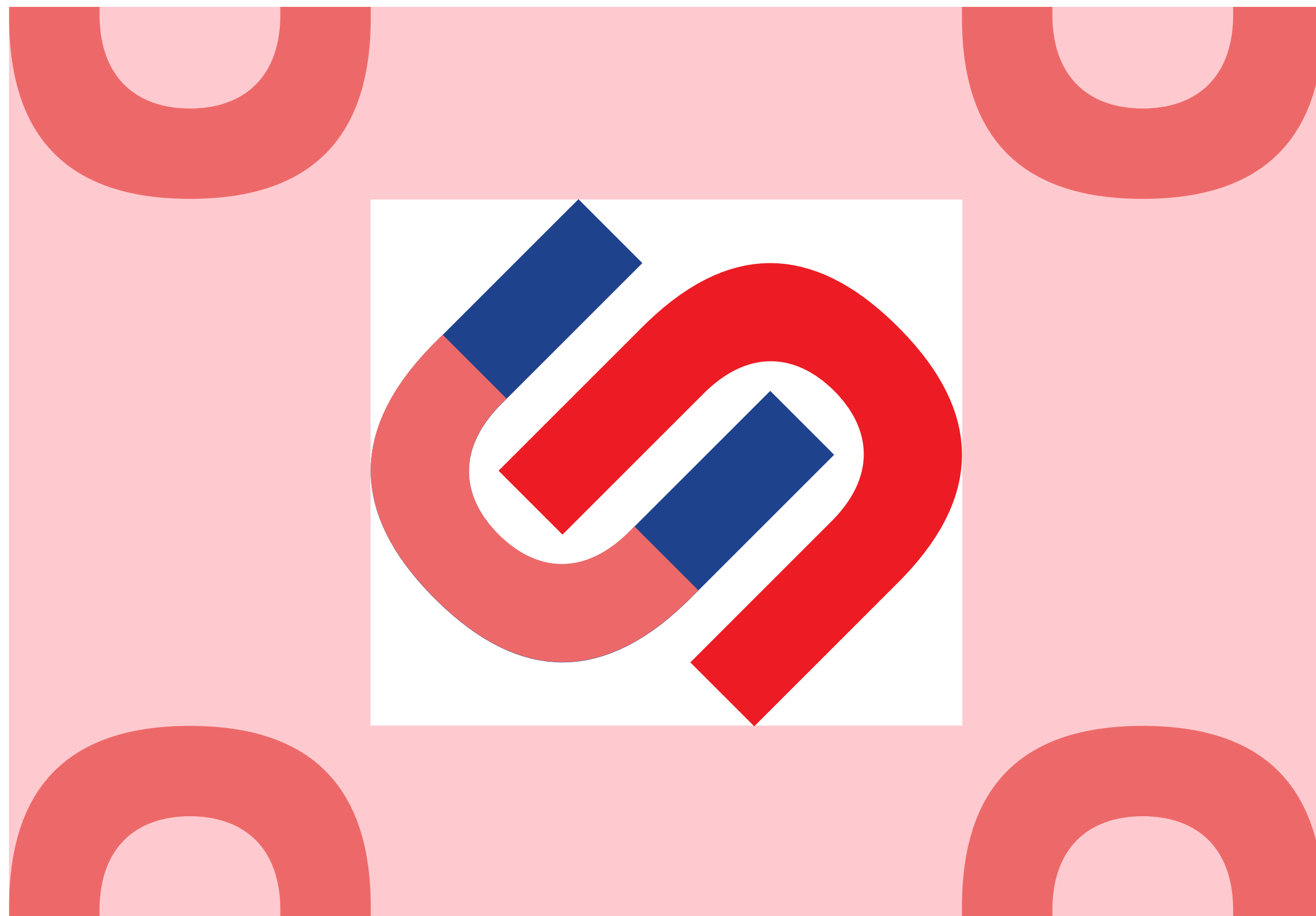
This is the symbol that identifies Univista Insurance to the world. Some media require that only the identity symbol be displayed.

On main colors



On B&W *(avoid to use it when possible, only for B&W printing or stamp)*





Symbol

The minimum protection area on all sides should be 1/2 the height of the U.

Scale

There is no maximum limit to scale it proportionally but the determined minimum limit must be respected.





Wordmark *(avoid to use it when possible)*

This is the wordmark that identifies Univista Insurance to the world. Some media require that only the identity wordmark be displayed.

On main colors



On B&W *(avoid to use it when possible, only for B&W printing or stamp)*





Wordmark *(avoid to use it when possible)*

The minimum protection area on all sides should be 1/2 the height of the U.

Scale

There is no maximum limit to scale it proportionally but the determined minimum limit must be respected.



Misuse



Do not repeat in a pattern.

(use the official designed patterns)



Do not change orientation.



Do not use unapproved colors.



Do not outline.



Do not use shadows or effects.



Do not change types.



Do not alter the symbol.



Do not distort or transform arbitrarily.



Do not change the color order.



Do not place within shapes.



Do not use the old identity.



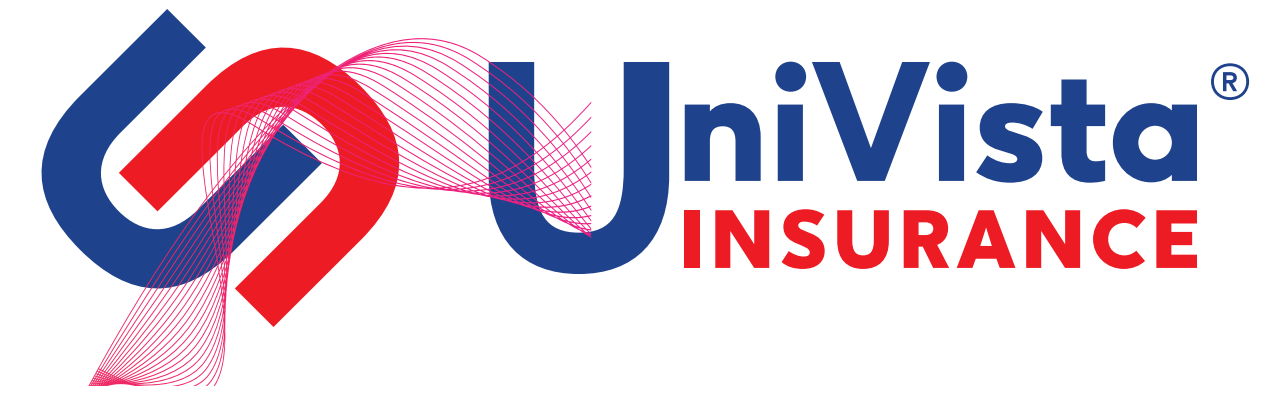
Do not alter weight or shape.



Do not place on random background colors.



Don't place on messy backgrounds.



Do not add graphics or special affects on top.

Typography

Font Family

LATO

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789

Font family

The typeface family that accompanies the brand on all media is LATO.

LATO on Google Fonts

<https://fonts.google.com/specimen/Lato>

a b c d e f g h i j k l m n o p q r

UNI Type System

Based on Material Design <https://material.io/design/typography/the-type-system.html#type-scale>

<i>HEADLINE 1</i>	H1 / Lato / Light / 96px
<i>HEADLINE 2</i>	H2 / Lato / Light / 60px
<i>HEADLINE 3</i>	H3 / Lato / Regular / 48px
<i>HEADLINE 4</i>	H4 / Lato / Regular / 34px
<i>HEADLINE 5</i>	H5 / Lato / Regular / 24px
<i>HEADLINE 6</i>	H6 / Lato / Bold / 20px
<i>SUBTITLE 1</i>	Subtitle 1 / Lato / Regular / 16px
<i>SUBTITLE 2</i>	Subtitle 2 / Lato / Bold / 14px
<i>BODY 1</i>	Body 1 / Lato / Regular / 16px
<i>BODY 2</i>	Body 2 / Lato / Regular / 14px
<i>BUTTON</i>	BUTTON / LATO / BOLD / 14PX
<i>CAPTION</i>	Caption / Lato / Regular / 12px
<i>OVERLINE</i>	OVERLINE / LATO / BOLD / 10PX

* These sizes apply mainly to Web and Apps
but can be used as a reference for other media.

Color

Uni_Blue

HEX: #1F448D

RGB: 31, 68, 141

CMYK: 78, 52, 0, 45

Uni_Red

HEX: #ED1C24

RGB: 237, 28, 36

CMYK: 0, 88, 85, 7

UNI Color System

Based on Material Design <https://material.io/design/color/the-color-system.html#color-usage-and-palettes>

Color Scheme

Primary	700 #3071BF
Primary Variant	900 #1F438D
Secondary	600 #ED1C23
Secondary Variant	900 #C10004
Background	#FFFFFF
Surface	#FFFFFF
Error	#B00020
On Primary	#FFFFFF
On Secondary	#FFFFFF
On Background	#0F1528
On Surface	#0F1528
On Error	#FFFFFF

Primary

Primary 700				#3071BF
900	#1F448D	400	#52A0E3	
800	#2A61AD	300	#6DB0E7	
700	#3071BF	200	#94C6EF	
600	#3783D1	100	#BCDCF5	
500	#3D90DE	050	#E4F1FB	

On Primary

On Primary		
High Emphasis On Primary White	Medium Emphasis On Primary White	Disabled On Primary White
100% #FFFFFF	74% #FFFFFF	15% #FFFFFF

Secondary

Secondary 600				#ED1C23
900	#C10004	400	#F74342	
800	#CE0015	300	#ED6969	
700	#DB071E	200	#F69493	
600	#ED1C23	100	#FFCACF	
500	#FC2B22	050	#FFEAEED	

On Surface

On Surface		
High Emphasis On Primary White	Medium Emphasis On Primary White	Disabled On Primary White
100% #0F1528	60% #0F1528	15% #0F1528

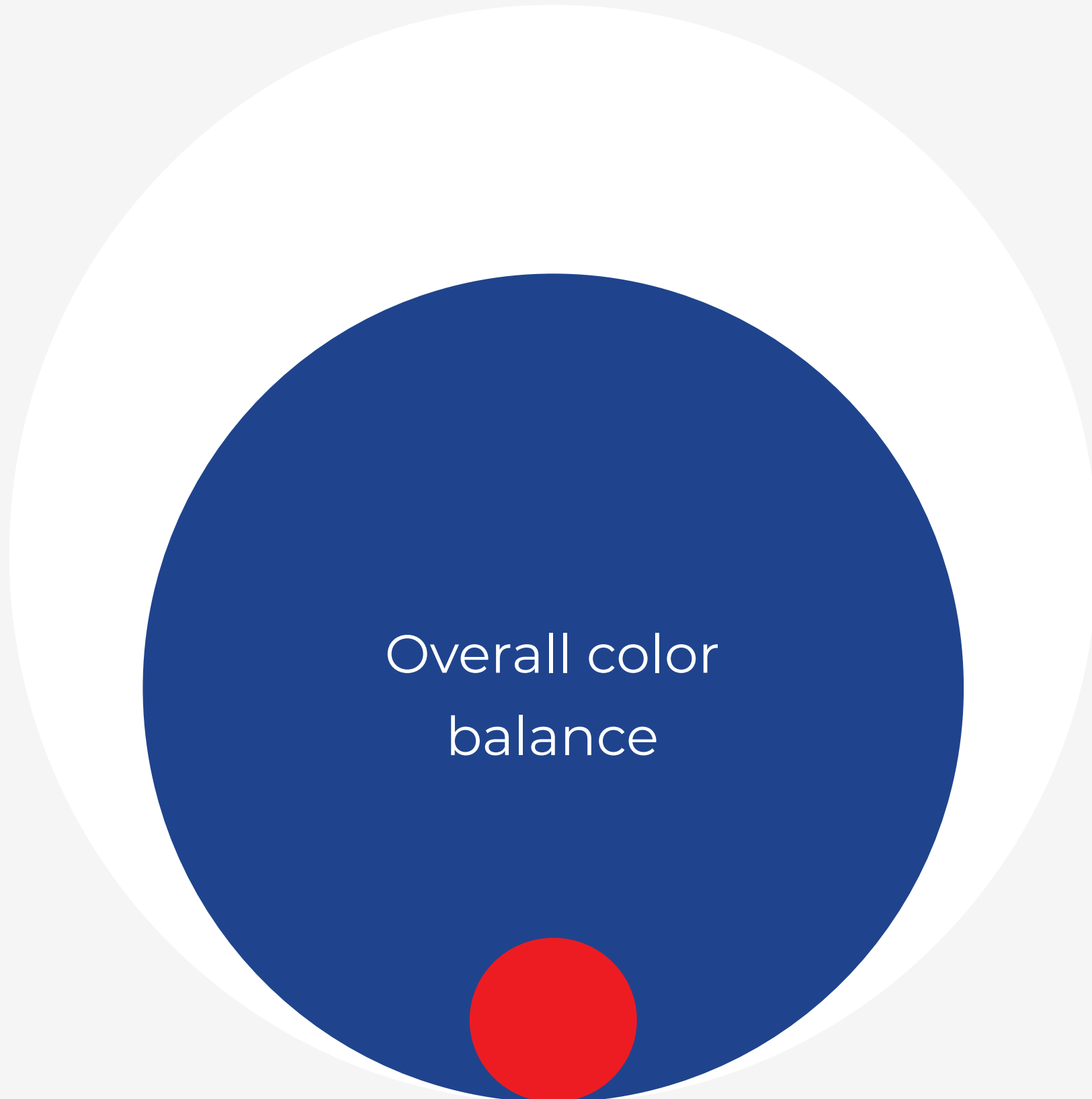
Outline

→ Border color: On surface	12% Primary Variant: #1F438D
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* These colors apply to all screen and print designs. (Webs, Apps, Videos, Icons, Illustrations, Brochures, Business cards, etc).



Although individual pieces may vary, keep the brand's overall color balance.



Voice tone

Univista Insurance is a team of always-available insurance professionals who know how to guide.

Univista Insurance speaks clearly, directly, with a personalized and professional customer service.

We are

Safe, Reliable, Knowledgeable,
Modern, Responsible, Aware,
Mindful.

We are not

Insecure, Cheeky, Impulsive,
Rude, Sarcastic, Careless,
Funny.

**Photography,
Illustration & Video**



Use of Photography, Illustrations and Videos

The photos, illustrations and videos associated with the brand must be Inspirational, Expressive and Simple.

It is recommended to:

- Use analogies, clues, and suggestions.
- Use real people and everyday situations when possible.
- Use photo/video effects only to improve image quality.
- Use Blue and/or Red subjects when possible. (use UNI Color System)



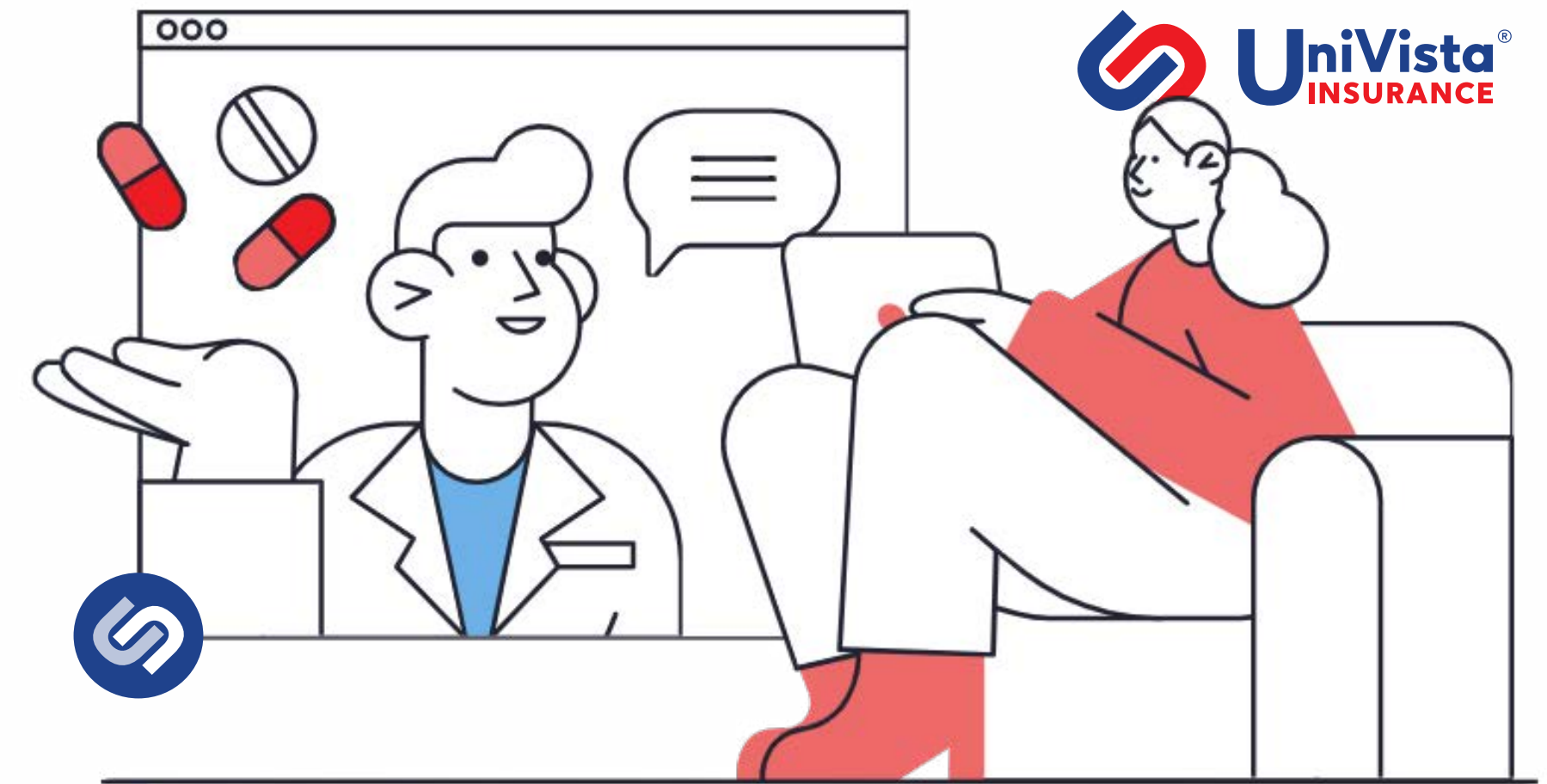
* Illustrations style for business lines pages and other elements.



Identity and symbol on photos, illustrations, and videos.

Identity and symbol will be used as a watermark as appropriate. The location for images and videos will be in the lower part of the image on the side that can generate more contrast. For Illustrations place symbol or identity when necessary in the part where integrate better with composition.

Opacity could be manipulated to maintain balance, 0.50 % being the minimum value.



Iconography

Product icons



Obamacare



Auto Insurance



Commercial Insurance



Life Insurance



Property Insurance



Medicare Advantage

Variants





Product icons on photos and videos

The product icon can be placed at any of the predefined ends according to the image to achieve the highest possible contrast with it.

Depending on the colors of the image, any of the predefined icon variants can be used.

■ ————— 20 px

● ————— ø 150 px



Social profiles

Social profiles



Social media main icon

Temporary social media icon alternatives examples

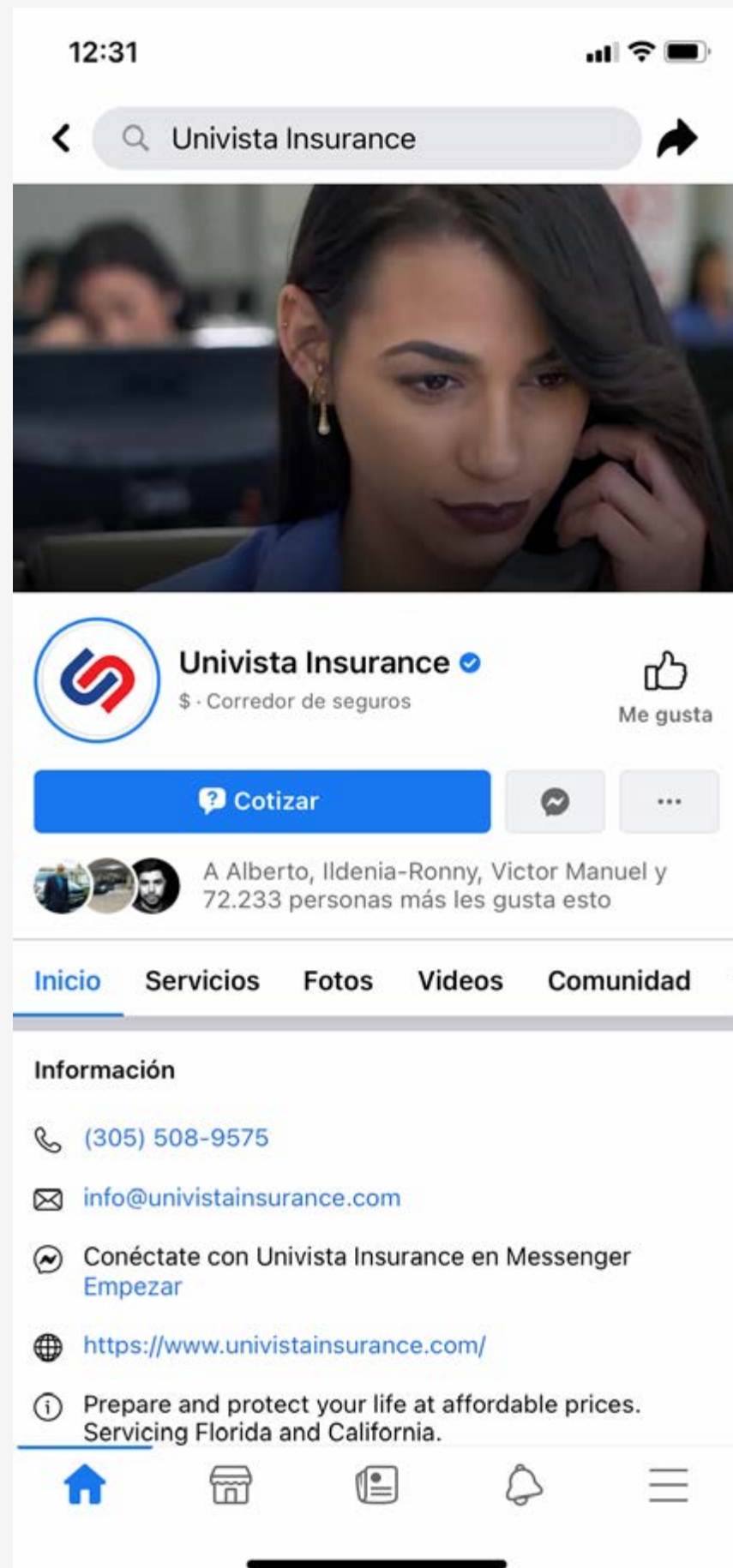


LGBTQ

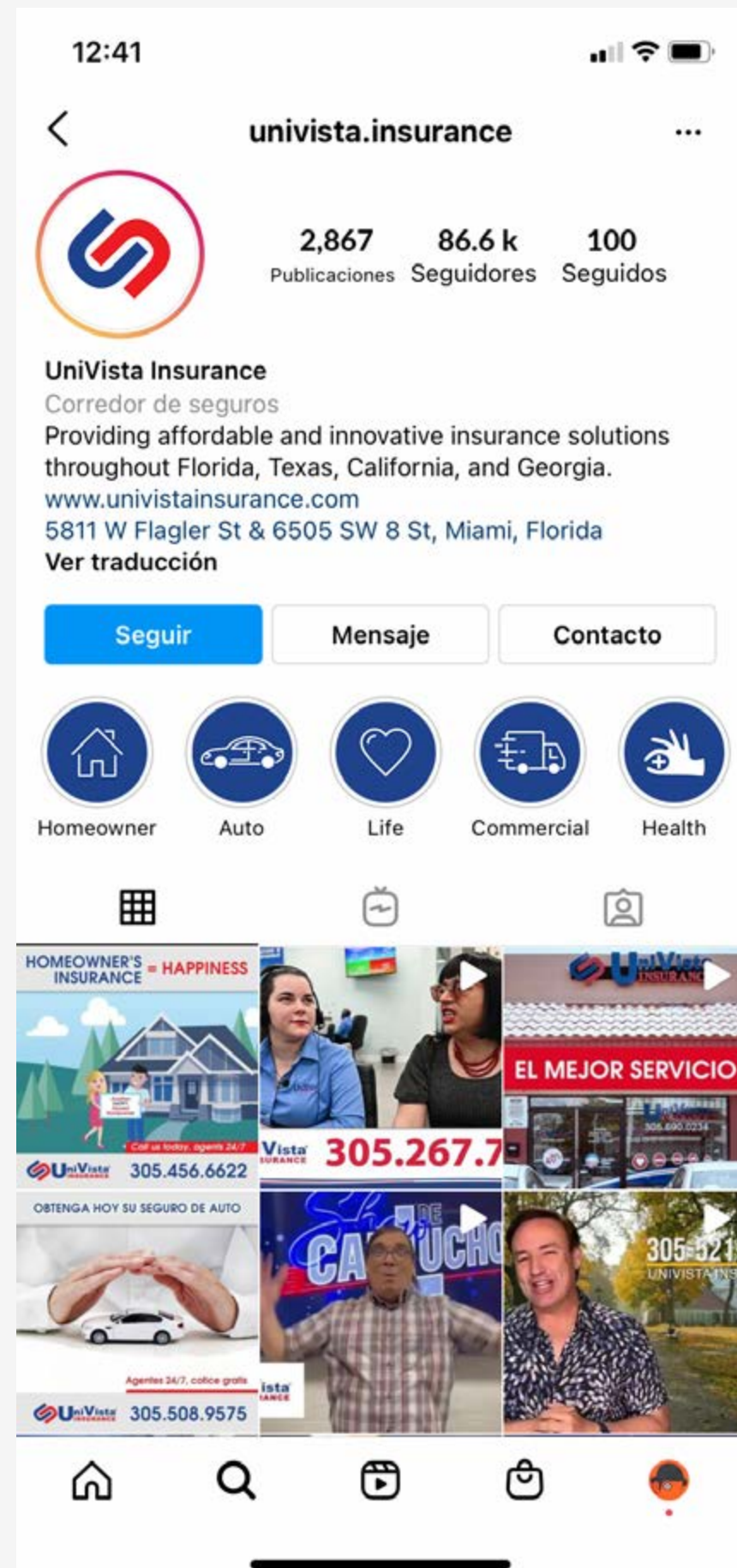


Black Lives Matters

Facebook



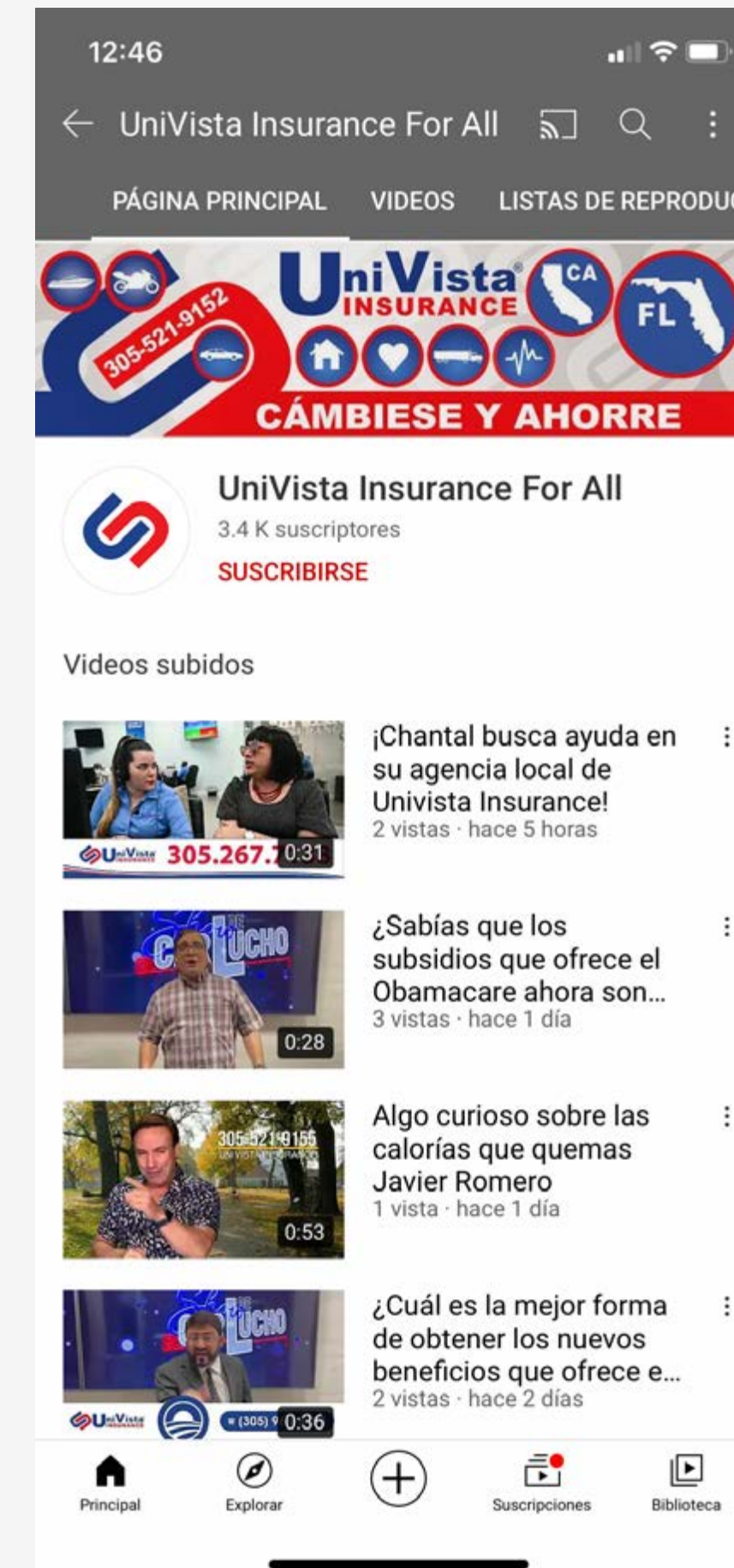
Instagram



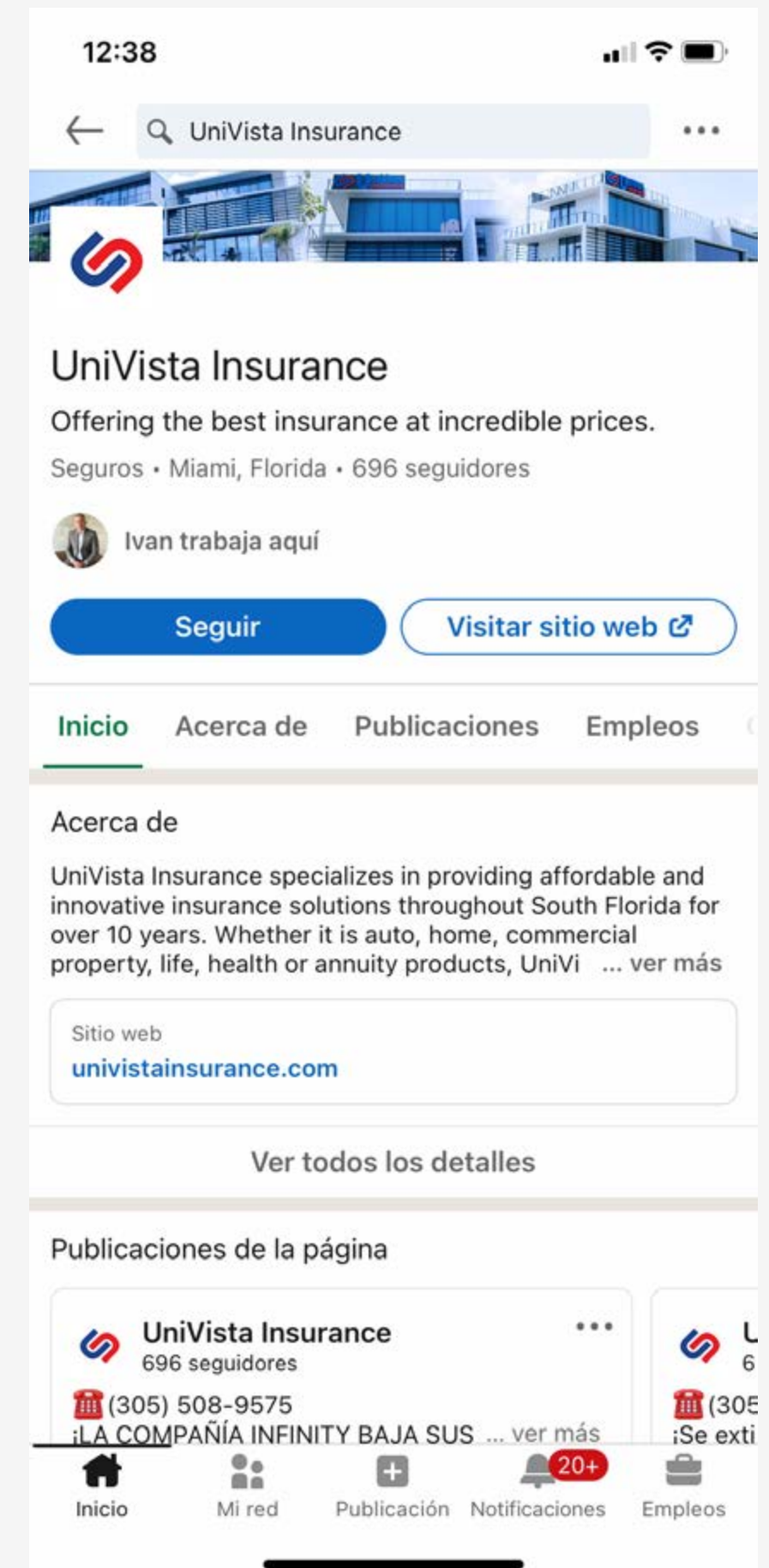
Twitter



Youtube



Linkedin





UniVista[®]
INSURANCE