PATRA™

Corporate Style Guide

Patra Branding

February 2020

Corporate Style Guide

Branding

Patra powers insurance processing by leveraging people and technology, supporting insurance organizations as they sell, deliver and manage policies and customers. Patra's team of global experts allow brokers, MGAs, wholesalers and carriers to capture the Patra Advantage – profitable growth and organizational value.

This is accomplished through the deployment of Patra's proprietary Insurance Process Delivery System – an integrated portfolio of outsourced services, insurance specific workflows and technology.

PATRA™

Fonts

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

Roboto Medium

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|**

Roboto can be found at:

https://fonts.adobe.com/fonts/roboto

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

Roboto Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|**

TW CEN MT Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()_+<>?{}|\

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
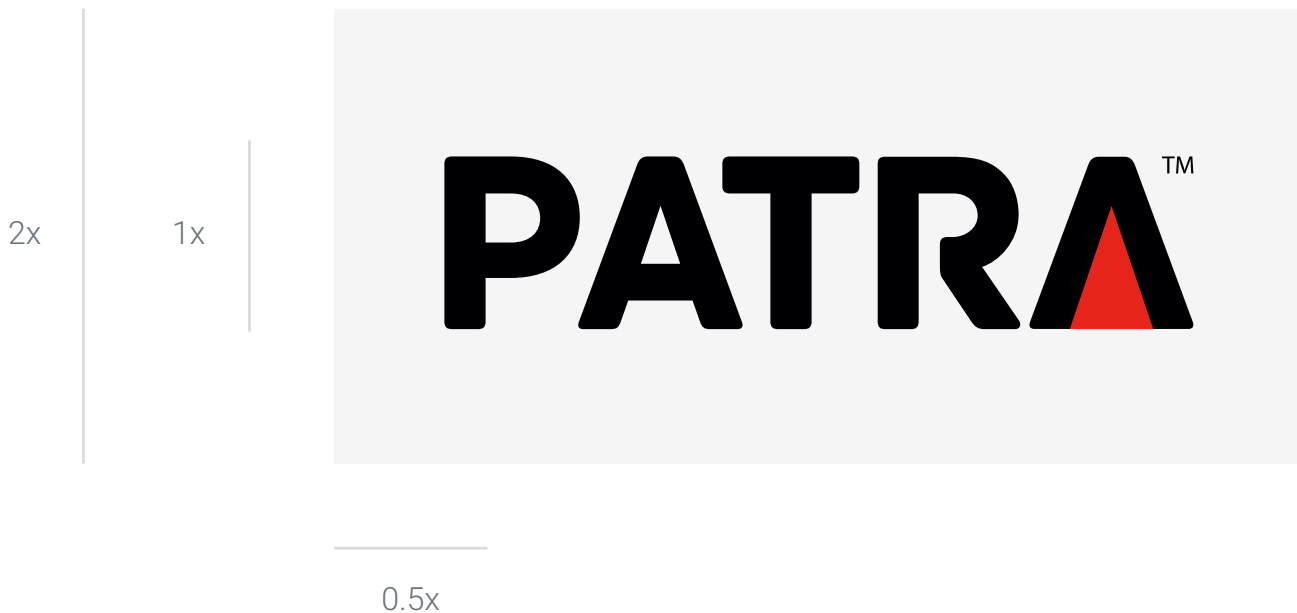0123456789!@#$%^&*()_+<>?{}|\

Corporate Style Guide

Primary Logo

Nest

Logotype

PATRA™

Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

2x   1x

PATRA™

0.5x

PATRA™

Corporate Style Guide

Red

PANTONE: 485 C
Coated Papers

RGB: R 217 / G 39 / B 42
Displays

CMYK: C 0 / M 98 / Y 94 / K 9
Full color print

HEX: #dc2626
Web

Grey

PANTONE: Black C
Coated Papers

RGB: R 0 / G 0 / B 3
Displays

CMYK: C 76 / M 69 / Y 65 / K 89
Full color print

HEX: #000003
Web

Black

PANTONE: Black C
Coated Papers

RGB: R 0 / G 0 / B 0
Displays

CMYK: C 0 / M 0 / Y 0 / K 100
Full color print

HEX: #00000
Web

PATRA

Patra Logo 2/C

Patra Logo 1/C Black on White

Patra Logo 1/C Black on Dark Background

Corporate Style Guide

Corporate Logos

PATRA™

Corporate Charity Logo

PATRA™
Proud

Service Line Logo

PATRA™
OnDemand

PATRA™
Direct

PATRA™
Select

PATRA™
Cloud

PATRA™
Document

Services Logos
Logo + by Patra used as a standalone (I.E. CertVault website or CertVault collateral)

CertVault BY **PATRA**™

QBIS BY **PATRA**™

PatraPay BY **PATRA**™

PATRA™

PATRA™
OnDemand

PATRA™
OnDemand

PATRA™
OnDemand

PATRA™
OnDemand

Service Line Logo Guidelines

PATRA™
OnDemand

*Space should be equal to
the width of the stem of
the letter P.*

Service Line Logo Font

Helvetica Neue LT Std

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

PATRA™

Logo

The primary logo is horizontal in orientation and should be used.

The Nest should only be used on its own in situations where the name is adjacent in some form (such as an app icon) or as an accent in a lower hand corner or background to reinforce the brand.

Corporate Style Guide
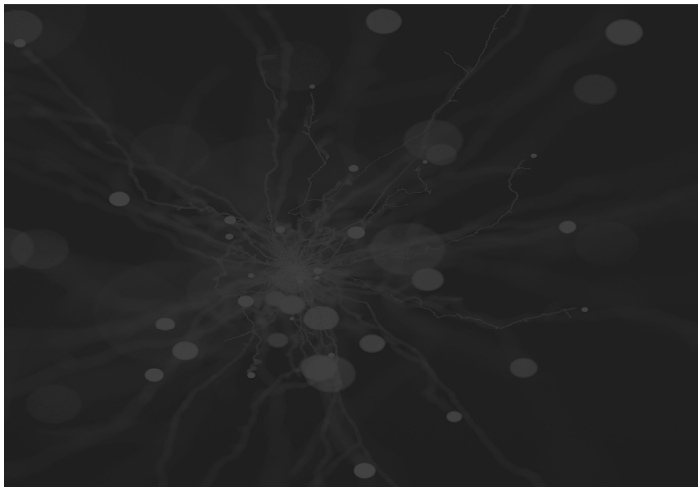

Imagery - Perspective

All imagery should feature a muted style that compliments and doesn't overpower the corresponding content. The goal is to create focus and not distract from the content.

PATRA

Corporate Style Guide

Imagery - Abstract

Images meant to show connectivity or multi-directional connectivity to help reinforce messaging.

PATRA

For Information Contact Us @

Email: Deidra Grier Dgrier@patracorp.com
Phone: (415) 884-8008
Web: www.patracorp.com