

BRAND GUIDELINES

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ABOUT NOMADS.INSURE

WHO ARE WE?

NOMADS.insure is your partner and long-term supporter for an active digital nomad lifestyle. If you are determined to discover all corners of the world, we got you covered.

OUR GOAL

We have embraced the role of an insurance broker, legally recognized as advocates for our clients in their interactions with insurance companies. This choice is driven by our core values, which include open and honest communication, a steadfast position, and transparent interests.

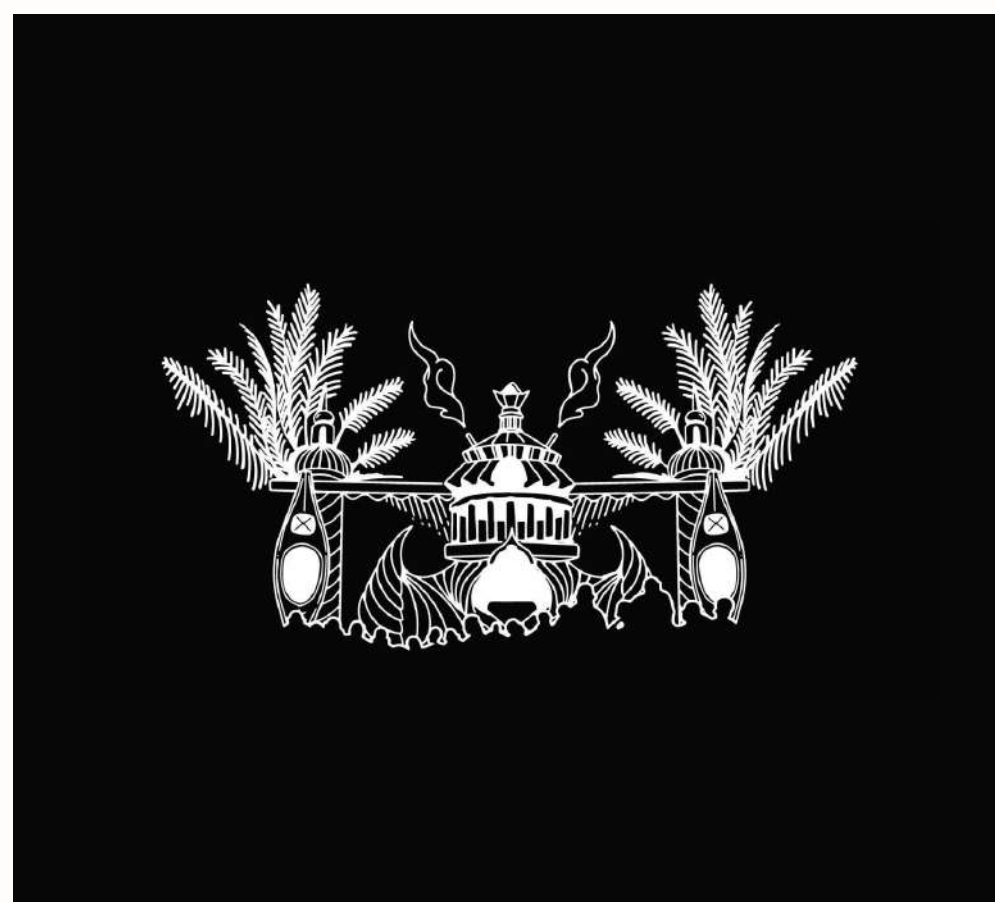
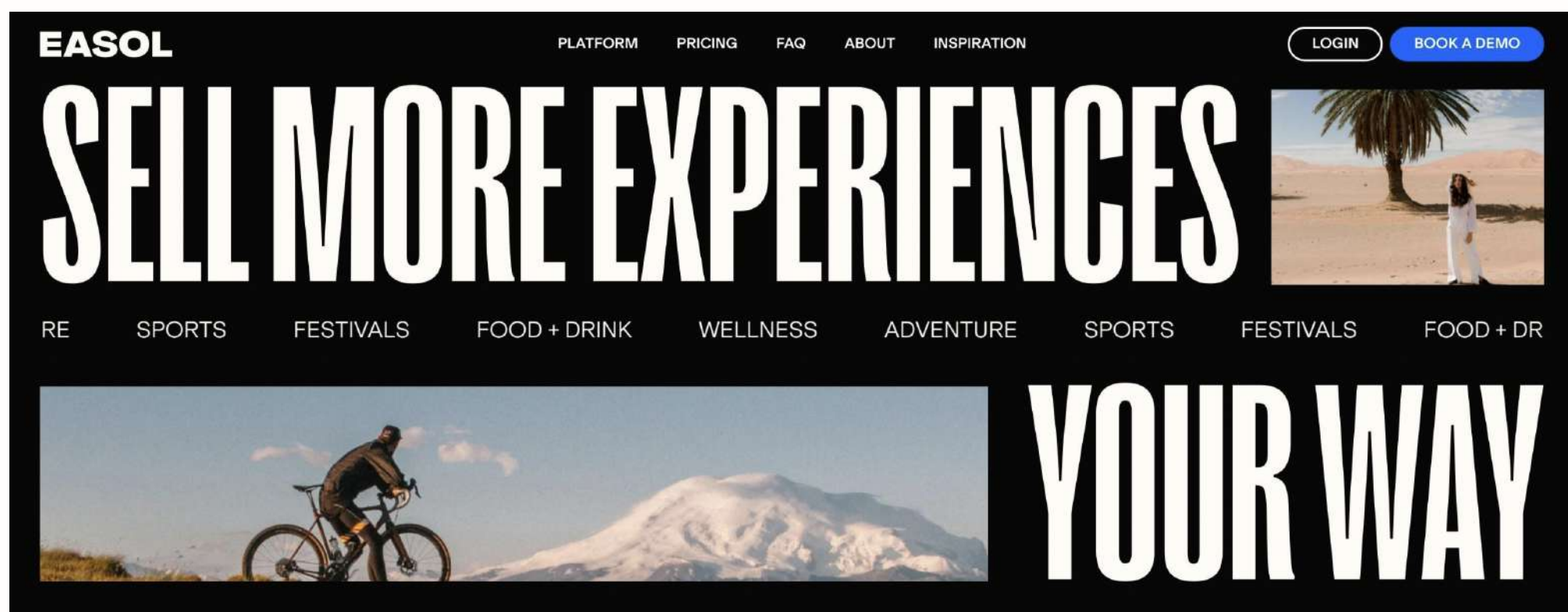
Our compensation is tied to successful outcomes. Our commissions are earned solely upon the establishment of insurance contracts. Once our clients join our network, we remain partners in their personal risk management journey.

Throughout our partnership, we cultivate a close and personal connection between our team and each individual client. This connection enables us to continually learn from one another, strengthen our network, and exchange valuable experiences.

WHO ARE WE DOING THIS FOR?

NOMADS.insure aims for individuals of all colors, sizes and shapes who have made a life decision to become (and stay) location independent. Those who go far and beyond, driven by their curiosity to explore this world in all its aspects, are invited to join our club.

In our community, we cherish those who traverse the globe with wide-open eyes, actively seeking solutions to the challenges they encounter along the way. They consistently go above and beyond, just as we do.



MOODBOARD AND VISUAL METAPHOR

Courage

Storytelling

Masculinity

The approach is based on rigor and masculinity combined with strict illustrative images that support storytelling on the landing page.

The primary colors are a shade of black and signature blue. The headings are exceptionally large and made of capital letters.

Graphic solutions are based on the client's real photo content, i.e. large photo/video content.

PRIMARY LOGOTYPE

This is the main logo that is used on the website, digital and physical media. It should be used exclusively in black and white format. It is strictly forbidden to change the color of the logo.



LOGO USAGE RULES



Blue

#0072CE



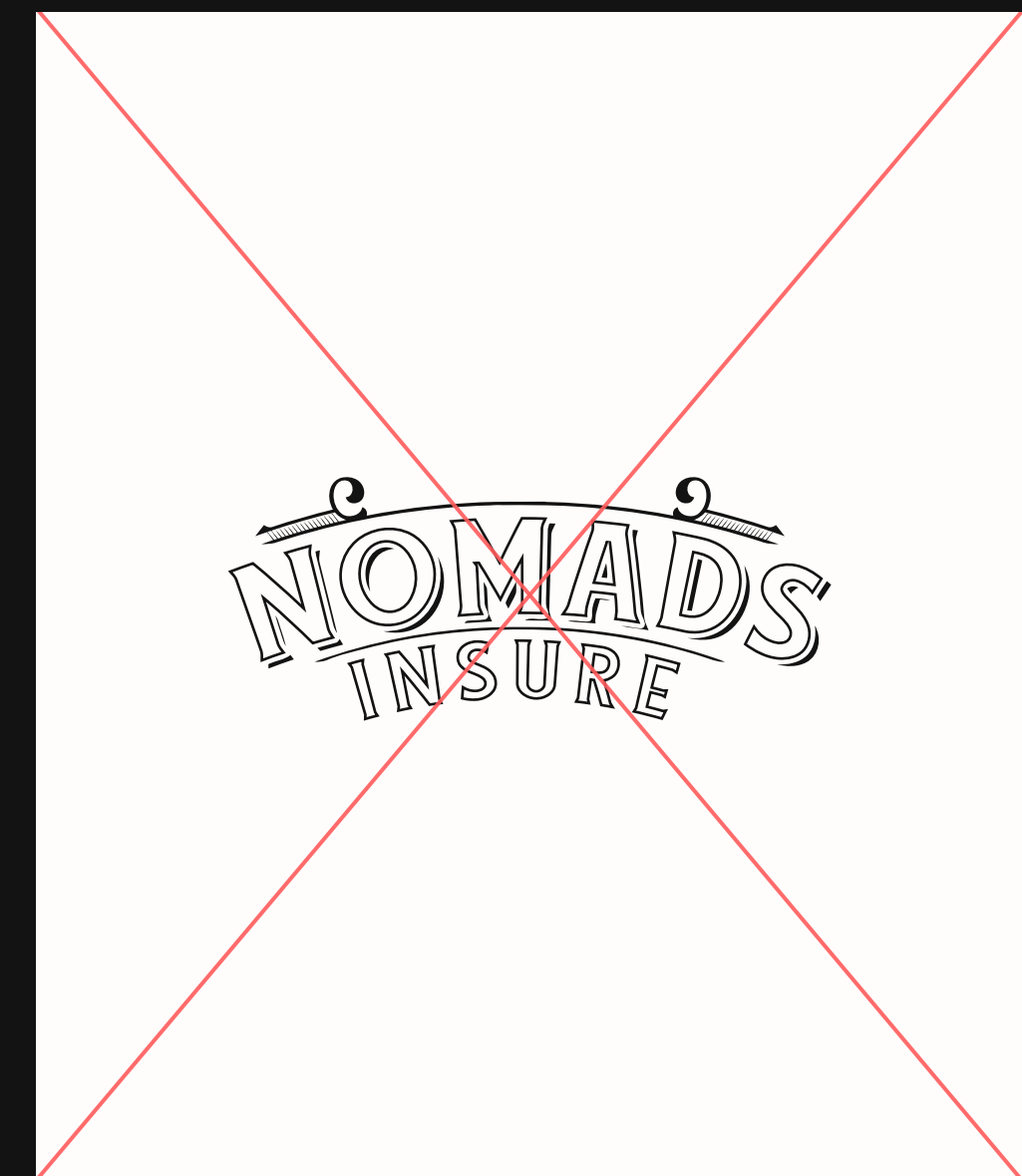
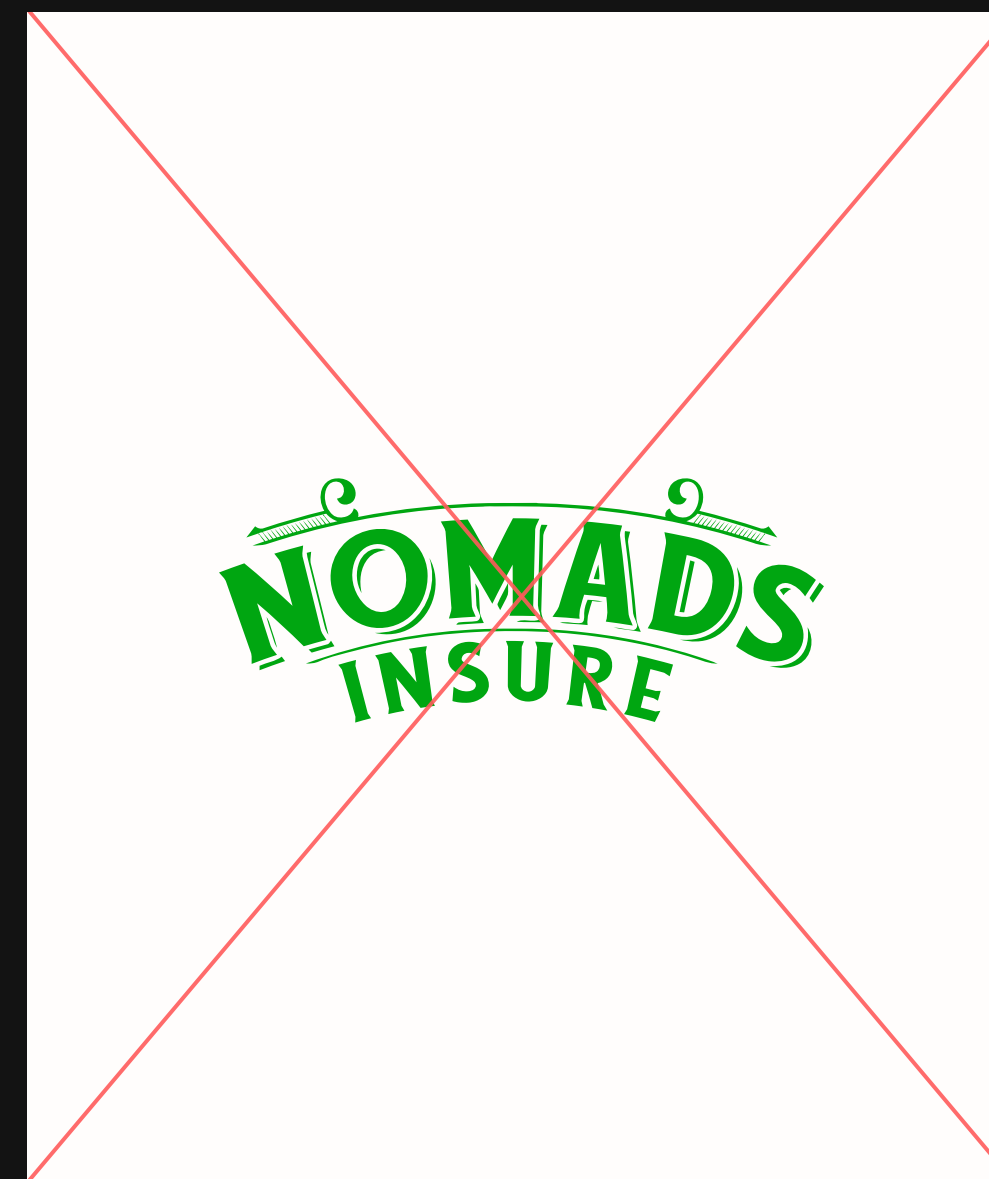
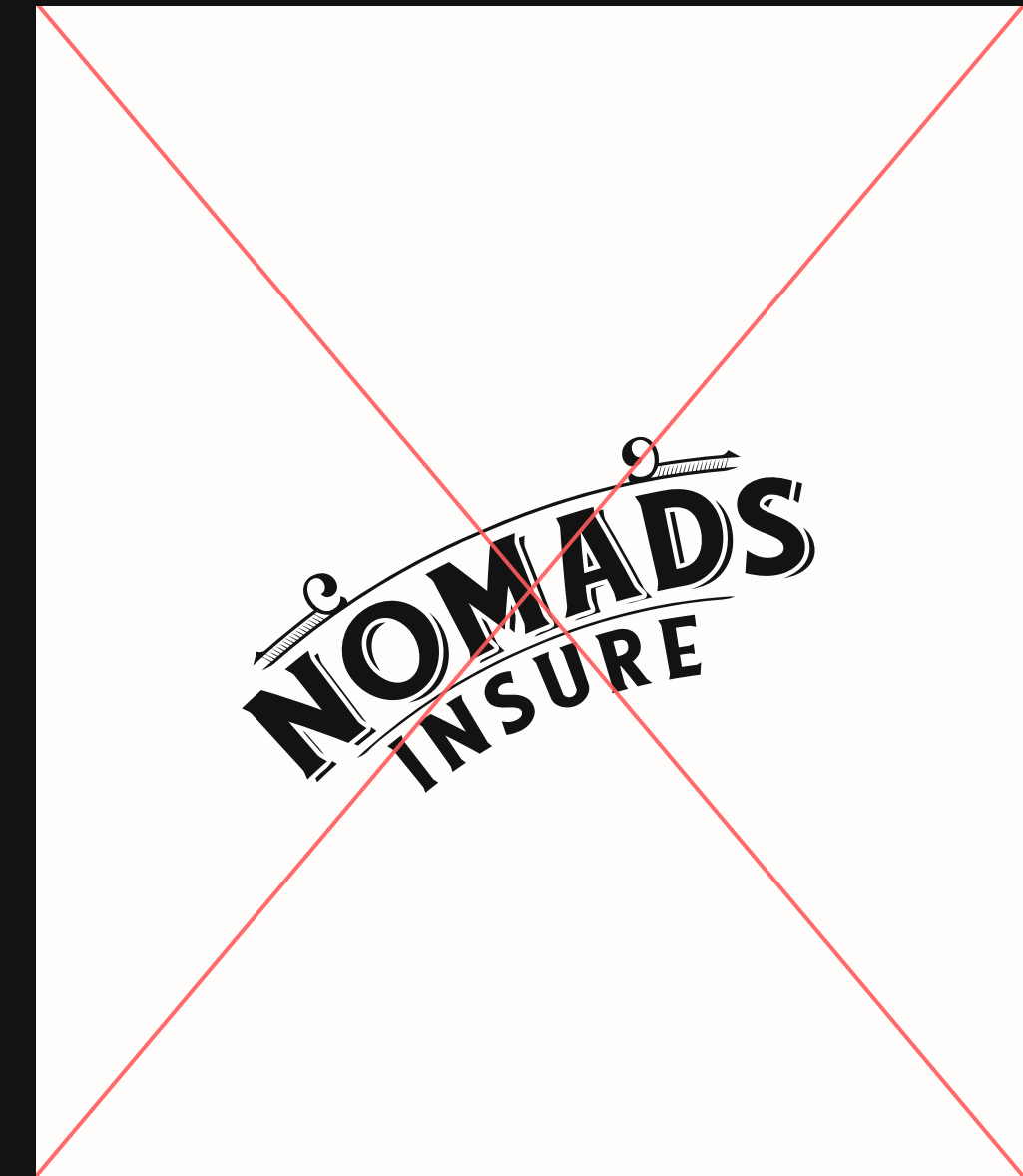
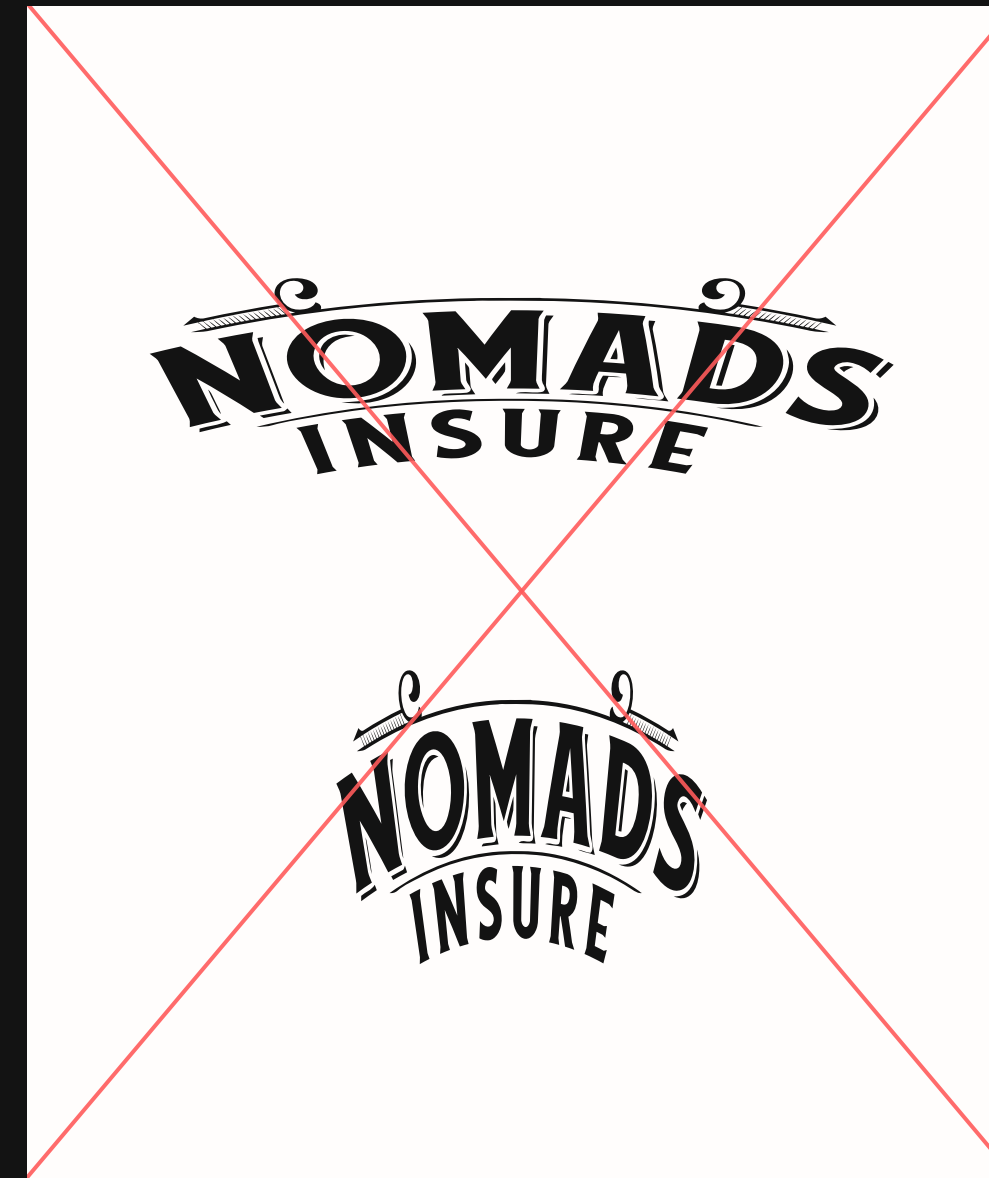
Black

#131313



It is allowed to use the logo in monochrome colors on the brand's corporate color palette, as well as corporate photos in warm colors.

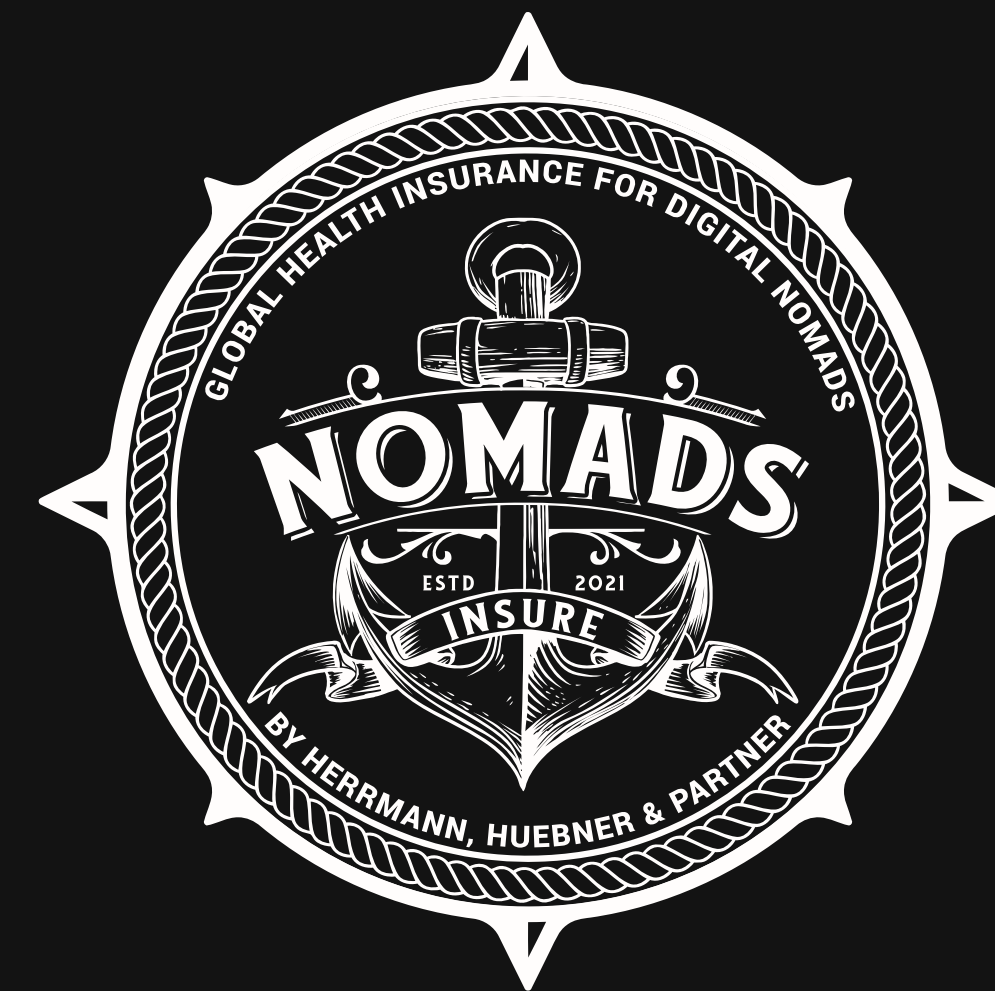
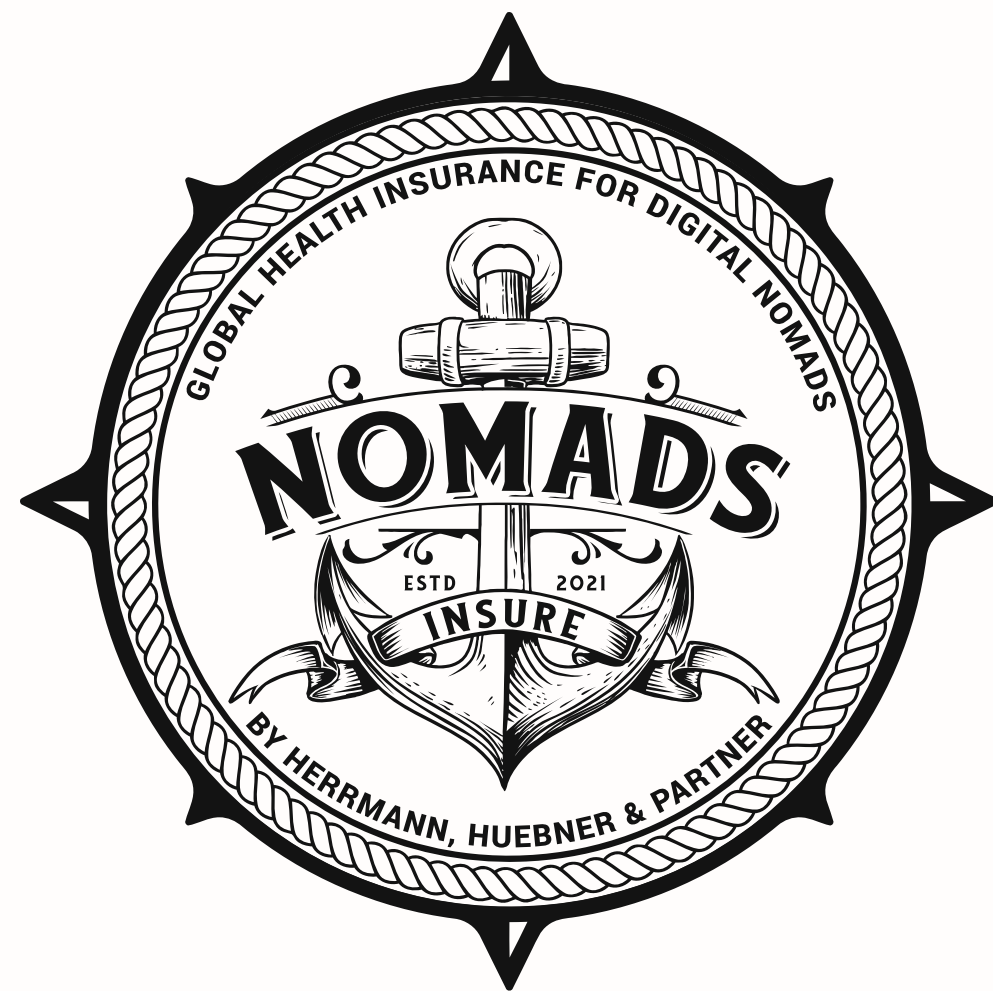
LOGO ~~USAGE~~ RULES



It is forbidden to stretch the logo in width and height. It is also unacceptable to tilt the logo at an angle, use the black color of the logo on a contrasting background and use an outline. The logo should not be painted in any colors except white and black.

SECONDARY LOGOTYPE

The Secondary Logotype is a supportive logo that can be used as a pattern or illustration, as well as become a corporate symbol for merchandising purposes.

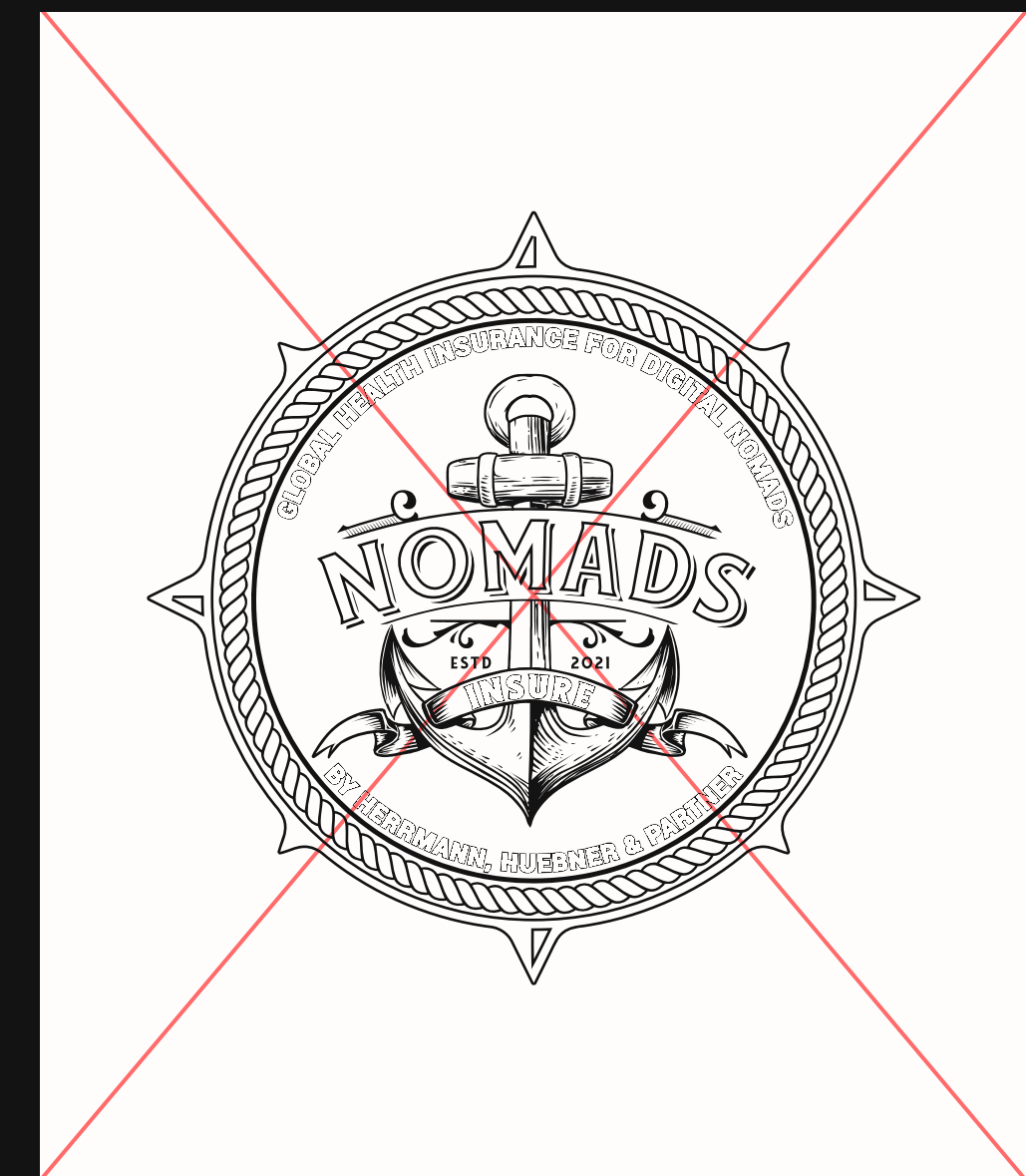
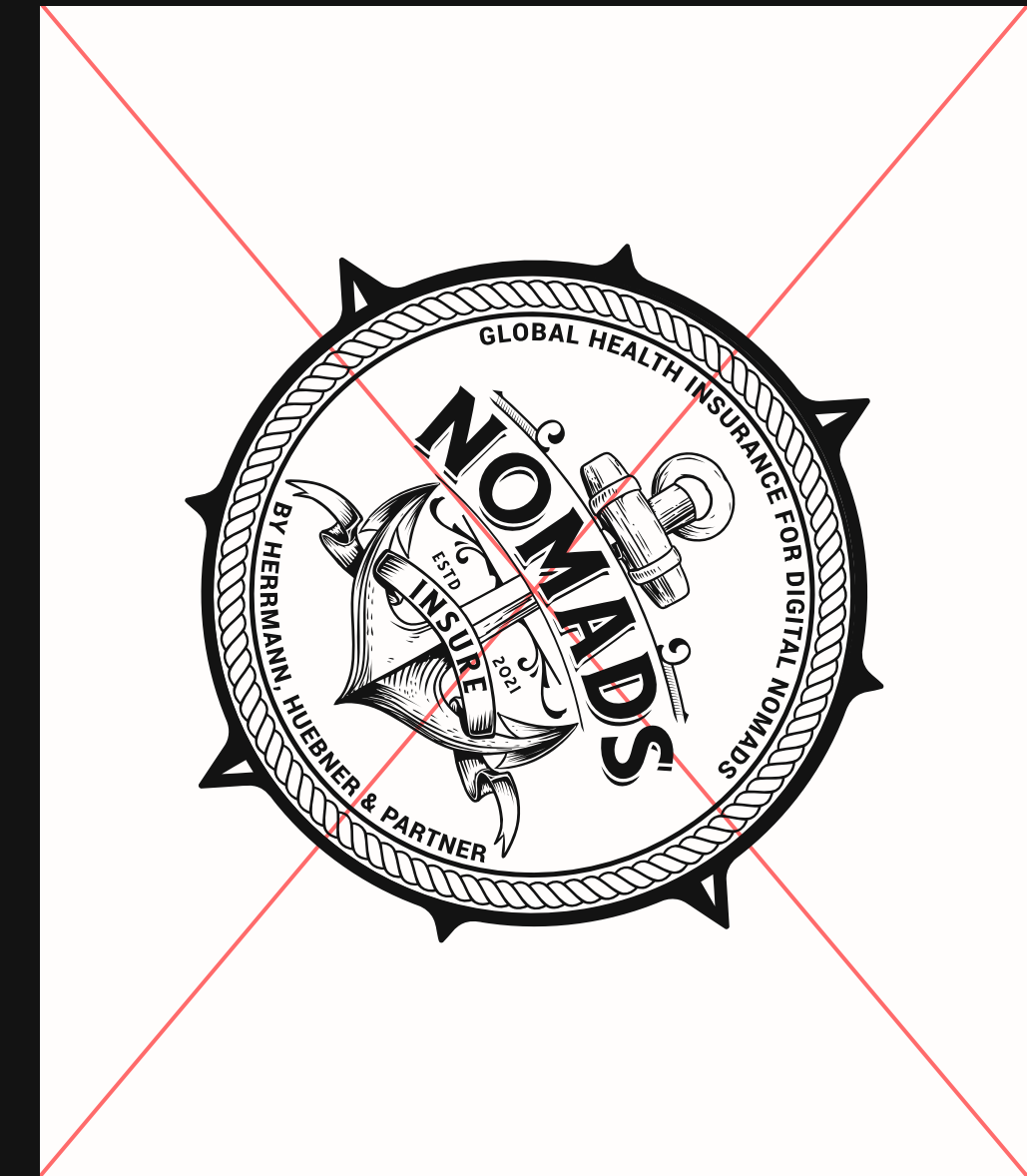
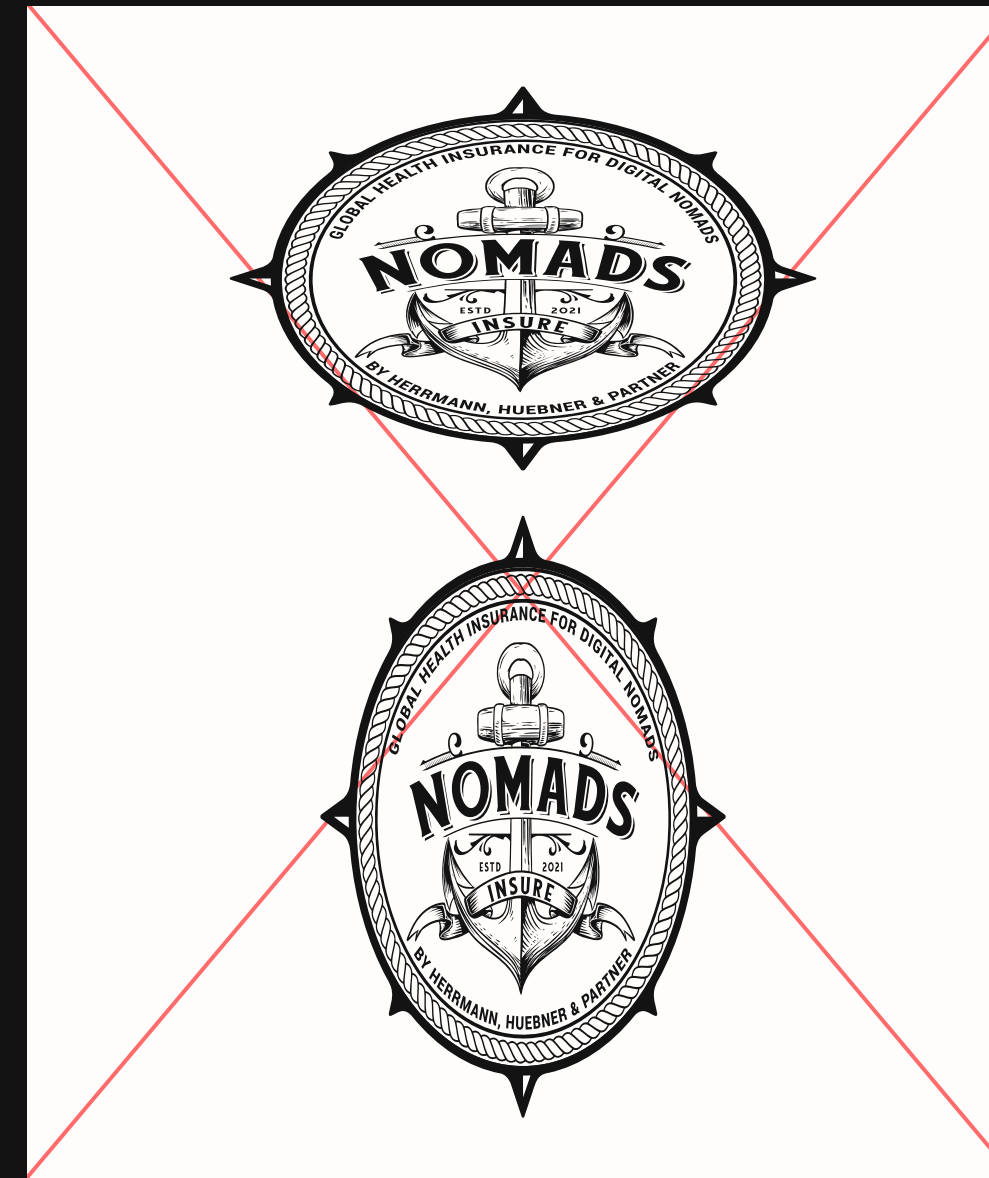


EXAMPLES OF USING THE LOGO



The full version of the logo is presented in formats that are allowed for use.
Monochrome colors remain a universal solution for web and physical media.

LOGO ~~USAGE~~ RULES



It is forbidden to stretch the logo in width and height. It is also unacceptable to tilt the logo at an angle, use the black color of the logo on a contrasting background and use an outline. The logo should not be painted in any colors except white and black.

TYPOGRAPHY

The Anton font with capital letters is used for headings. Inter in the medium font outline is used as the font lead.

The Anton font is also used as a corporate font for landing pages and will continue to be used in the future for creating visuals on social networks and in video production.

The auxiliary text will be used alongside the main body of text, on items such as business cards, while maintaining a strict style.

1.

ANTON REGULAR

ANTON regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&* ()

Download font

The font has a standard Google Fonts license, and can be used in commercial activities based on the [license provided by Google](#).

2.

Inter Semi bold

Inter semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&* ()

Download font

The font has a standard Google Fonts license, and can be used in commercial activities based on the [license provided by Google](#).

3.

Inter Medium

Inter medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&* ()

Download font

The font has a standard Google Fonts license, and can be used in commercial activities based on the [license provided by Google](#).

EXAMPLE OF TYPOGRAPHY

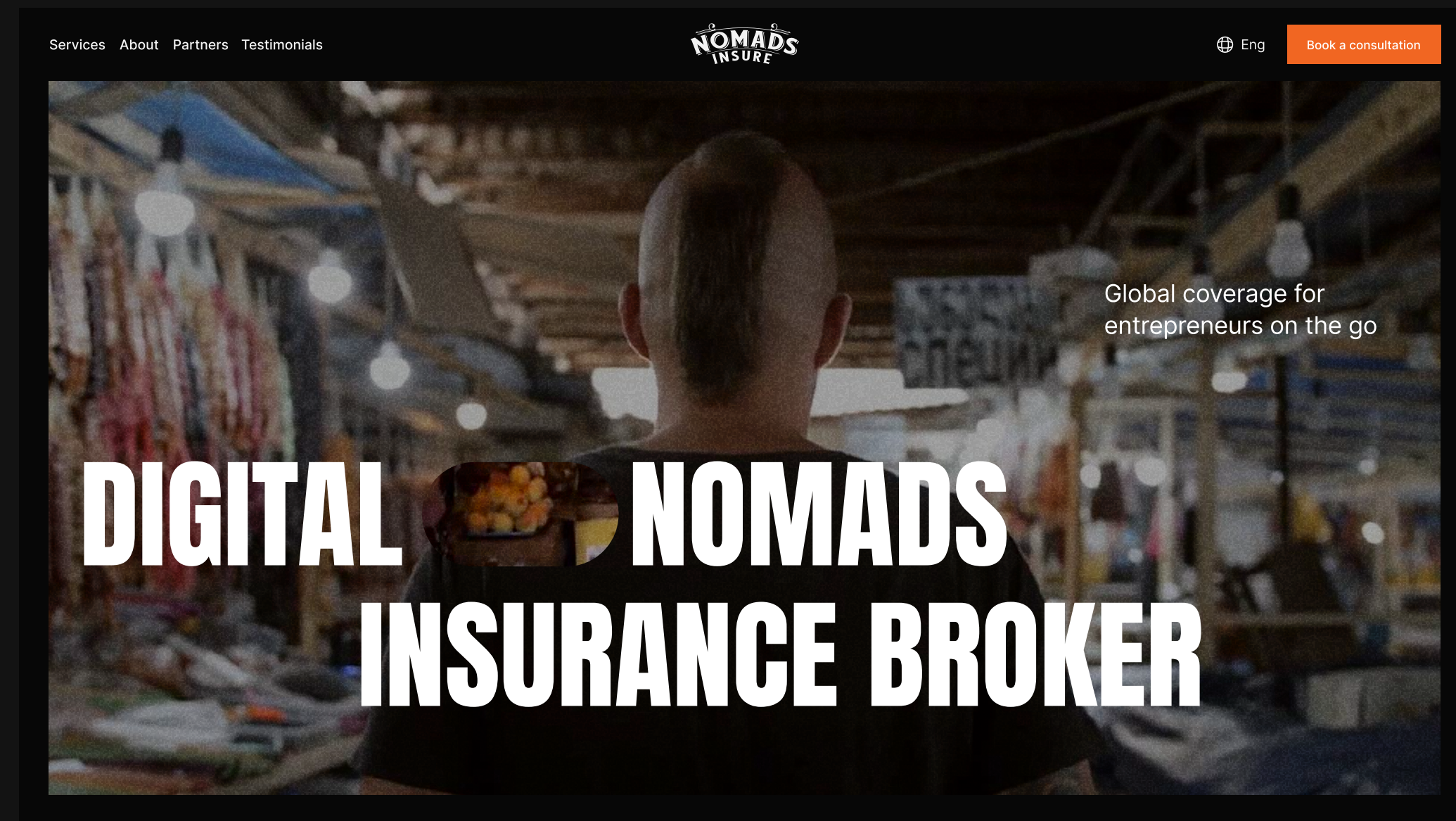
DIGITAL NOMADS INSURANCE BROKER

From global health insurance packages, to travel insurance

1.	HEADER	Font Anton	Size 64 px	Weight Regular	Spacing 0%
2.	Body text	Font Inter	Size 20 px	Weight Medium	Spacing 0%

The rules for working with typography are simple: use an accented short title. The title should always be written in capital letters, and a descriptor can be added to it using the medium-weight Inter font.

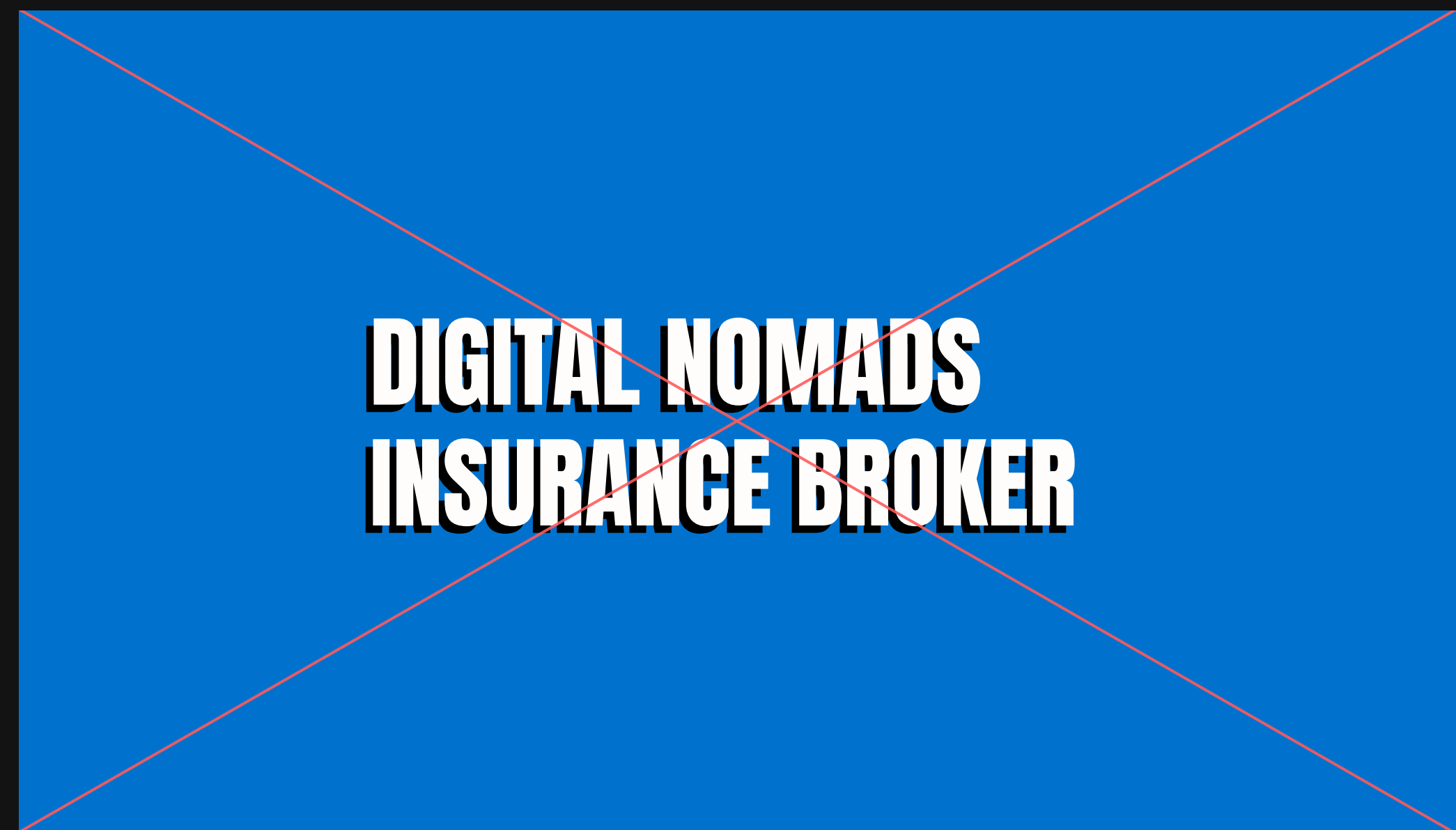
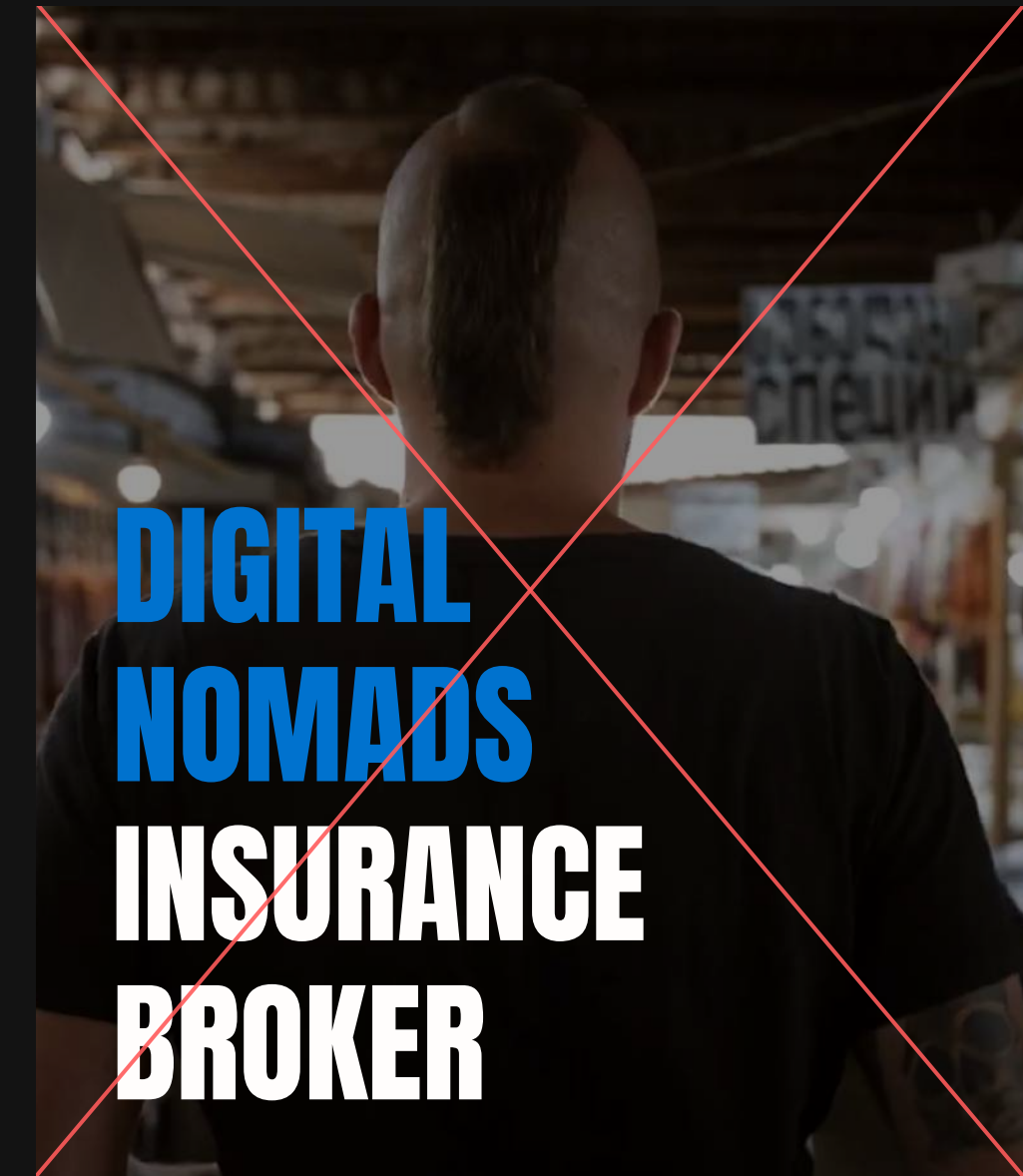
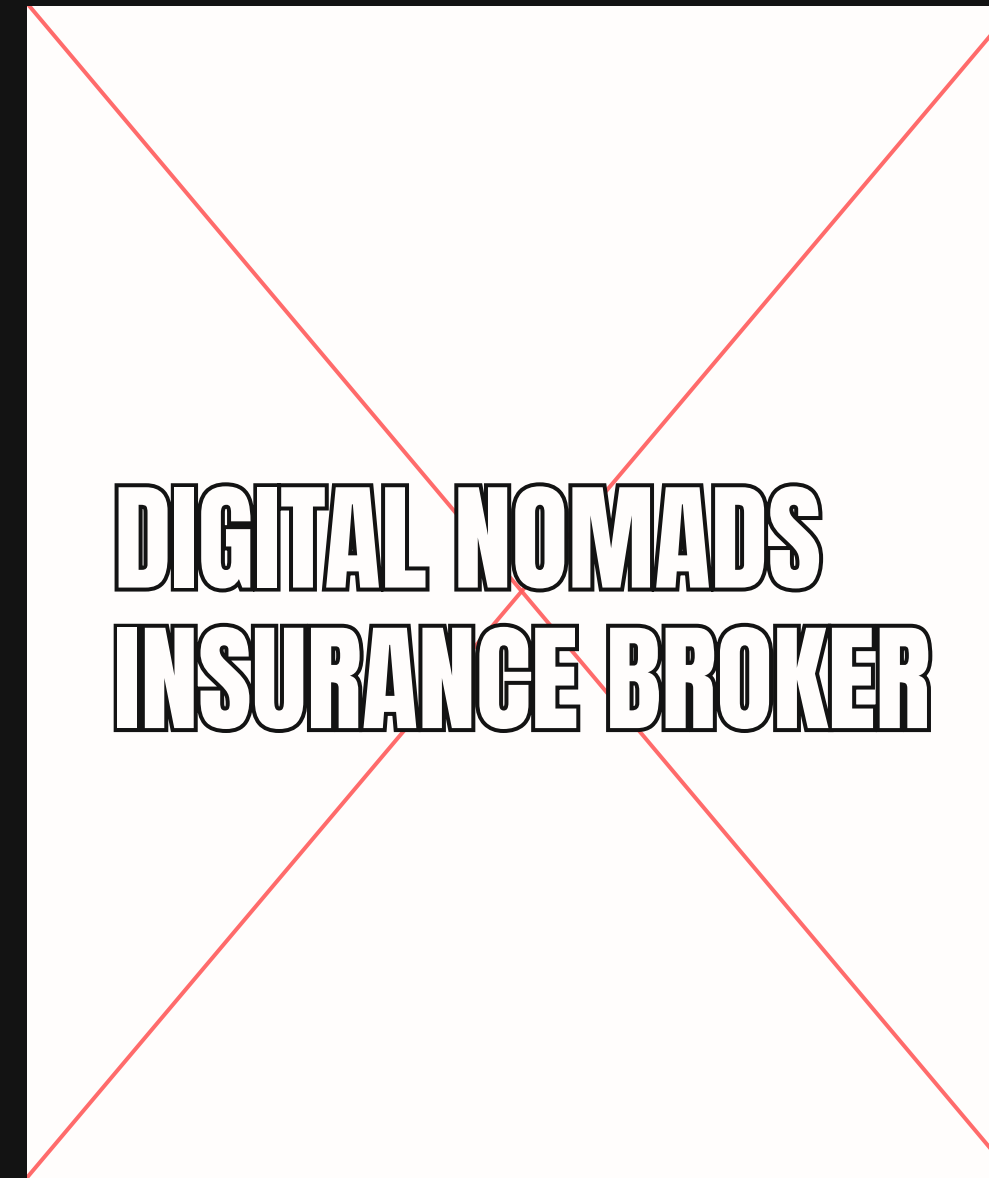
EXAMPLE OF TYPOGRAPHY ON WEBSITE



1.	HEADER	Font Anton	Size 160 px	Weight Regular	Spacing 0%
2.	Body text	Font Inter	Size 32 px	Weight Regular	Spacing -1%

The rules for working with typography are simple: use an accented short title. The title should always be written in capital letters, and a descriptor can be added to it using the medium-weight Inter font.

TYPOGRAPHY RULES



It is prohibited to use strokes on text, use colored text on photo or video content, or use any shadows for text.

In order for the font to work correctly, you should use contrasting tones, avoiding working with halftones.

COLORS PALETTE

CORE PALLETE

We use three main colors for the brand palette. The default color was black and white, with blue as the company's signature color.

black	HEX 131313
blue	HEX 0072CE
white	HEX FFFDFC

SECONDARY PALLETE

Orange, along with various shades of gray, serves as a secondary color. It is used exclusively for auxiliary purposes in the brand.

orange	HEX F16622
gray-1	HEX F4F3F2
gray-2	HEX D0D0D0
gray-3	HEX A1A1A1

USING A COLOR PALETTE FOR BANNER

GET A **-20%** DISCOUNT
FOR 1 YEAR OF HEALTH
INSURANCE

**DIGITAL
NOMADS
INSURANCE
BROKER**

**DIGITAL
NOMADS
INSURANCE
BROKER**

We use color highlighting to underscore crucial messages and convey meanings. In the first option, a secondary color is employed to emphasize the significance of the discount amount. In the second and third variations, the standard color scheme involves highlighting title keywords in corporate blue.

USING A COLOR PALETTE ON WEBSITE

On our website, corporate blue is used to highlight screen accents, while orange serves as an assistant in the overall hierarchy by coloring the landing buttons.

TAKE RISKS CONFIDENTLY

From global health insurance packages, to travel insurance, and coverage for disabilities and gear, we curate a selection of insurance plans exclusively designed for digital nomads from some of the best insurance companies around the world.

TRAVEL INSURANCE
For travelers on a journey for a given amount of days (usually less than 60).

INTERNATIONAL INSURANCE
Worldwide health insurance on an annual basis with premiums according to your age.

LONG-TERM PRIVATE
Insurance with worldwide coverage, unlimited duration and flattened premiums over the lifespan.

[Book a consultation](#)

LET'S TALK

Name

Email


Phone

Comment

I consent to the processing of my personal data

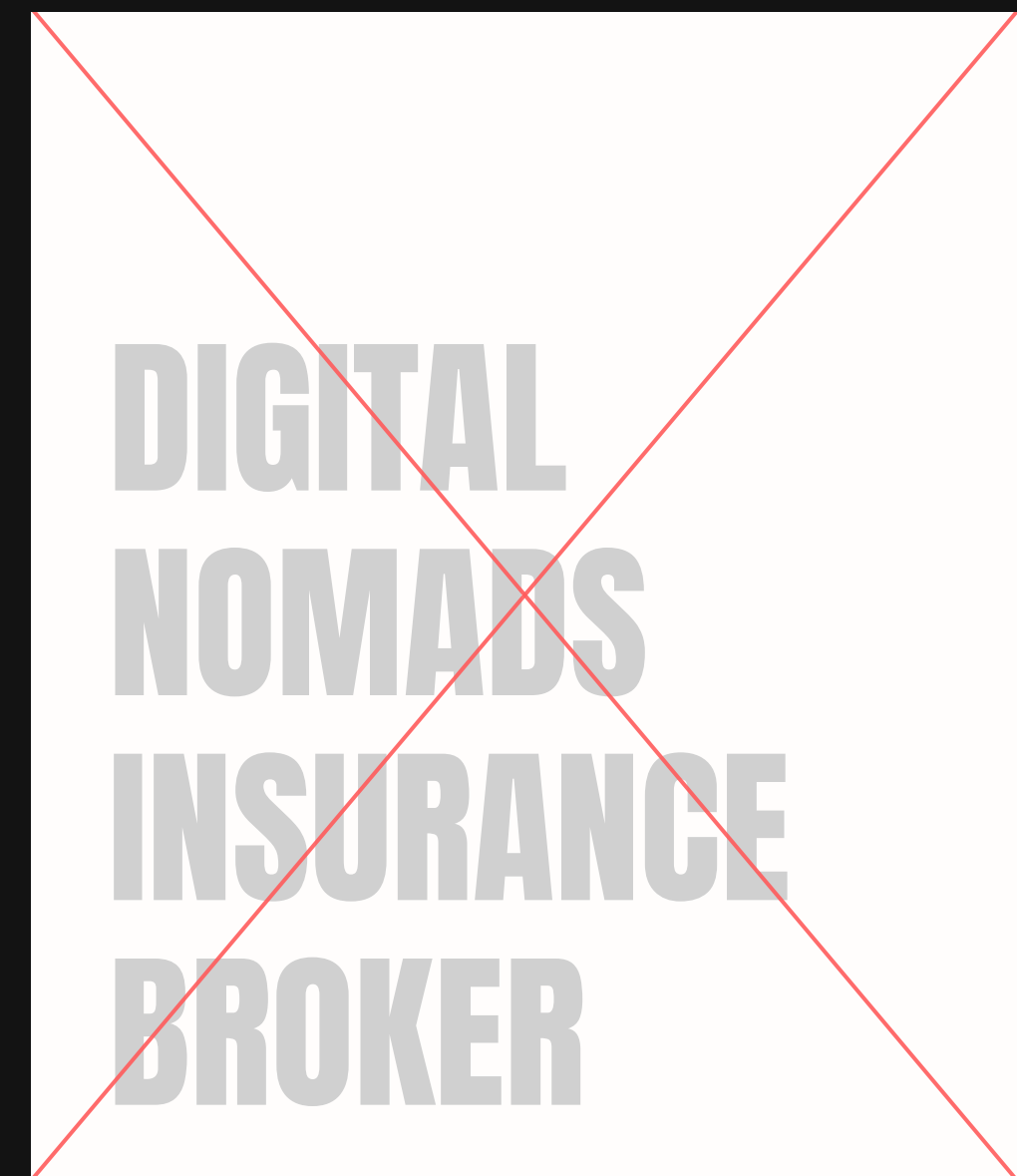
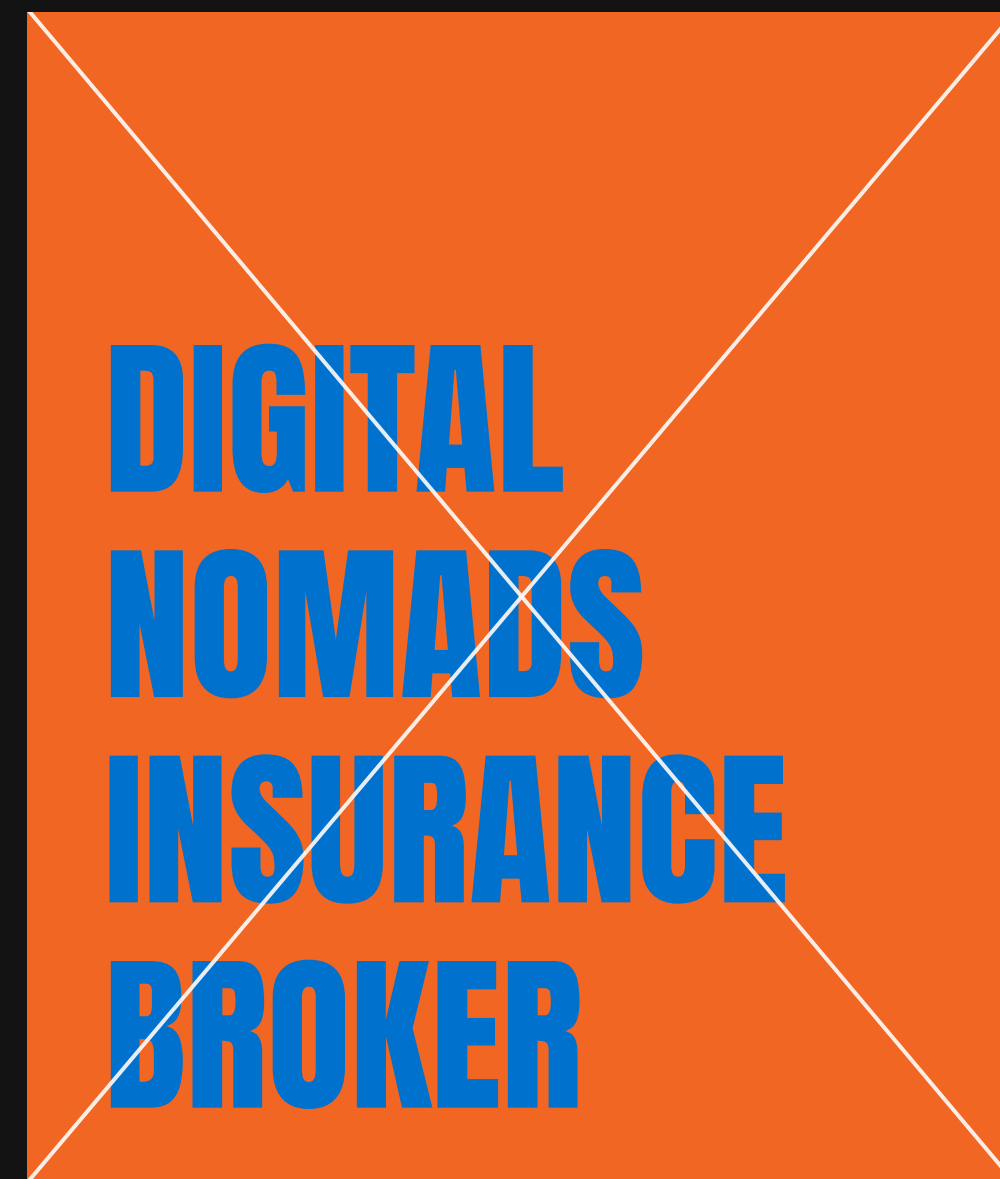
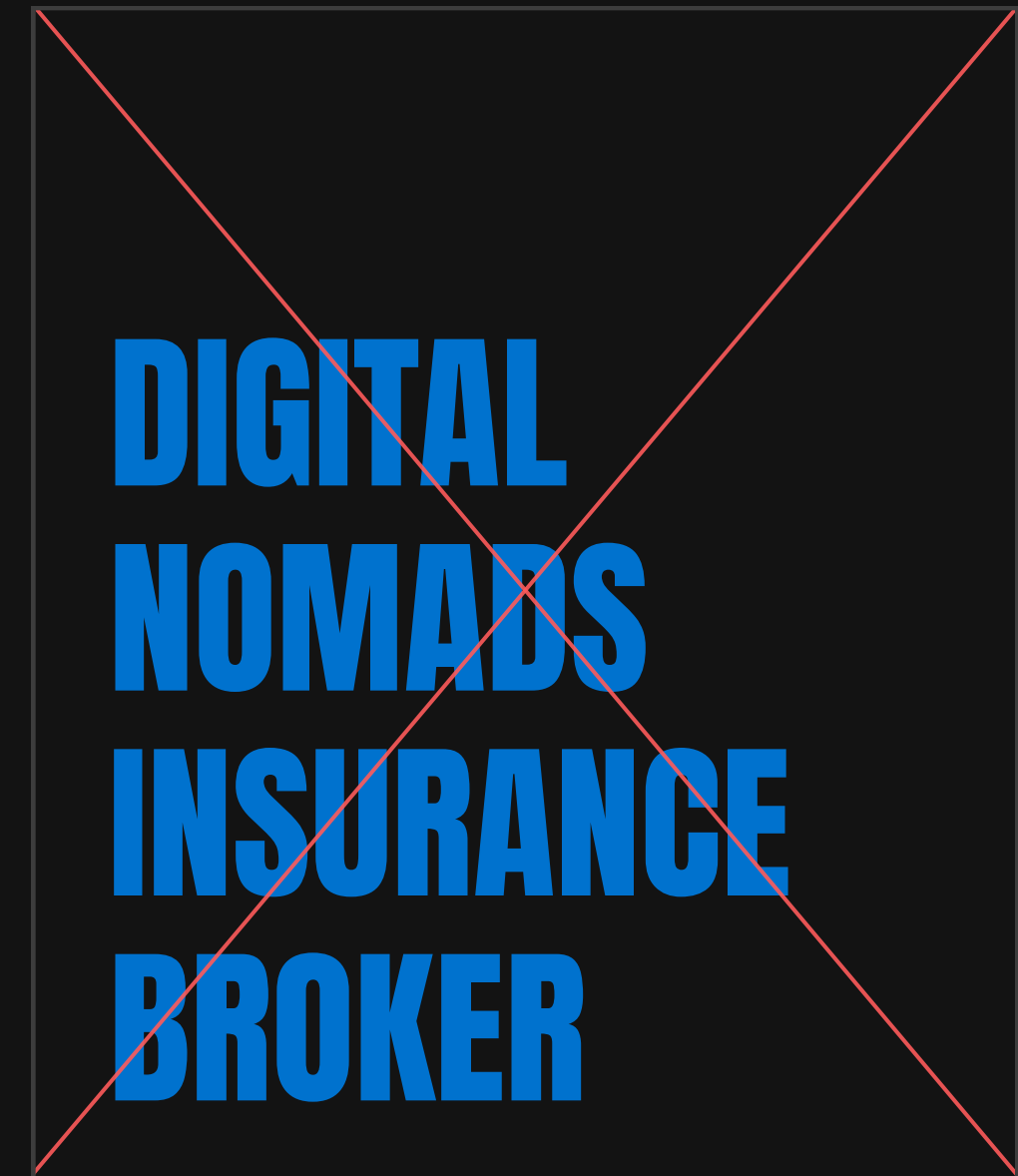
[Book a call](#)

We digital nomads aren't just tourist travelers. This lifestyle comes with some special requirements for health insurance: They need to be long-term and have to cover more than just emergency and pain treatments. As independent intermediaries, we collaborate with all relevant players in this global market to find you the best options available.



CHRISTOPH HUEBNER
CEO nomads.insure, relentless traveler, entrepreneur, insurance broker

DON'T DO THAT



It is forbidden to use bright contrasting text colors on a bright background. Also, do not make the entire title an accent text, try to highlight only keywords. It is advised to avoid any semitones of gray on a white and black background.

OUR IMAGERY



[Download image](#)

Travel

Person in nature

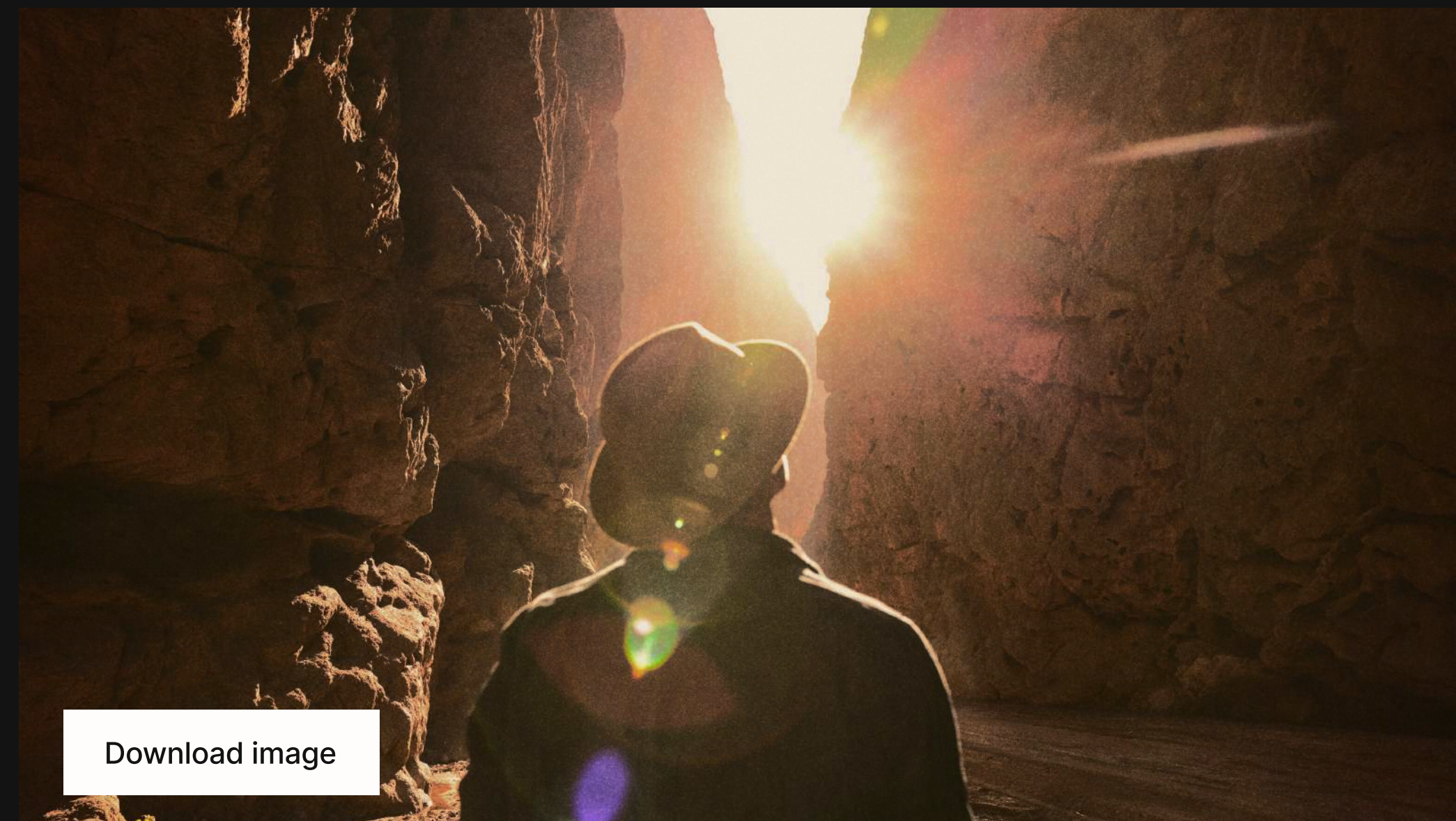
Freedom

Honesty

It's essential to use warm photos with strong contrast that convey the themes of travel, movement, human connections, individuals in natural and urban settings. The photos should metaphorically represent ideas of freedom, openness, personal growth, honesty, and kindness.

Avoid using artificial-looking stock photos and choose realistic and lively images. Stay away from studio shots, excessive pastel colors, and black-and-white photos.

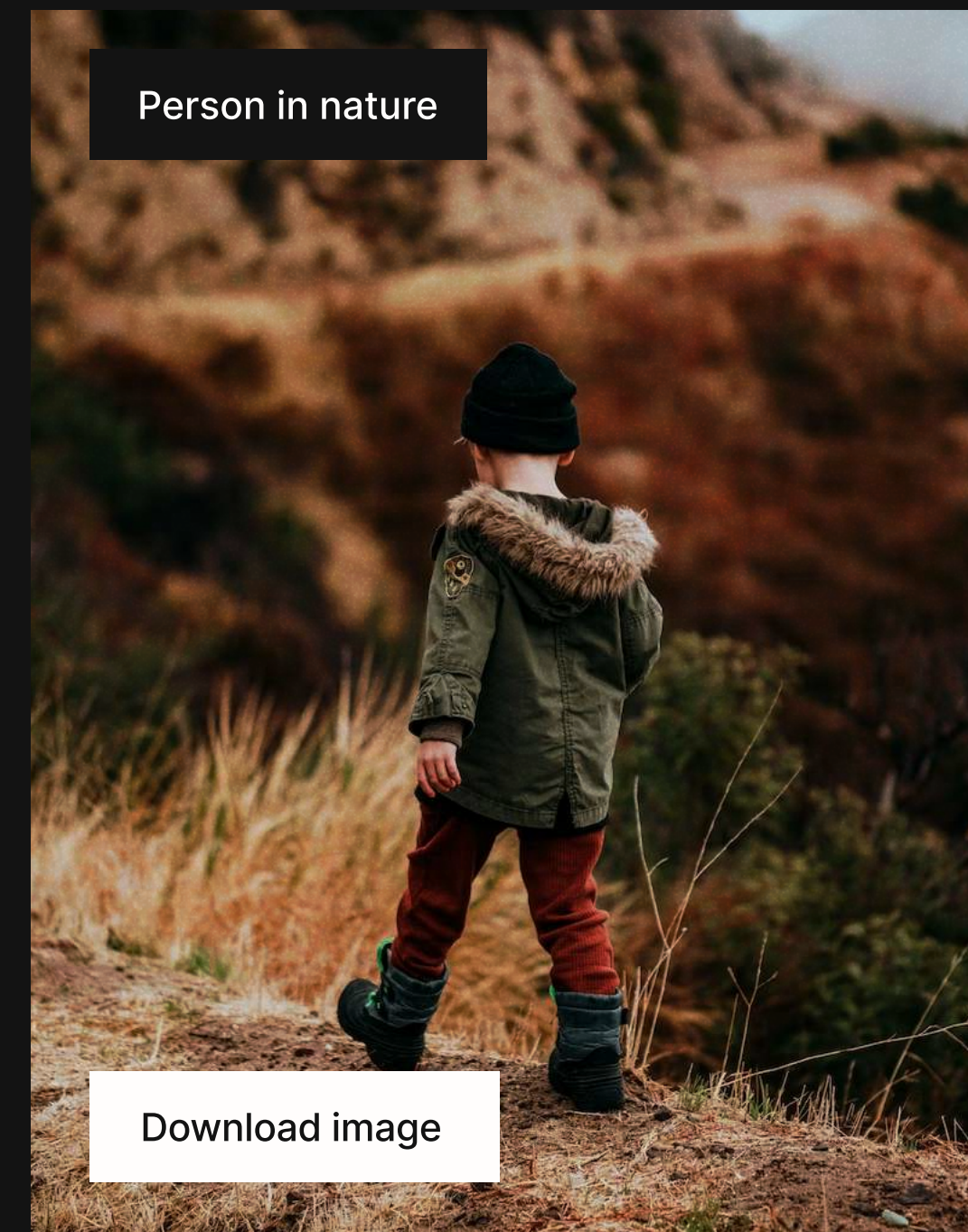
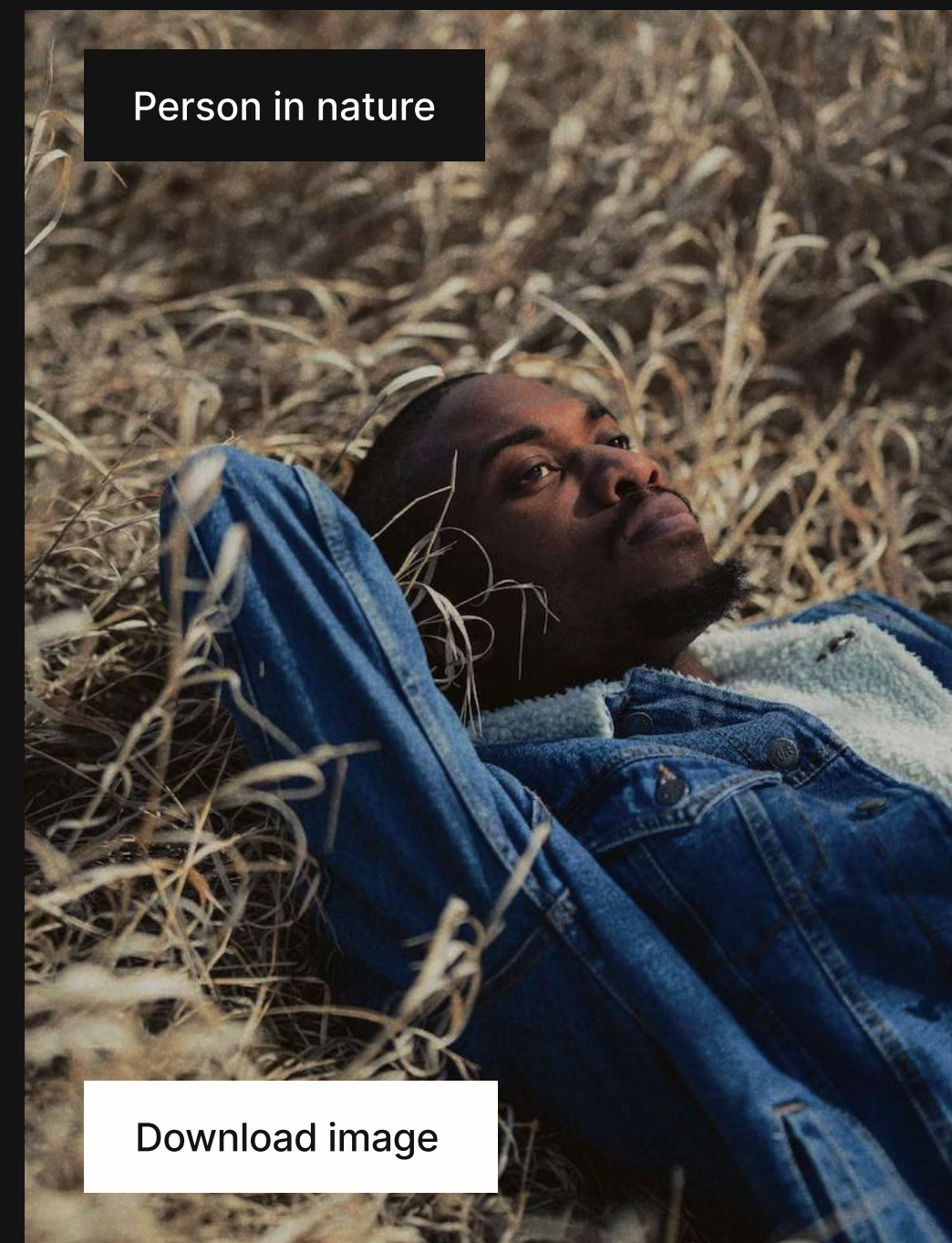
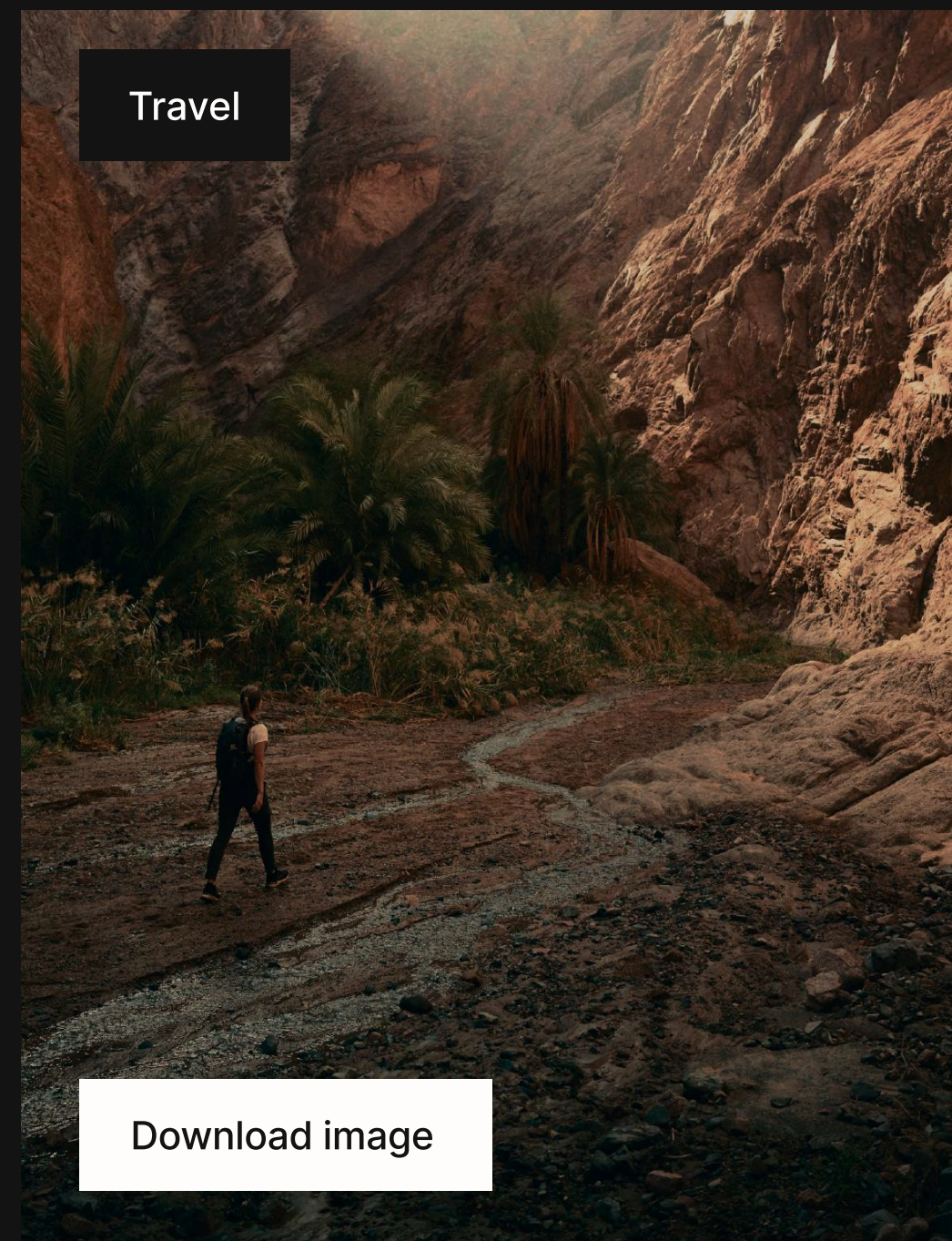
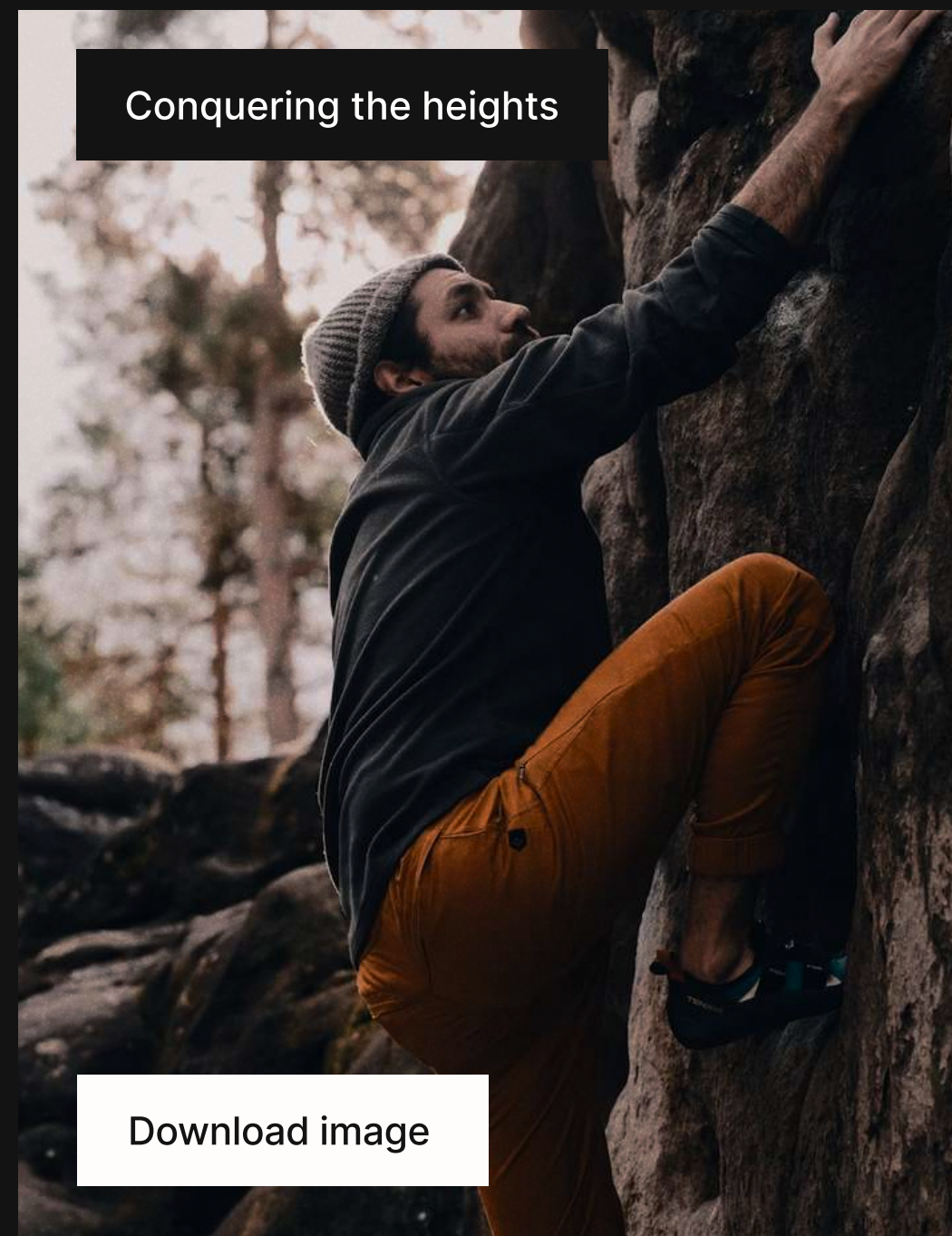
To enhance the visuals, apply a noise overlay effect, which can be easily done using any photo editor.

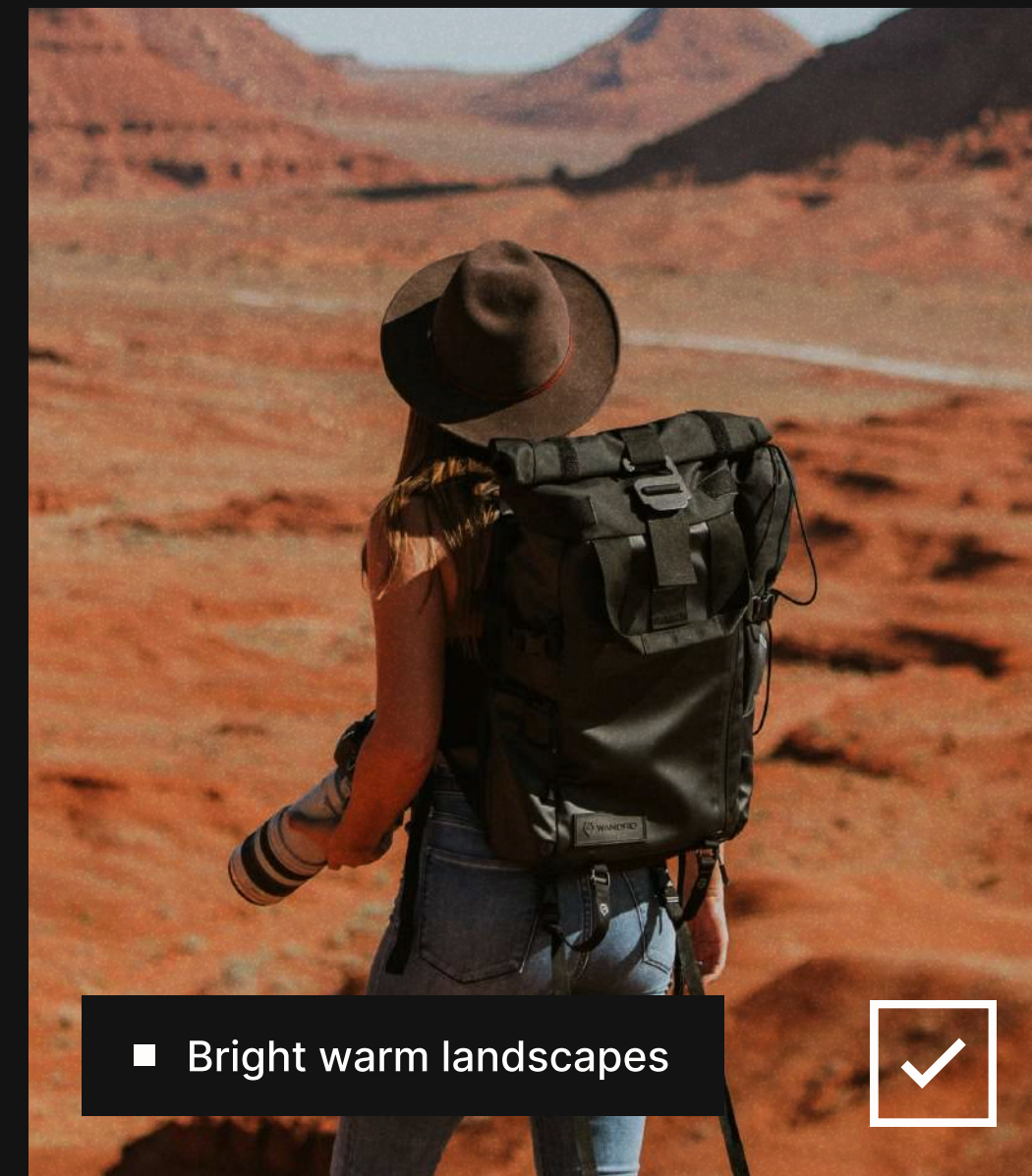
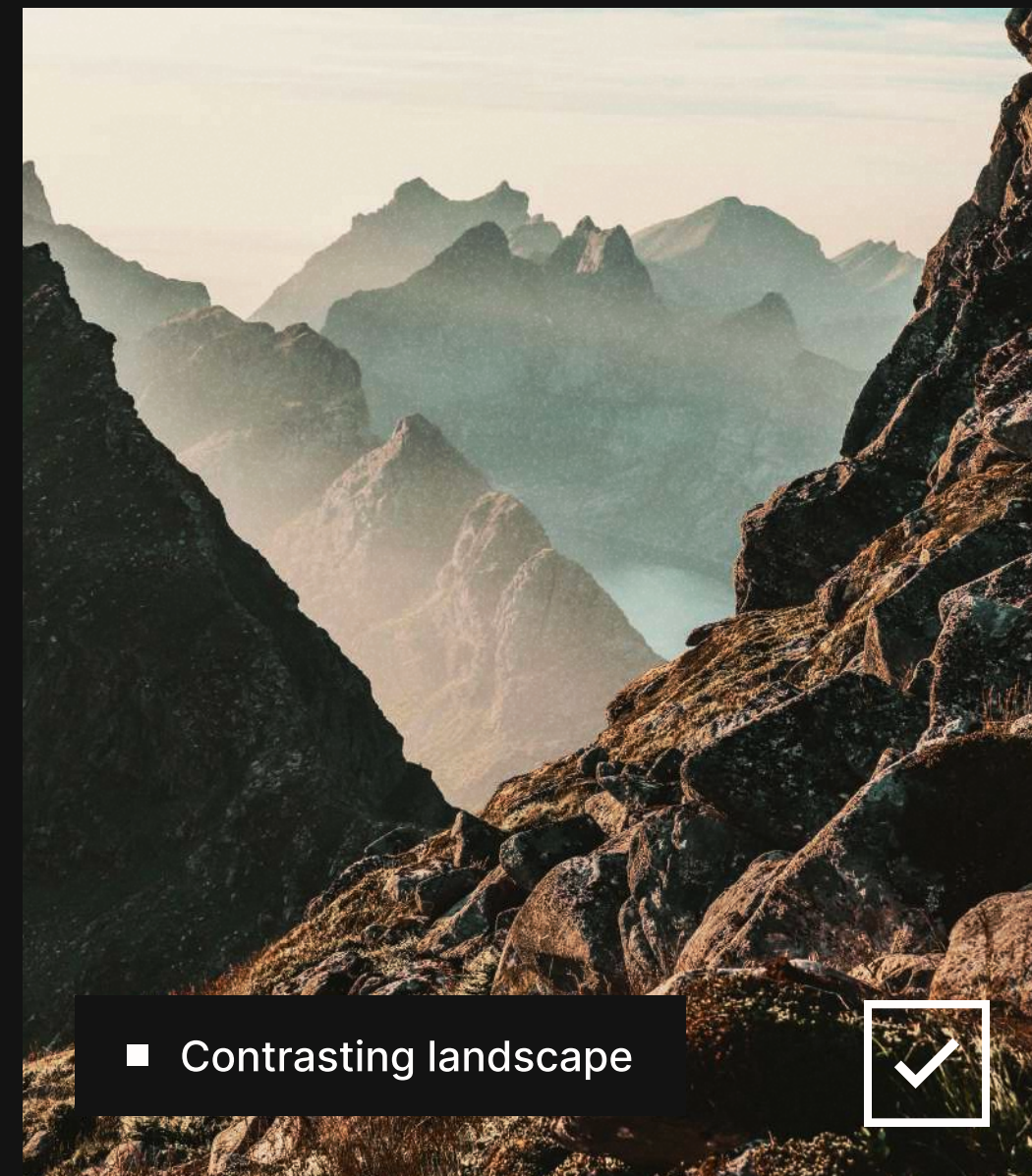
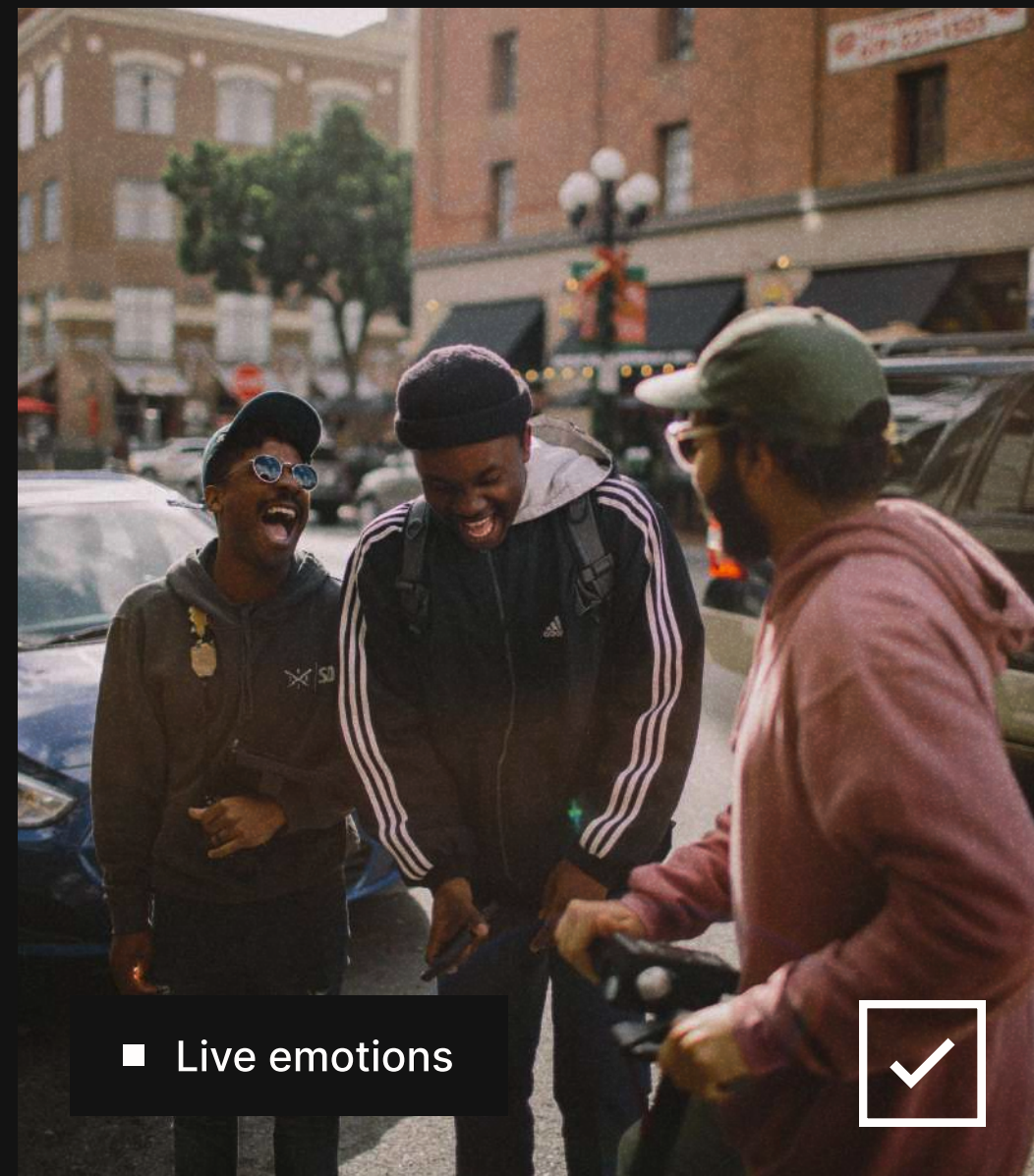
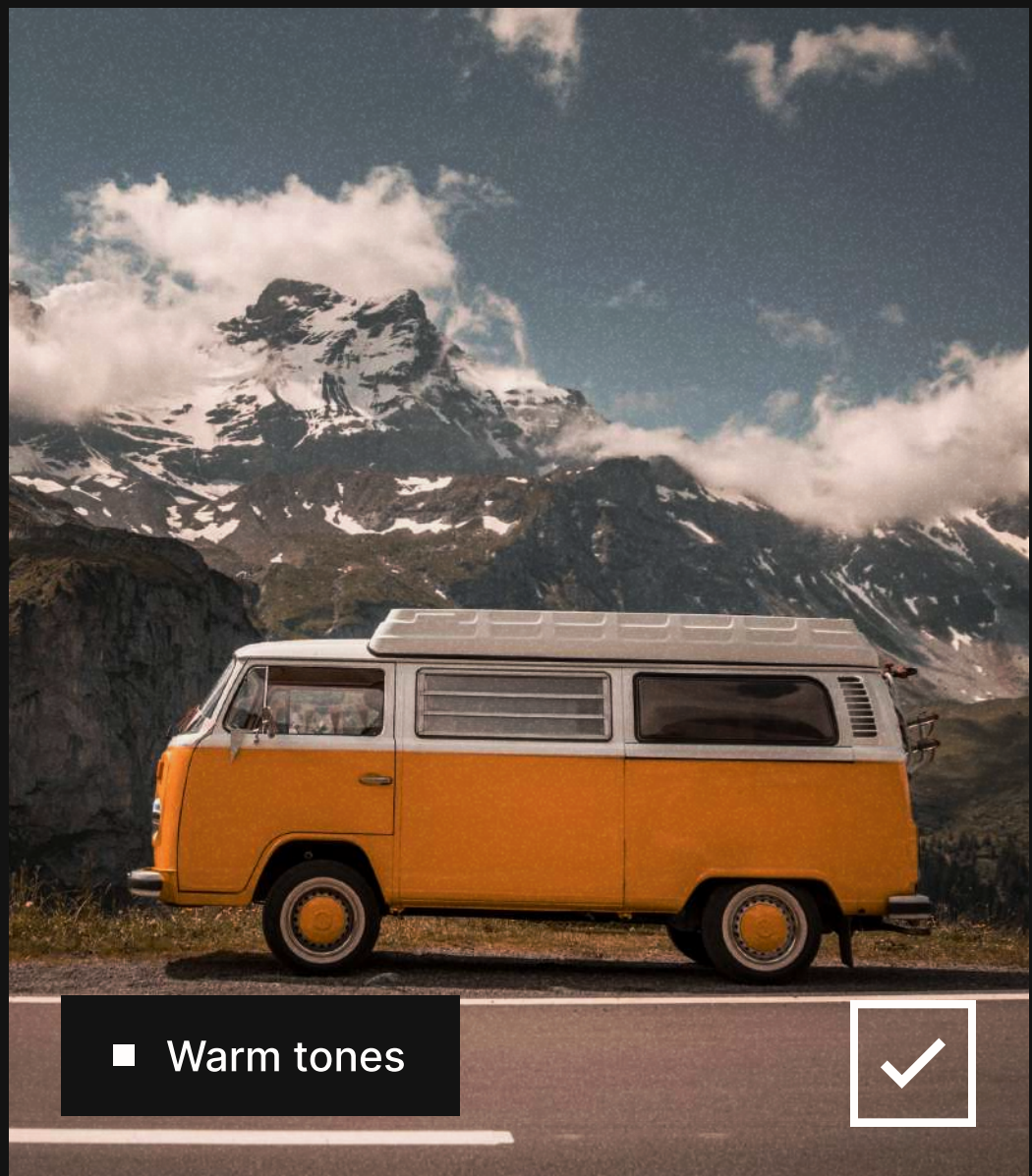
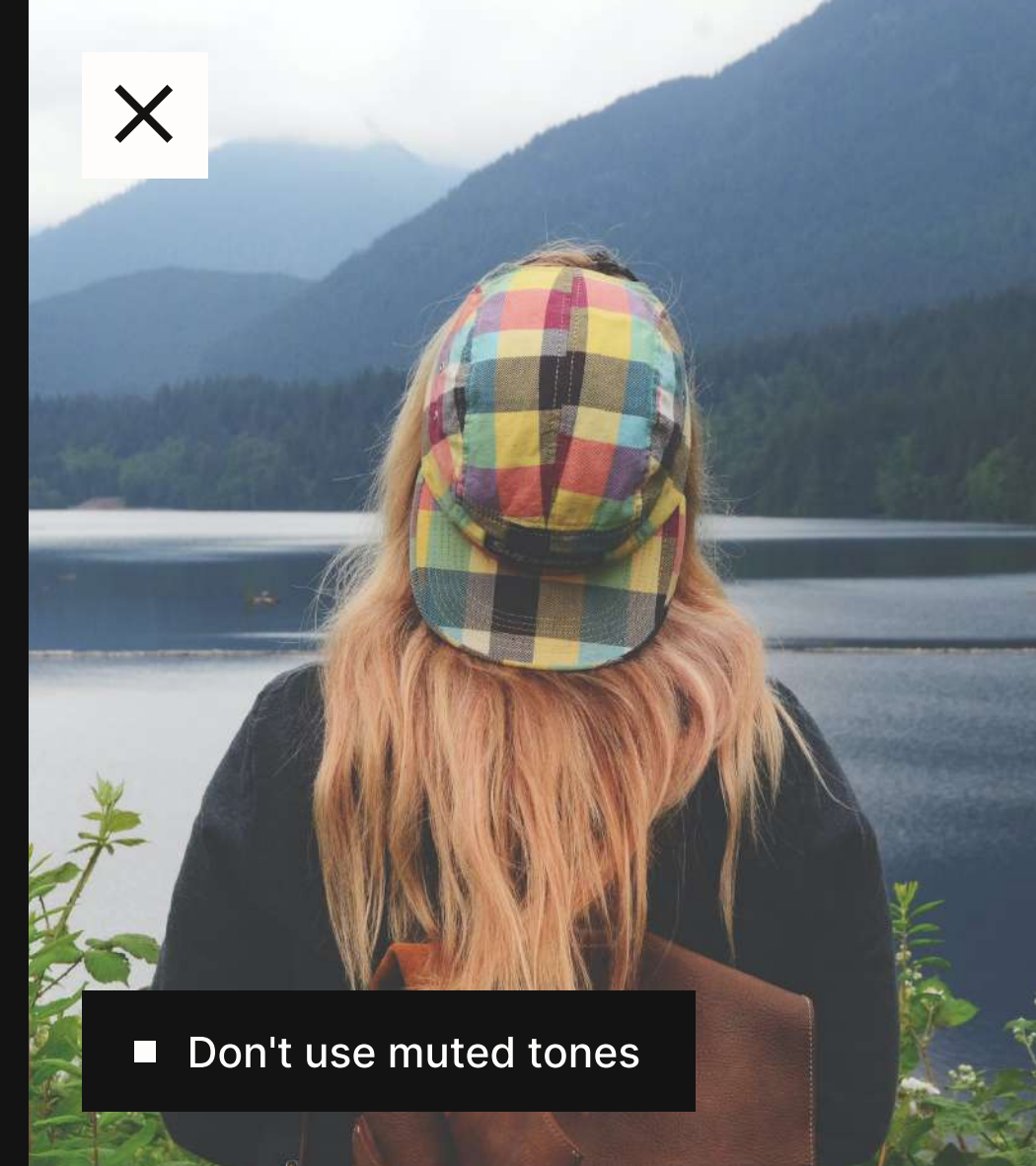
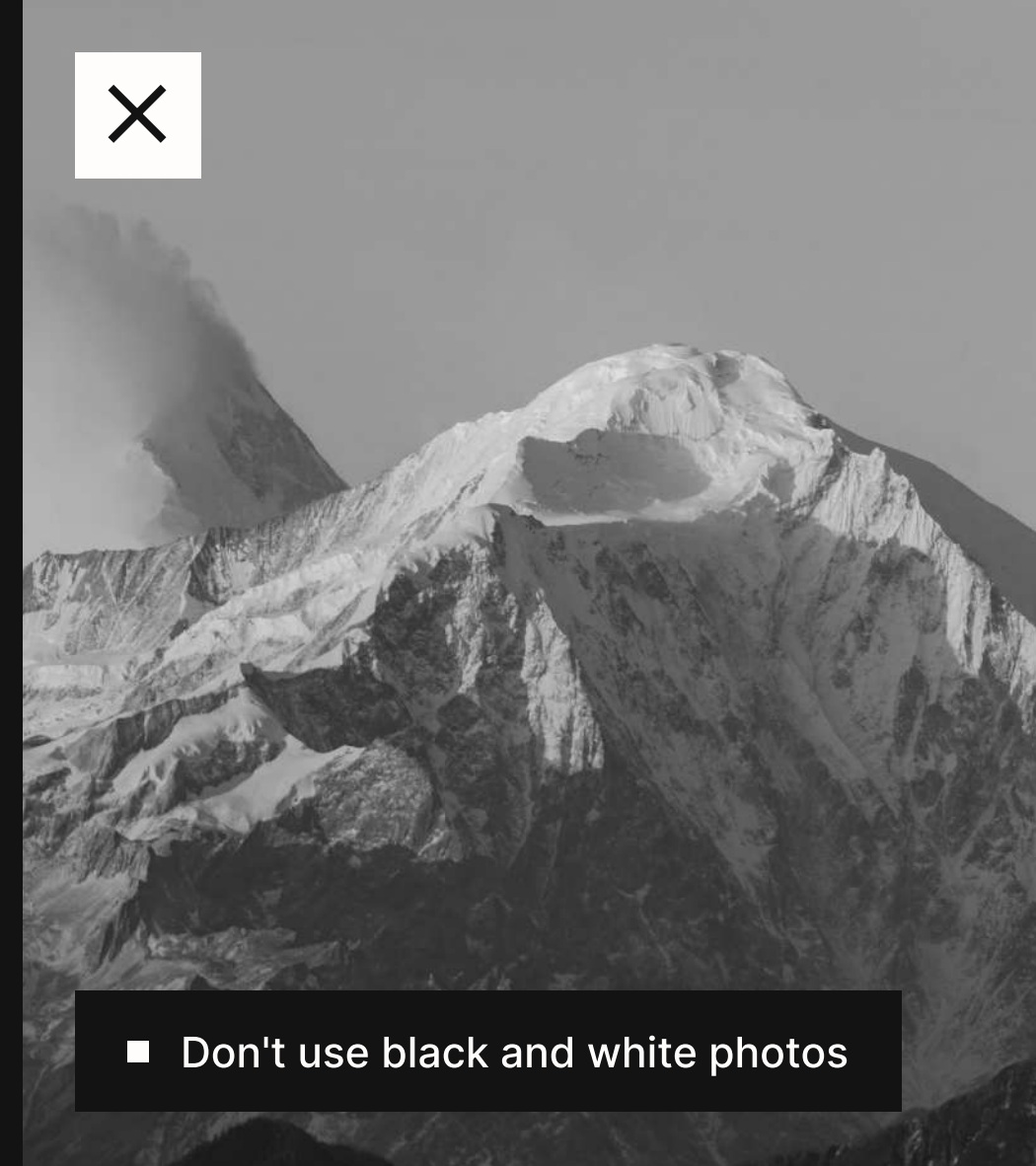
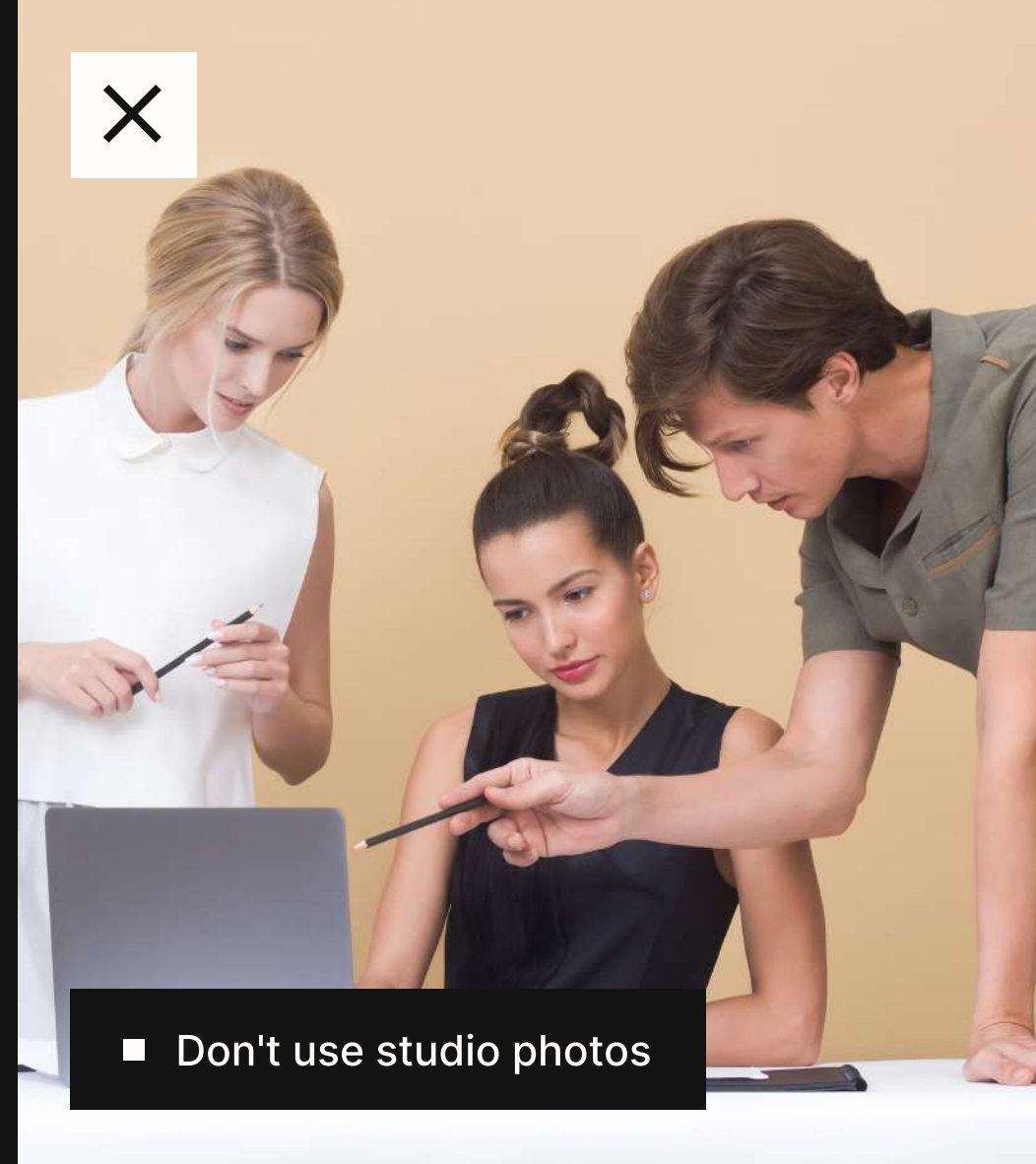
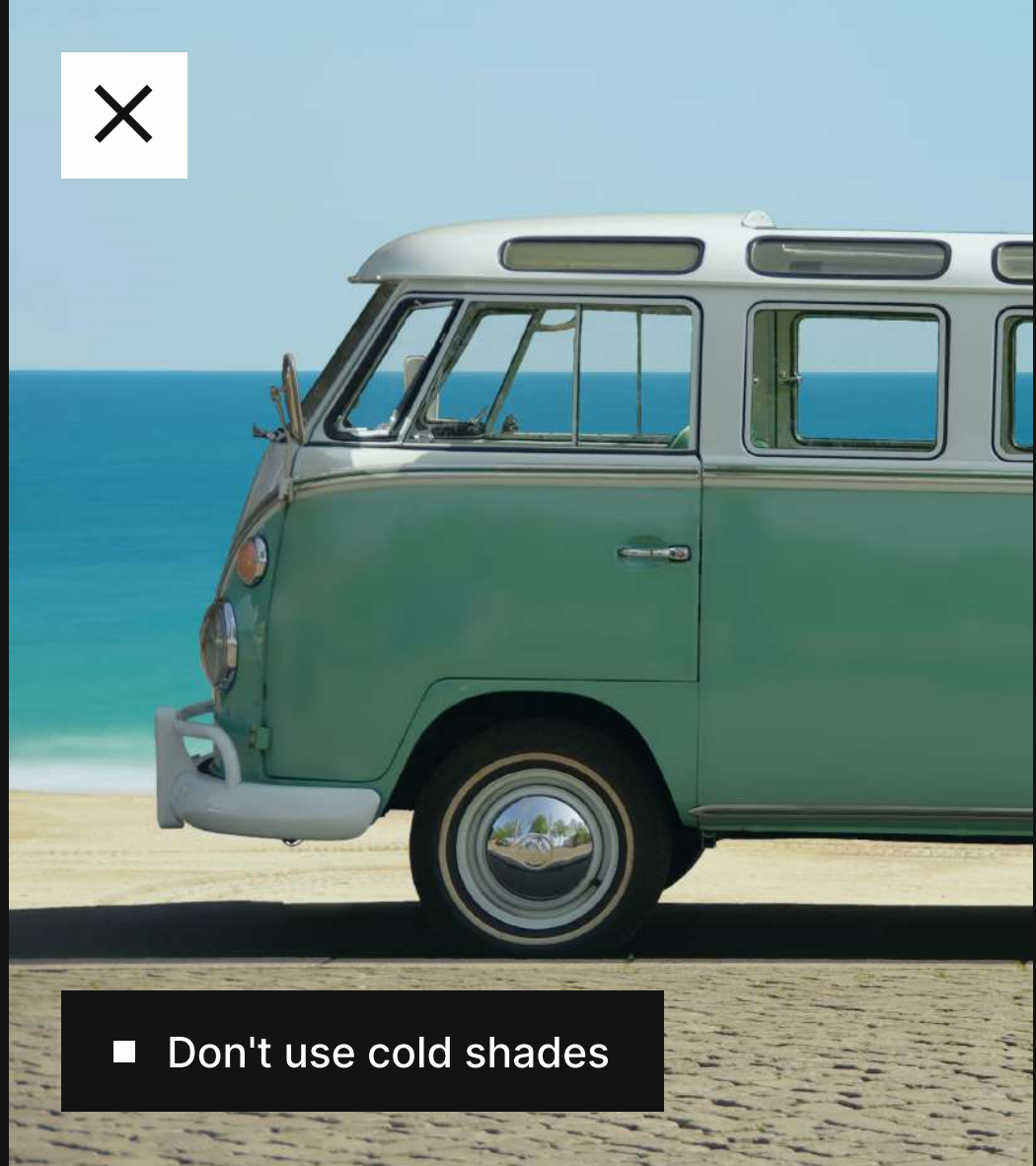


[Download image](#)

EXAMPLE OF IMAGERY

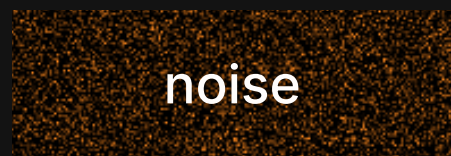
The photos provided are openly licensed and can be used for commercial activities. Details can be read [here](#).





HOW TO EDIT A PHOTO?

LAYER ORDER

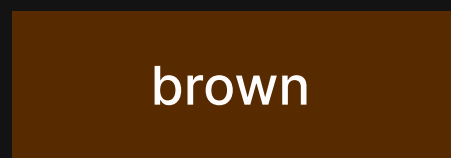


noise



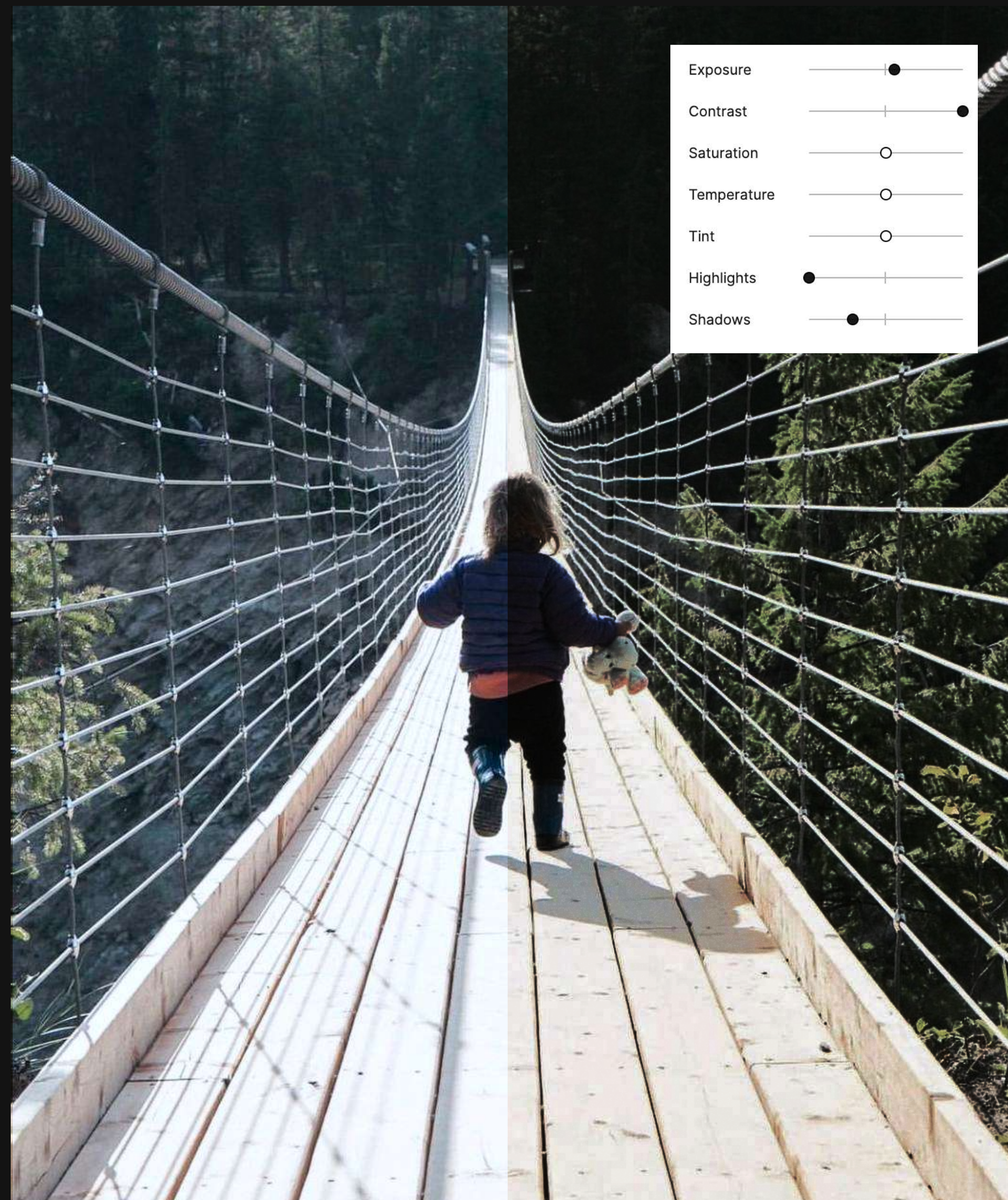
orange

HEX FF891D
(color 50-60%)



brown

HEX 582A00
(overlay 40-60%)



PROPER USE

There is no need to alter photos by extensively processing, looping or duplicating them within a single frame. You should avoid disproportionately stretching images.



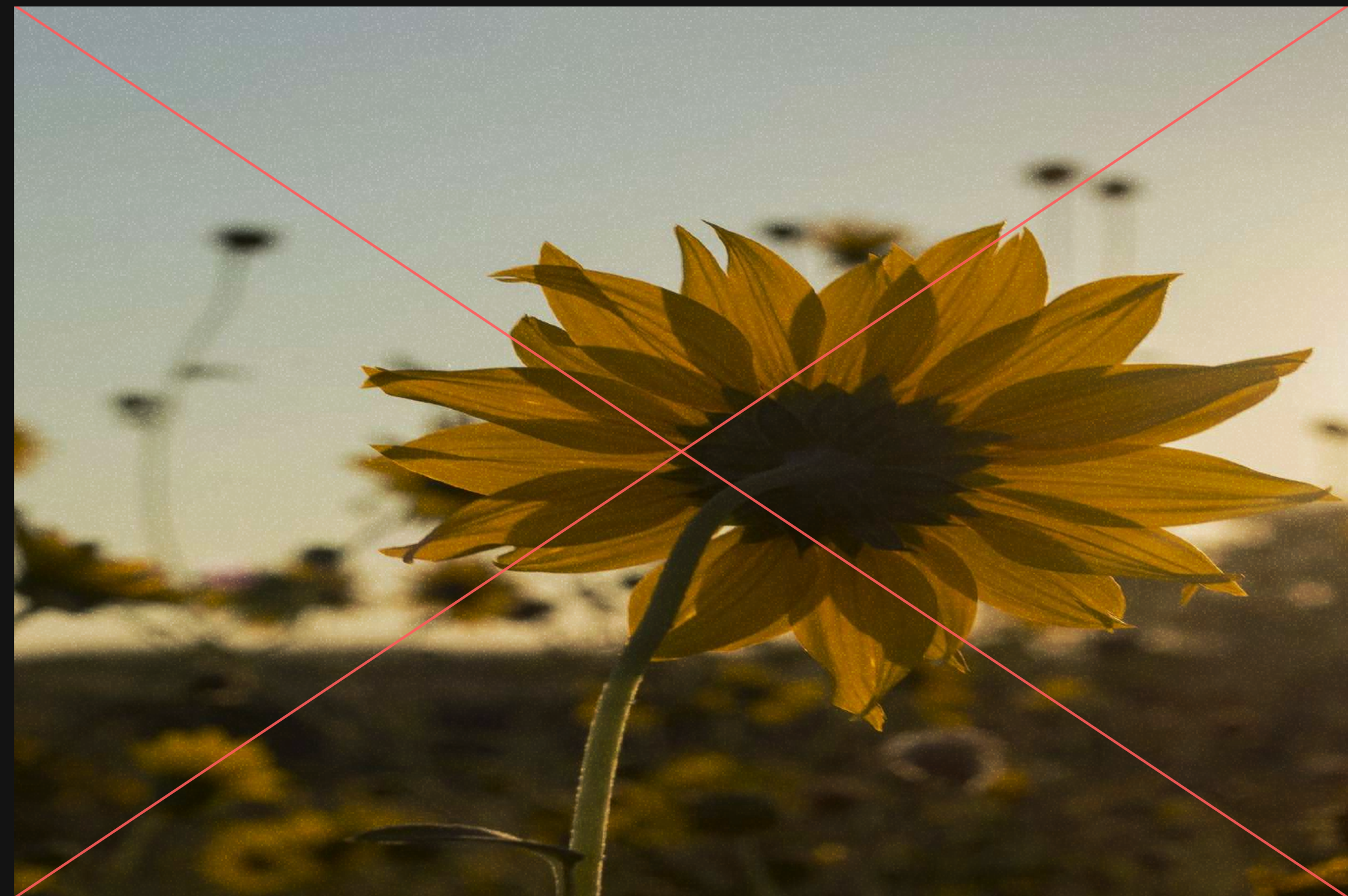
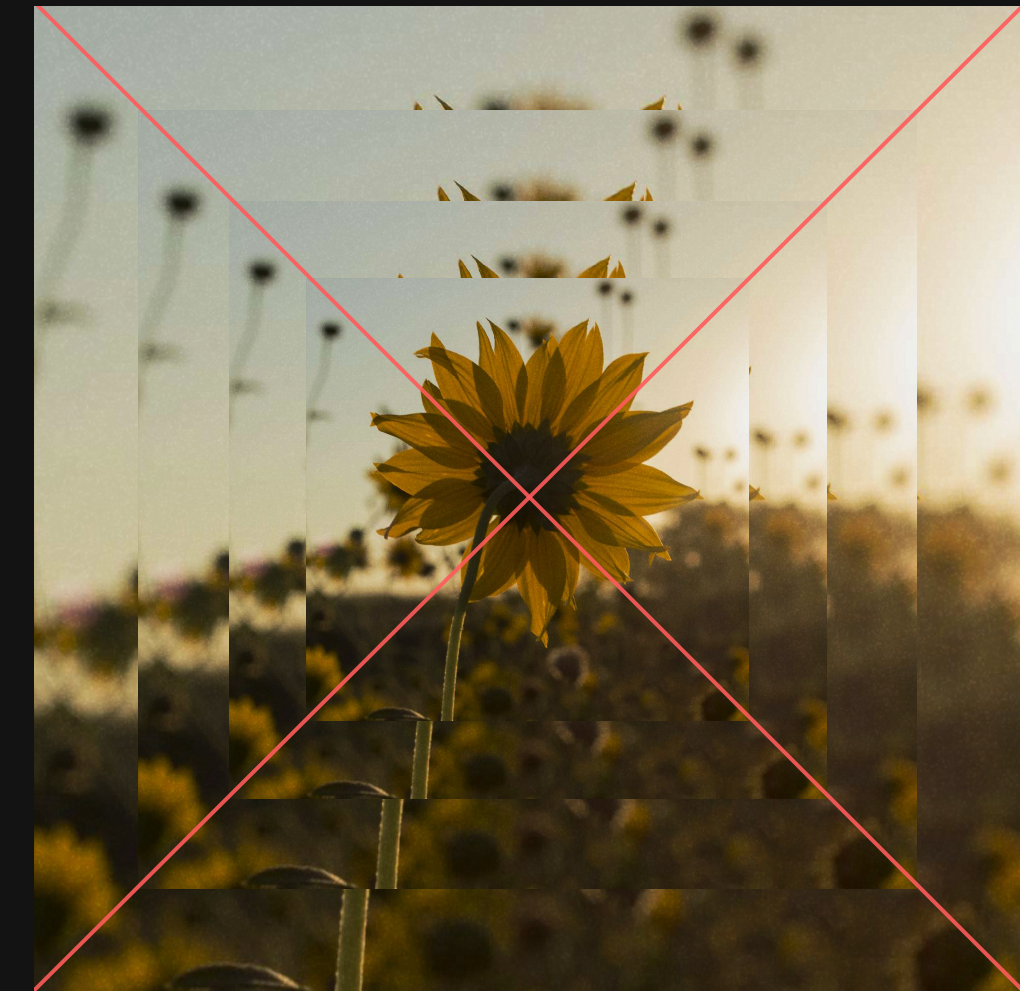
THE BEST PLACES FOR **FAMILY NOMADS**

A selection of the best places
to travel with little nomads



TRAVEL IS LIFE'S JOURNEY

DON'T DO THAT



There is no need to alter photos by extensively processing, looping or duplicating them within a single frame. You should avoid disproportionately stretching images.

OUR WEBSITE

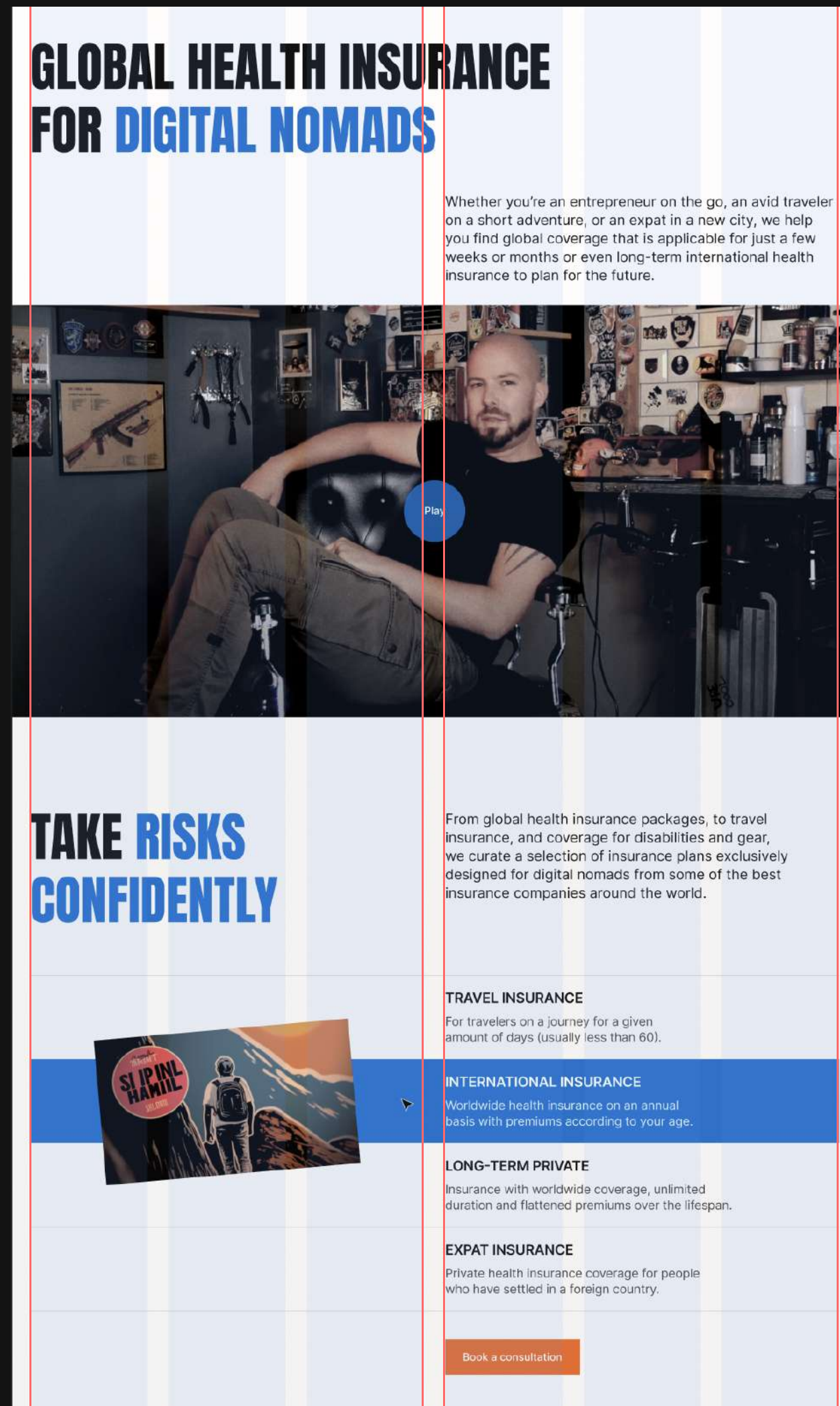
This section contains all the UI components of the nomads.insure, a set of icons, and rules for using buttons.



LANDING GRIDS

1. 1920X1080

Desktop



Count	Color	
6	609FFF 10%	
Type	Width	Margin
Stretch	Auto	40
Gutter		
48		

Rounding corners
0%

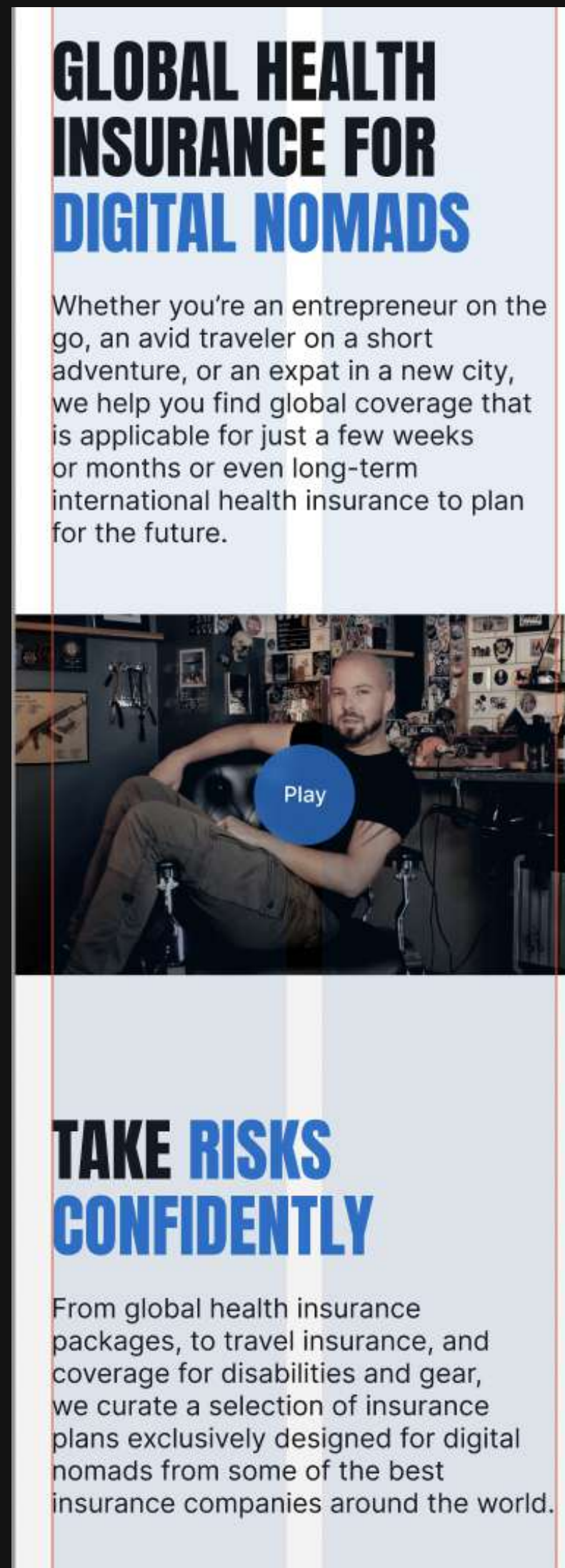
Margins between blocks
200px


LANDING GRIDS


MOBILE


2. 320X568

Mobile



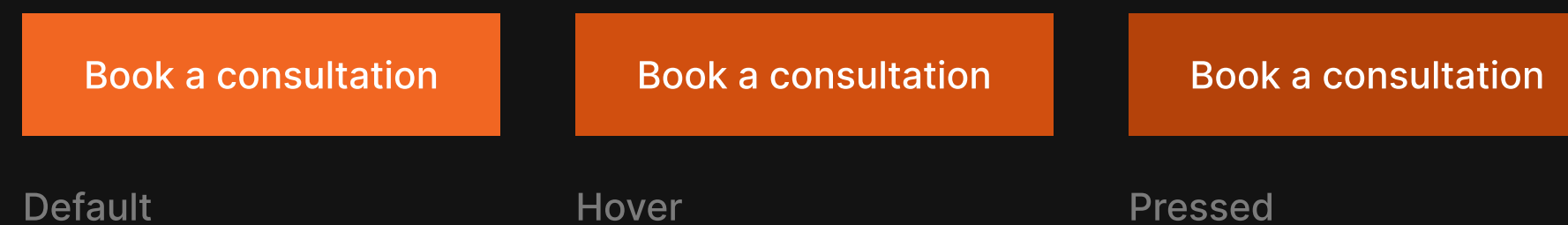
Count	Color	
2	 FF0000	10%
Type	Width	Margin
Stretch ▾	Auto	20
Gutter		
20		

 Rounding corners
0%

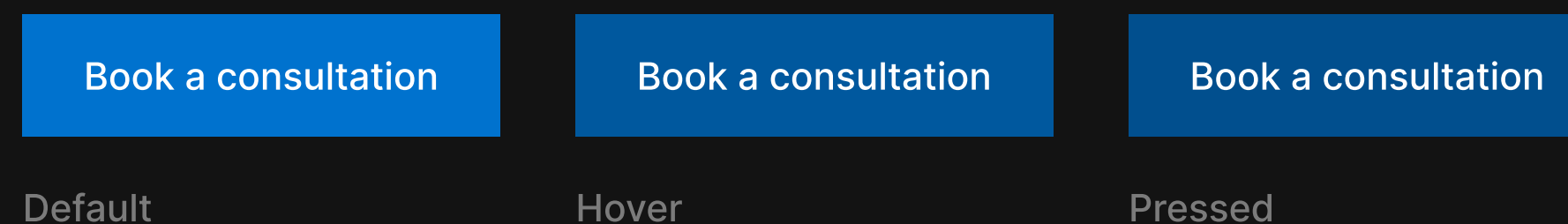
 Margins between blocks
80px

BUTTONS

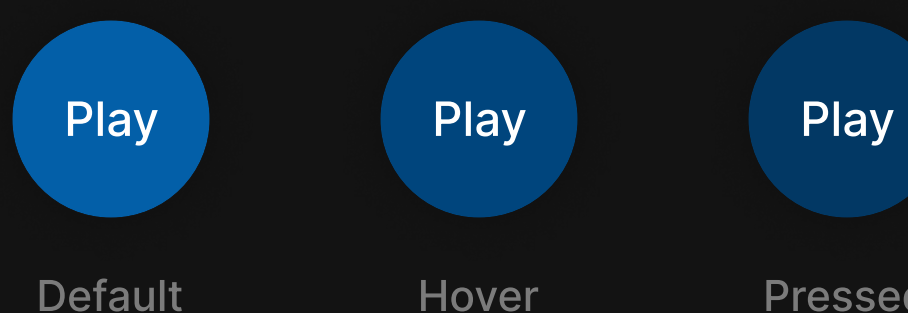
1. BUTTON 1



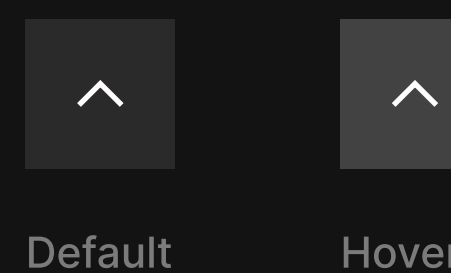
2. BUTTON 2



3. BUTTON 3



4. ARROW



HEADLINE 1

Font	Size	Weight	Spacing	Uppercase
Anton	160 px	Regular	0%	Yes

HEADLINE 2

Font	Size	Weight	Spacing	Uppercase
Anton	120 px	Regular	0%	Yes

HEADLINE 3

Font	Size	Weight	Spacing	Uppercase
Inter	32 px	SemiBold	-1%	Yes

Body 1

Font	Size	Weight	Spacing	Uppercase
Inter	32 px	Regular	0%	No

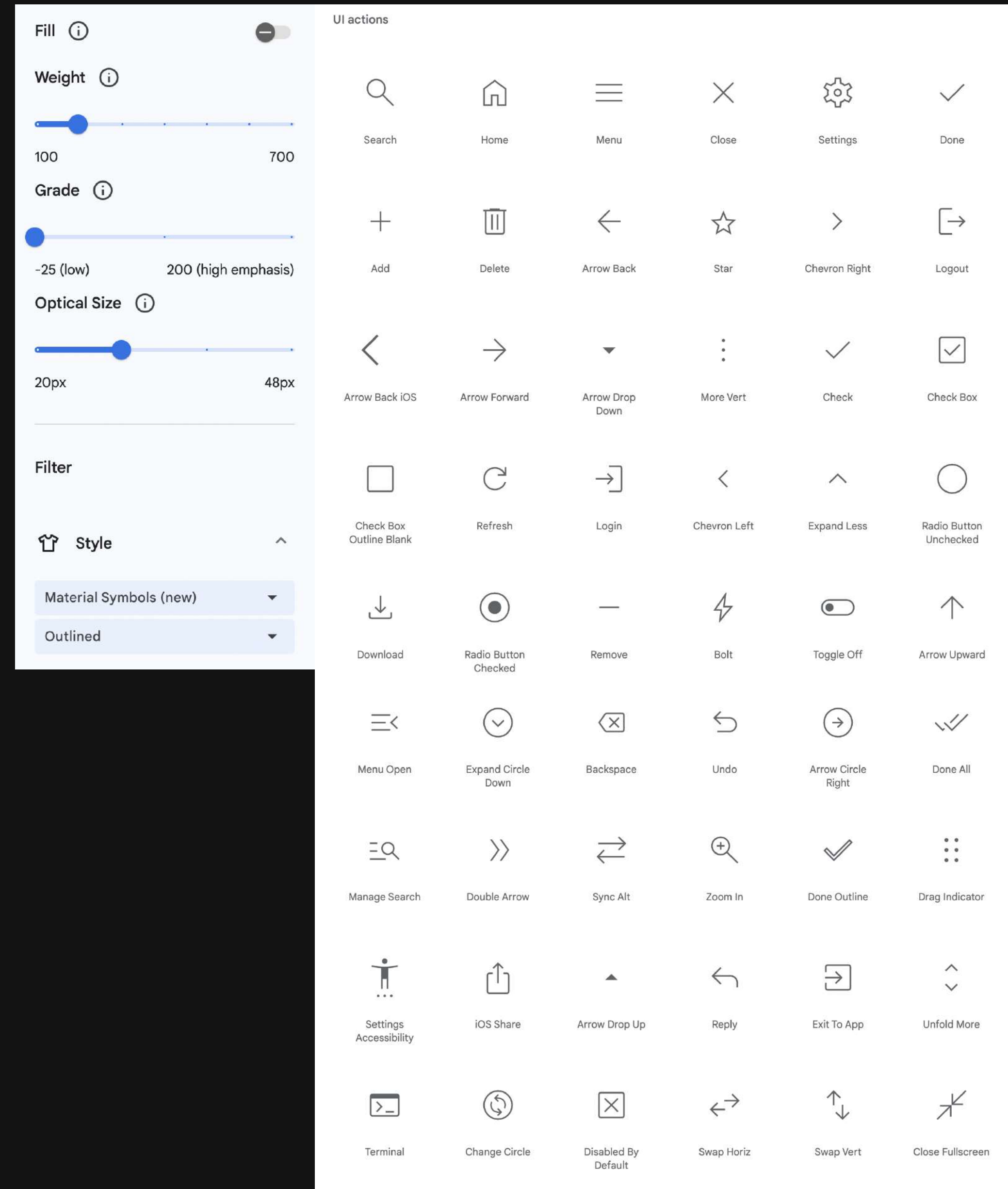
Body 2

Font	Size	Weight	Spacing	Uppercase
Inter	28 px	Regular	0%	No

Description

Font	Size	Weight	Spacing	Uppercase
Inter	18 px	Regular	-1%	No

ICON PACK



We use a set of icons from Google.
Individual icon settings are displayed in the left sidebar.

Icons Pack

OUR PRESENTATIONS

Templates have been prepared for creating presentation slides.
Use only two themes - you can view them at the link below.

[View presentations](#)

NOMADS INSURE

GLOBAL HEALTH INSURANCE FOR **NOMADIC E-RESIDENTS** OF ESTONIA

CHRISTOPH HUEBNER
Speaker

**WEBINAR, 24.8.2023,
16:00 EEST**

NOMADS INSURE

GLOBAL HEALTH INSURANCE FOR **NOMADIC E-RESIDENTS** OF ESTONIA

CHRISTOPH HUEBNER
Speaker

**WEBINAR, 24.8.2023,
16:00 EEST**

PRESENTATION COLORS

CORE PALLETE

We use three main colors for the brand palette. The default color is black and white, with blue as the company's signature color.

black	HEX 131313
white	HEX FFFDFC
blue	HEX 0072CE
gray	HEX 242524



TYPOGRAPHY

1.

ANTON REGULAR

ANTON regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijk lmnopqrstuvwxyz
 0123456789 !@#%&* ()

Download font

The font has a standard Google Fonts license, and can be used in commercial activities based on the [license provided by Google](#).

2.

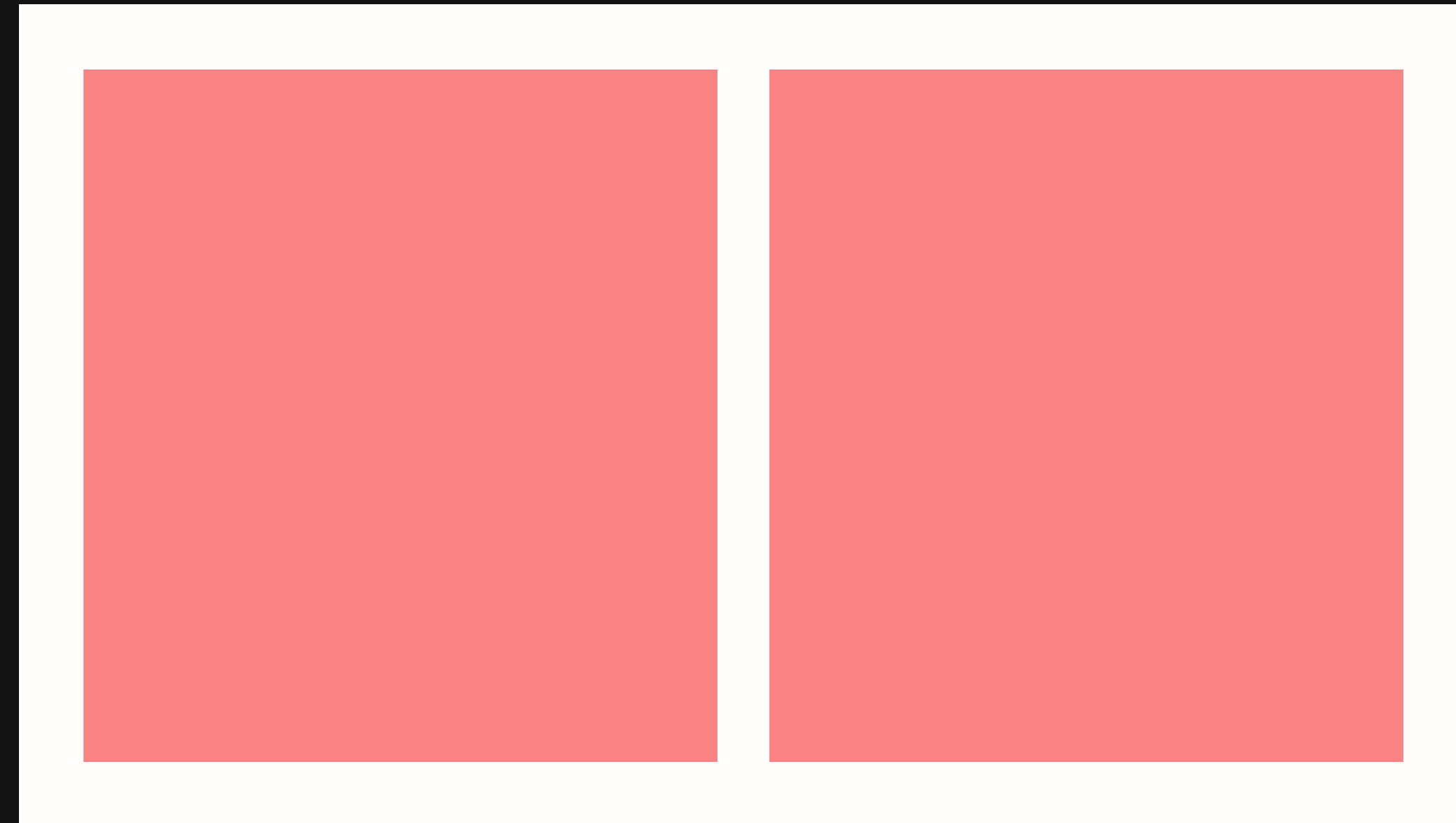
Inter Semi bold

Inter semibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijk lmnopqrstuvwxyz
 0123456789 !@#%&* ()

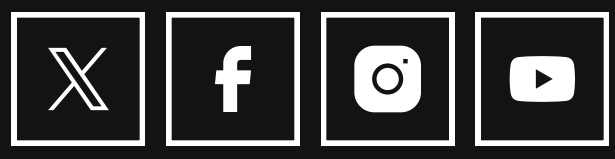
Download font

The font has a standard Google Fonts license, and can be used in commercial activities based on the [license provided by Google](#).

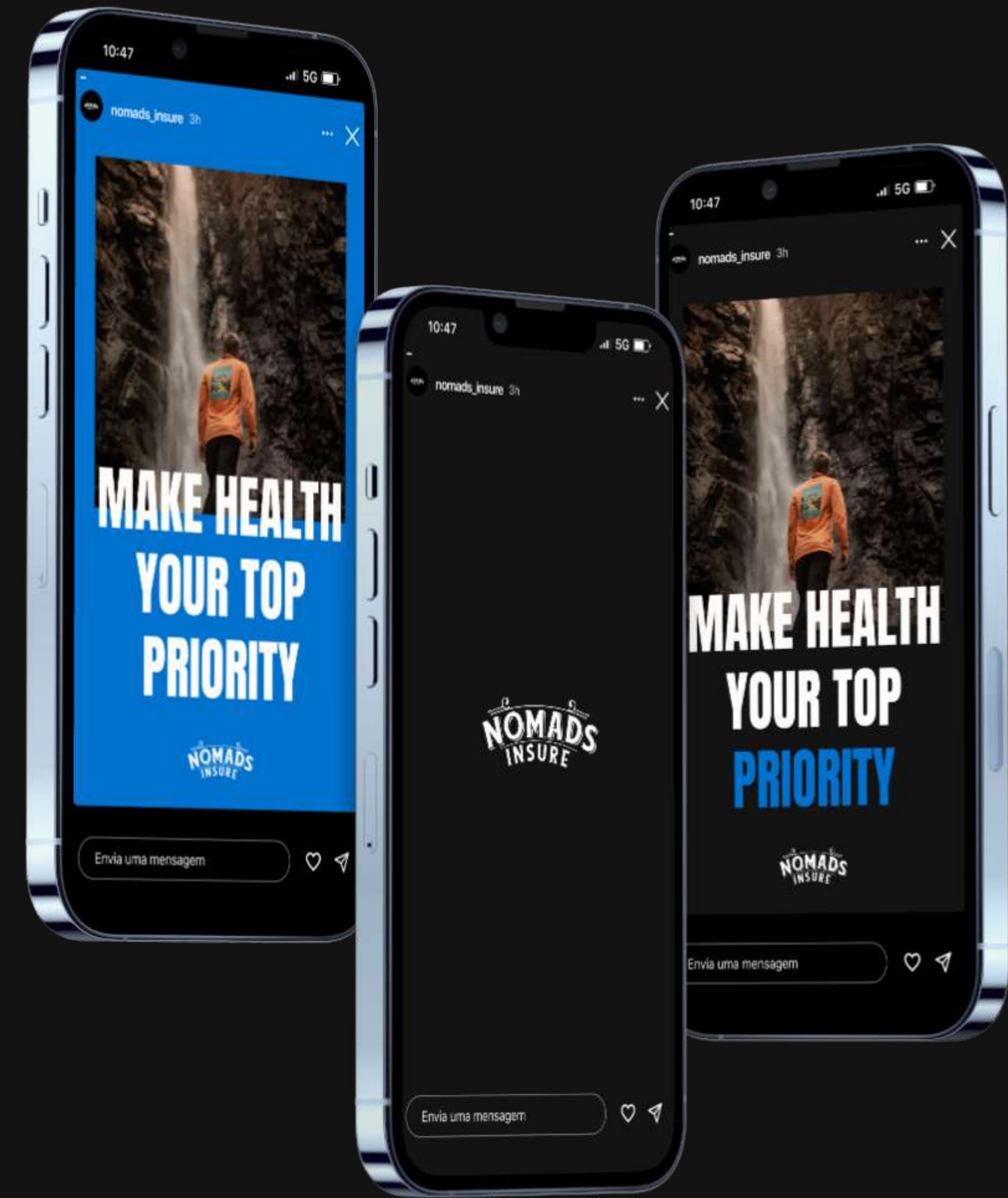
TWO AREAS



We use two areas as book spreads. The title and subtitle are always on one side, all the visual language is on the other side.

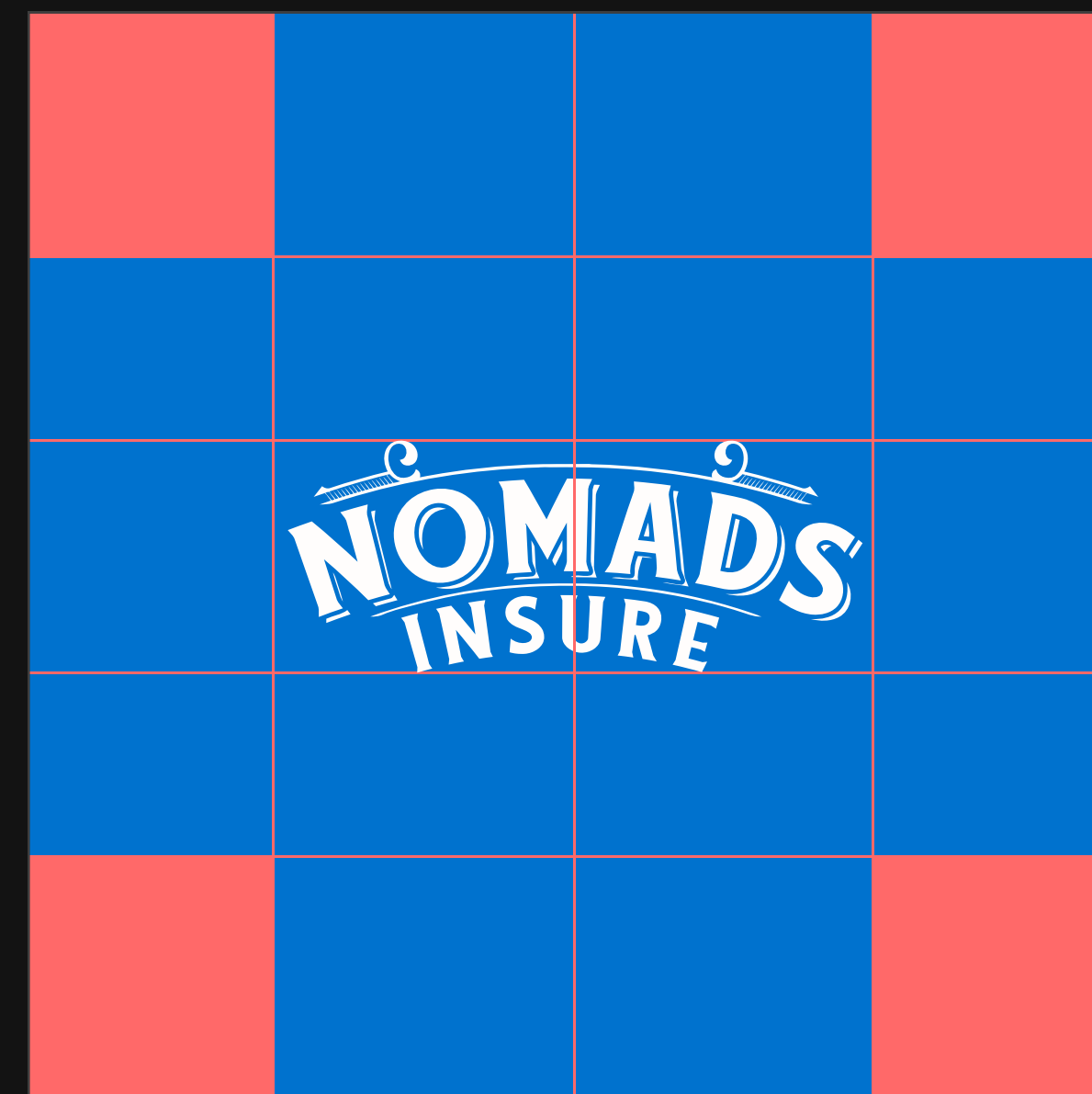
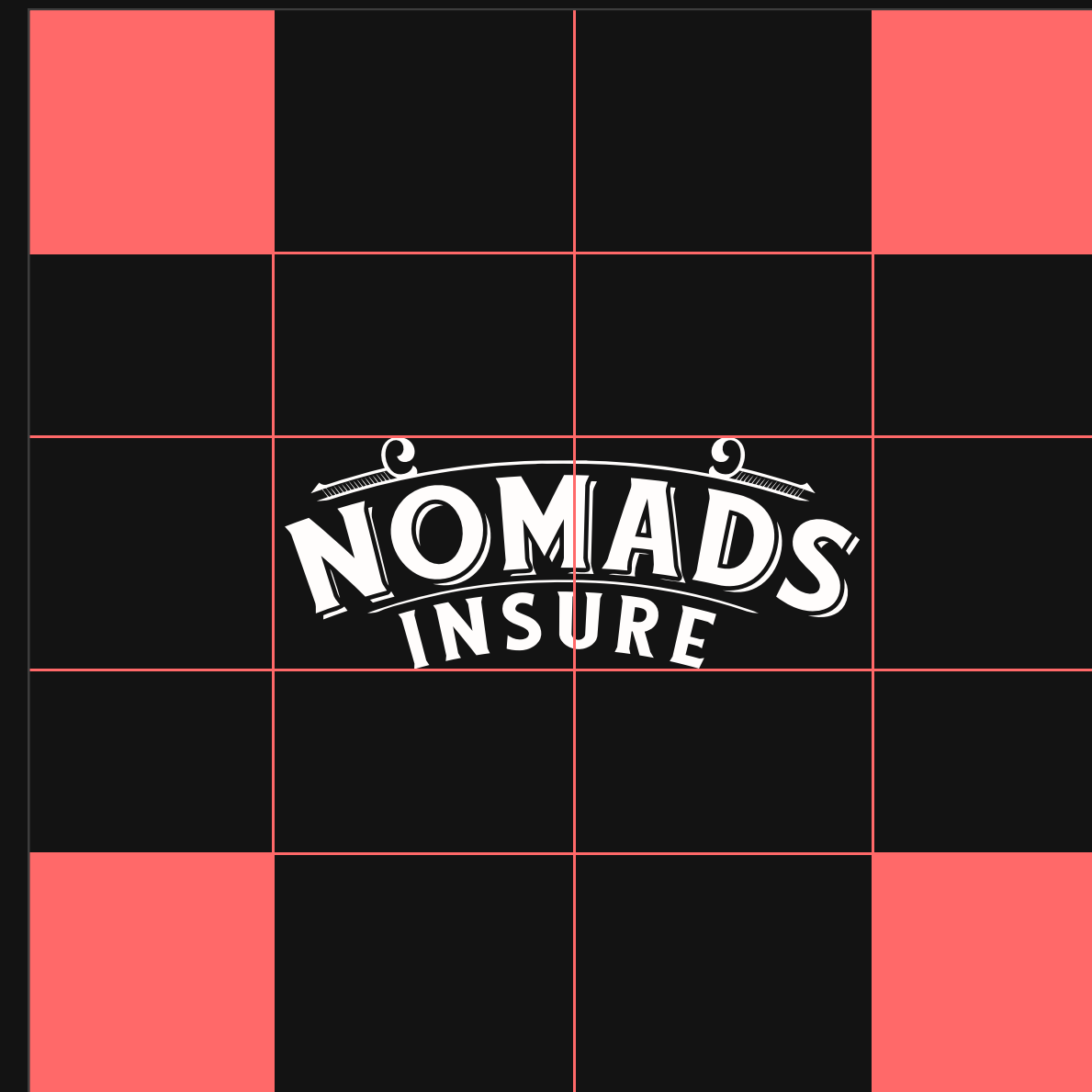


POSTS FOR SOCIAL NETWORKS



A full-fledged pack of templates for creating creatives for social networks can be viewed at [this link](#).

COMPOSITION AND MODULAR GRID OF THE LOGO

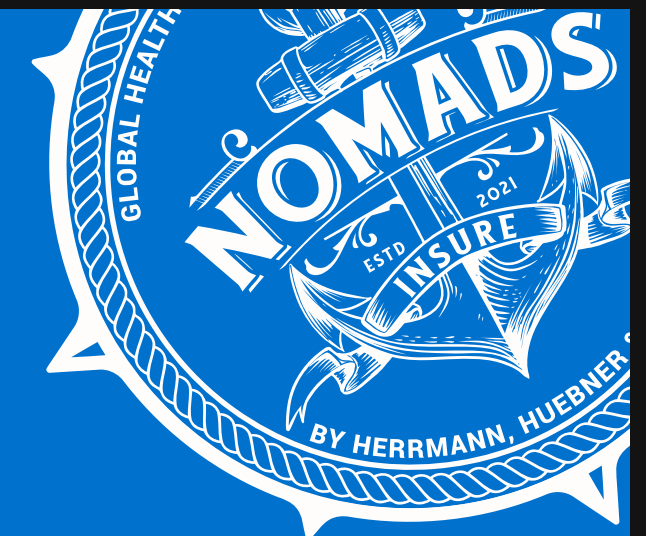


An image in square format is prepared for the avatar.
Next, using modular grids, we align the logo in the center.

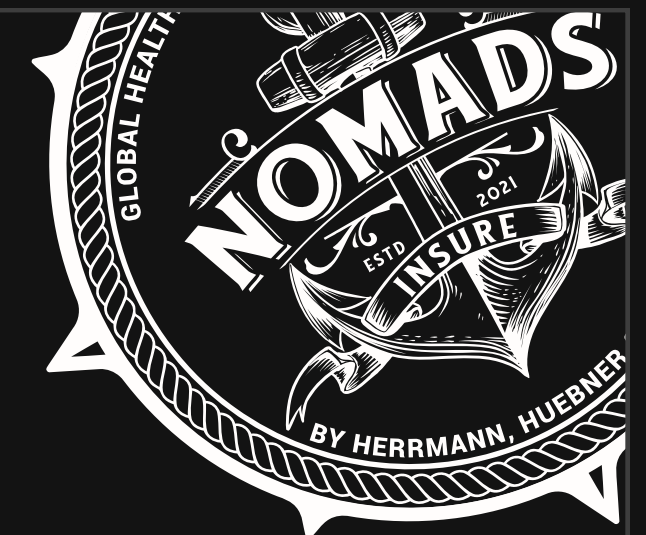
AVATARS AND COVERS



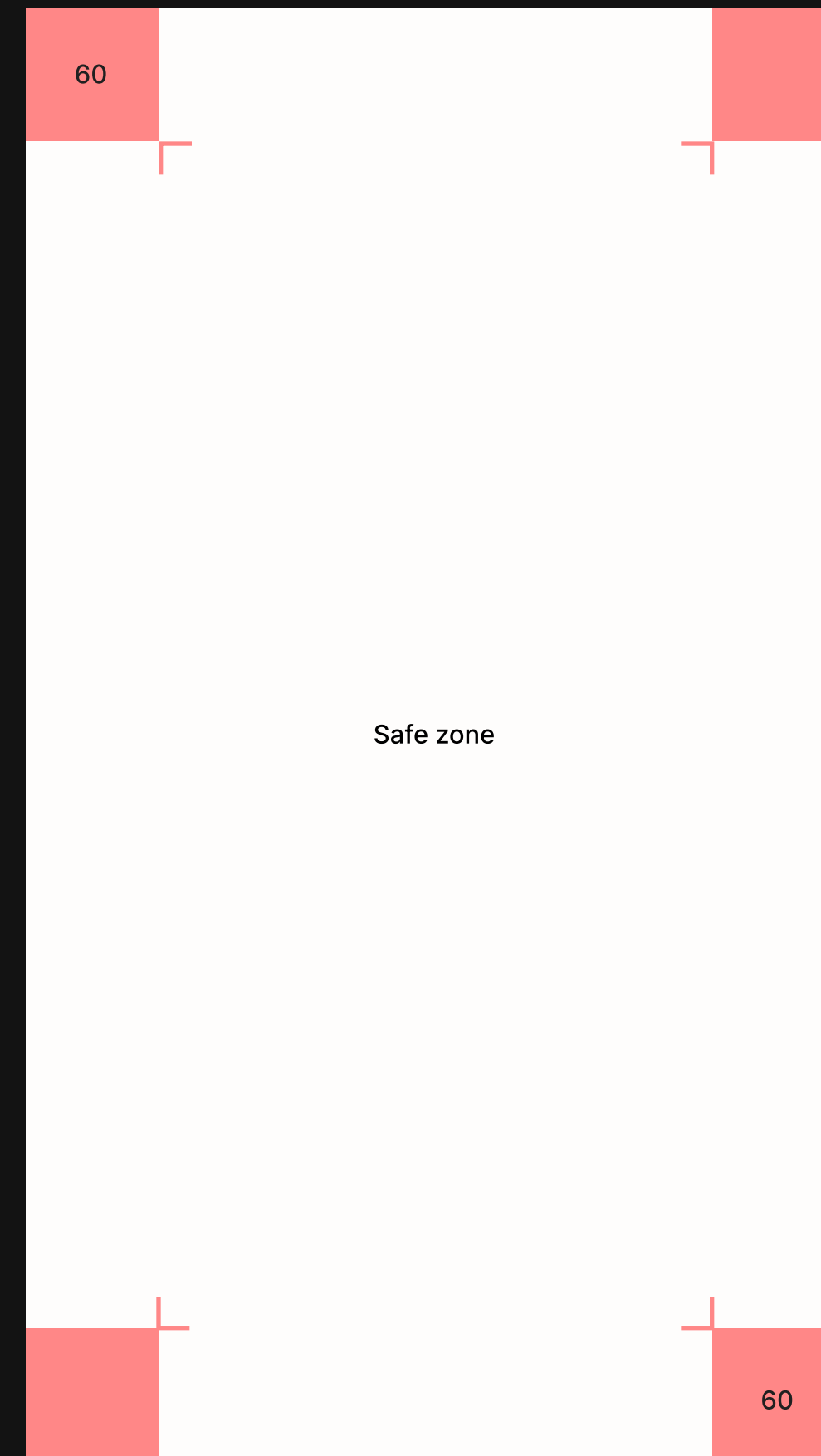
**DIGITAL NOMADS
INSURANCE BROKER**



**DIGITAL NOMADS
INSURANCE BROKER**



COMPOSITION AND MODULAR CREATIVE GRID



It is allowed to overlay text on photos in creatives, but following the general rules of the safe zone with equal margins from the edges.



COMPOSITION AND MODULAR CREATIVE GRID



To prepare a creative in a square, use the method described earlier to determine the acceptable area of use - the same indentation on each side. An exception may be the logo under the photo.



INSTAGRAM



DREAMS COME TRUE
WHEN TRAVELING



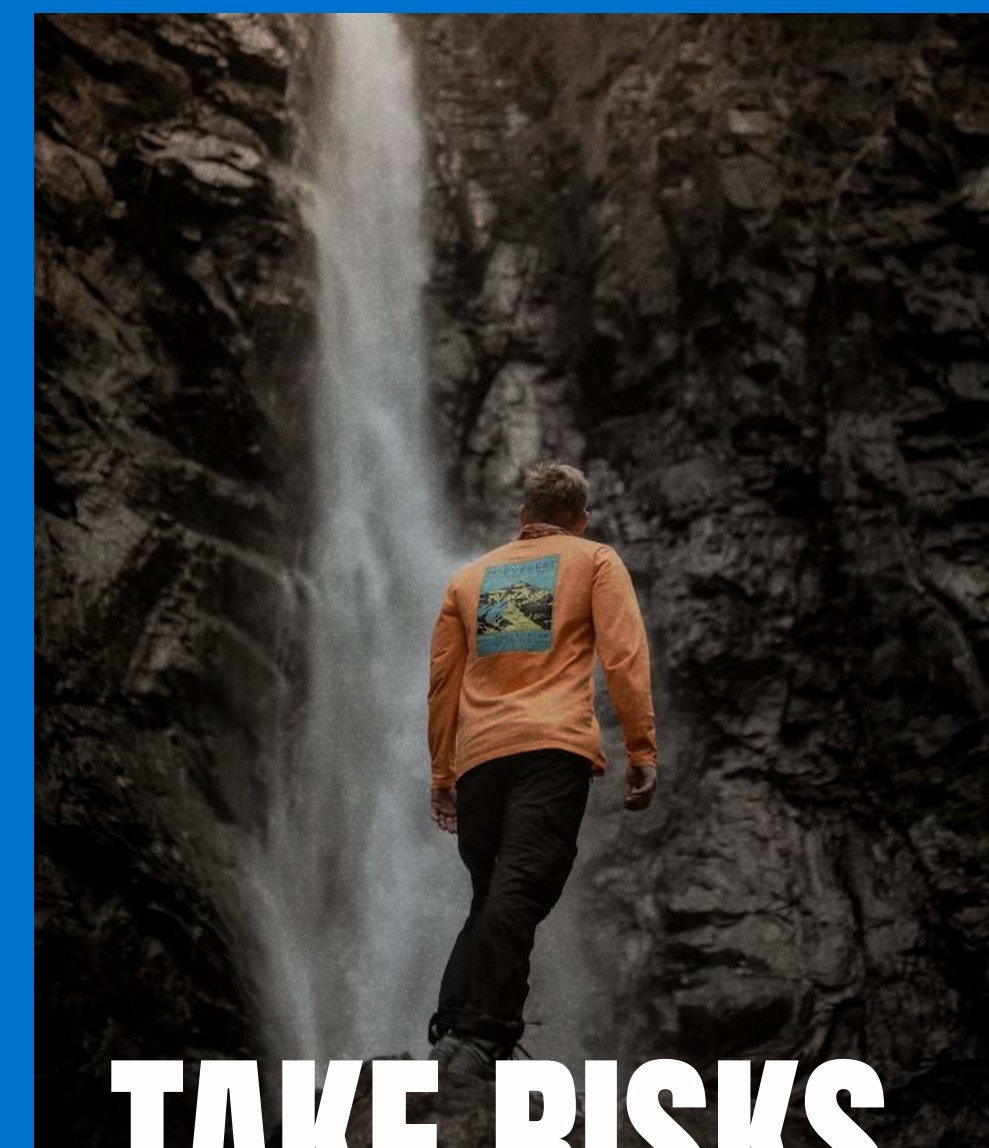
DREAMS COME TRUE
WHEN TRAVELING



10:47

5G

nomads_insure 3h



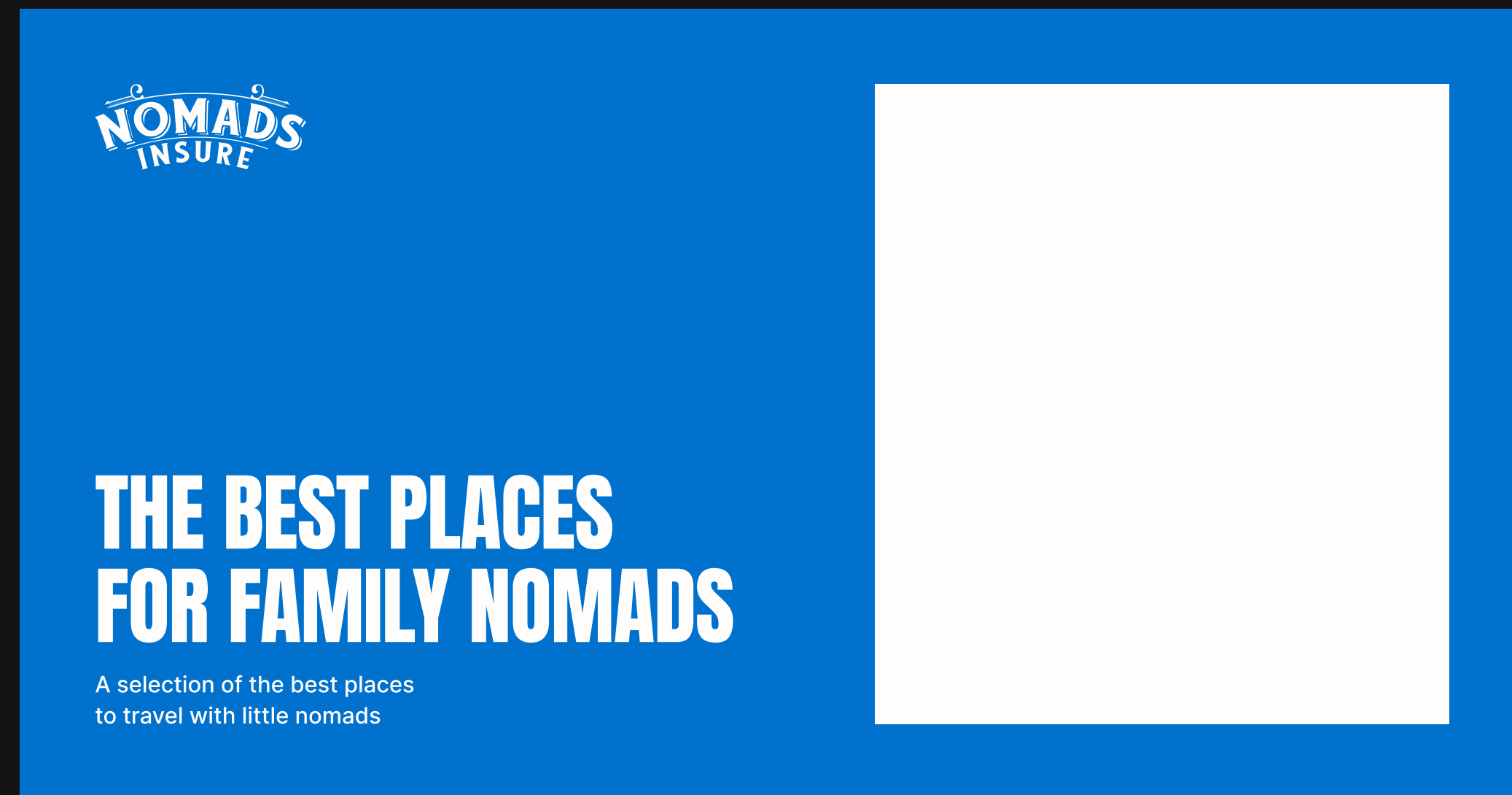
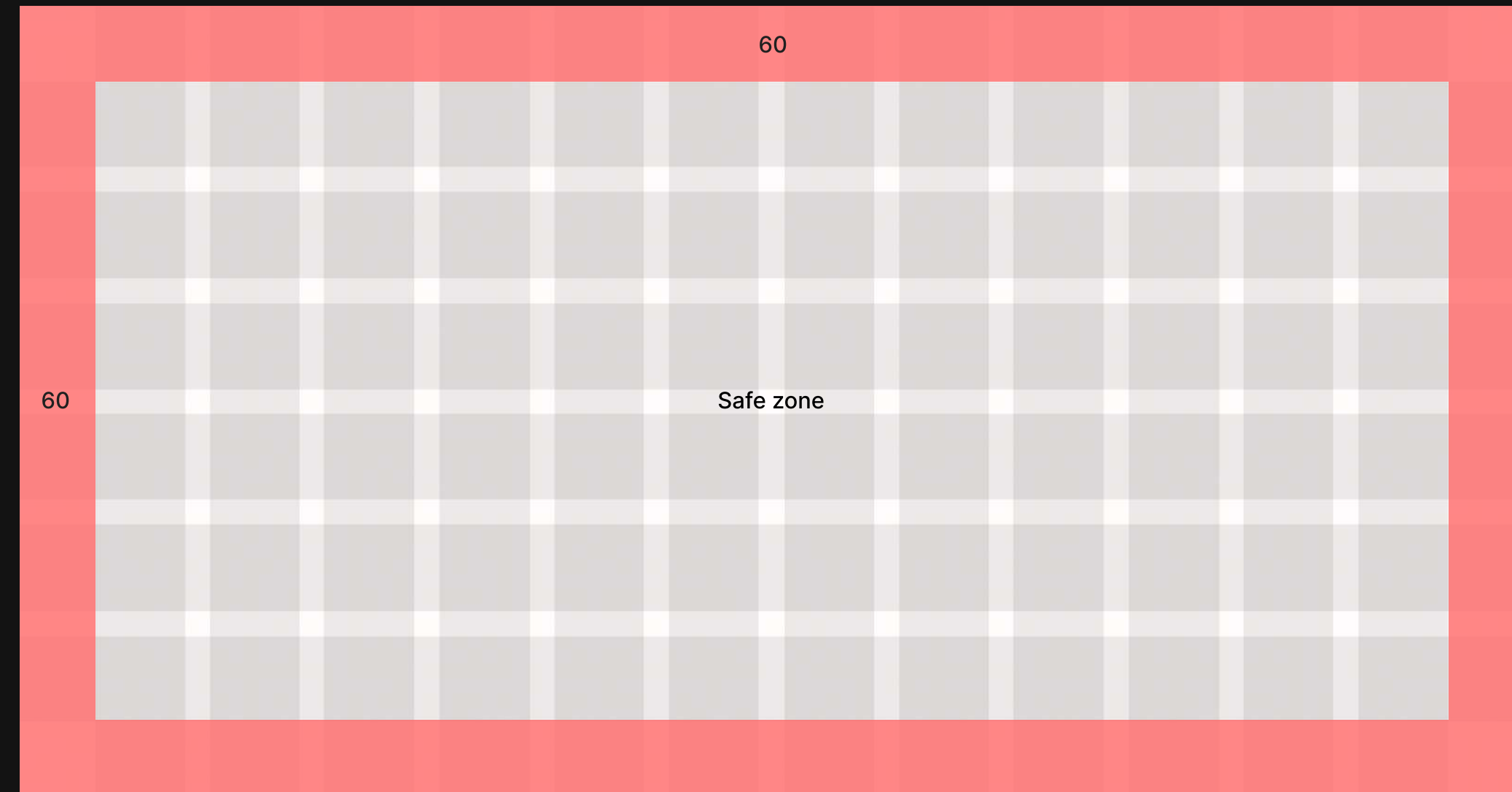
TAKE RISKS.
CONFIDENTLY



Envia uma mensagem



COMPOSITION AND MODULAR CREATIVE GRID



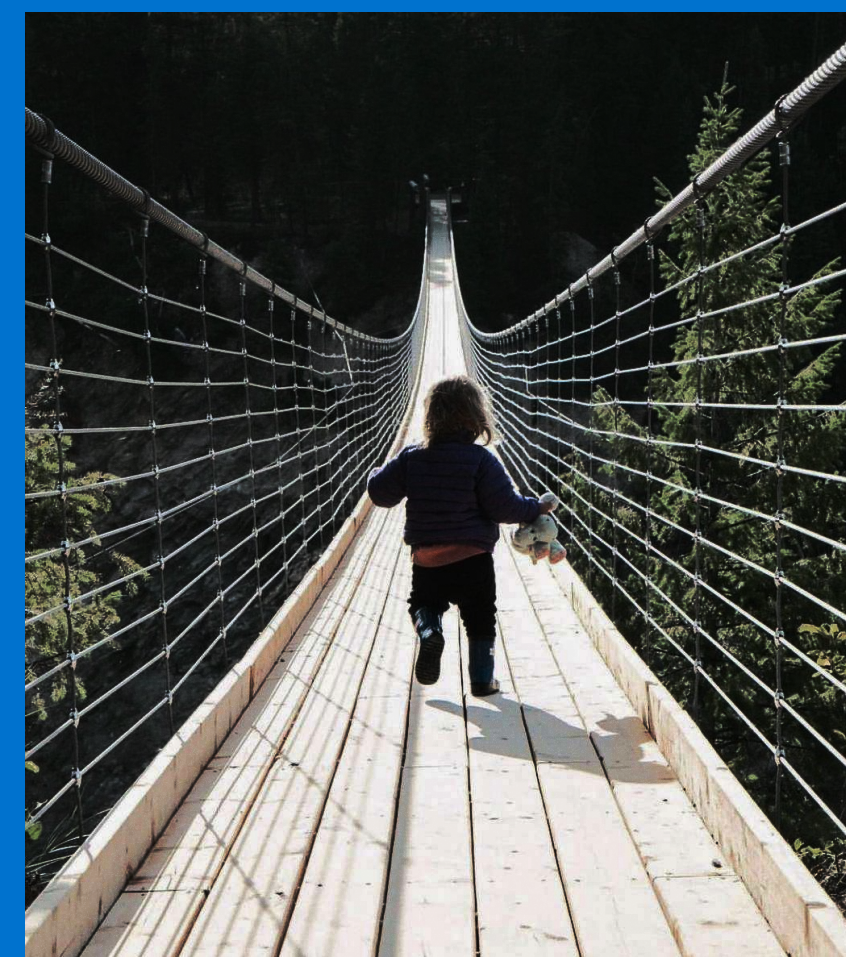
Use the same indentation system for creative design.
The margin at the bottom and top should be equal to the side margins.

FACEBOOK



THE BEST PLACES FOR FAMILY NOMADS

A selection of the best places
to travel with little nomads



THE BEST PLACES FOR FAMILY NOMADS

A selection of the best places
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TWITTER



**BEING A DIGITAL NOMAD
IS NOT ONLY A WAY
OF LIFE, BUT ALSO...**



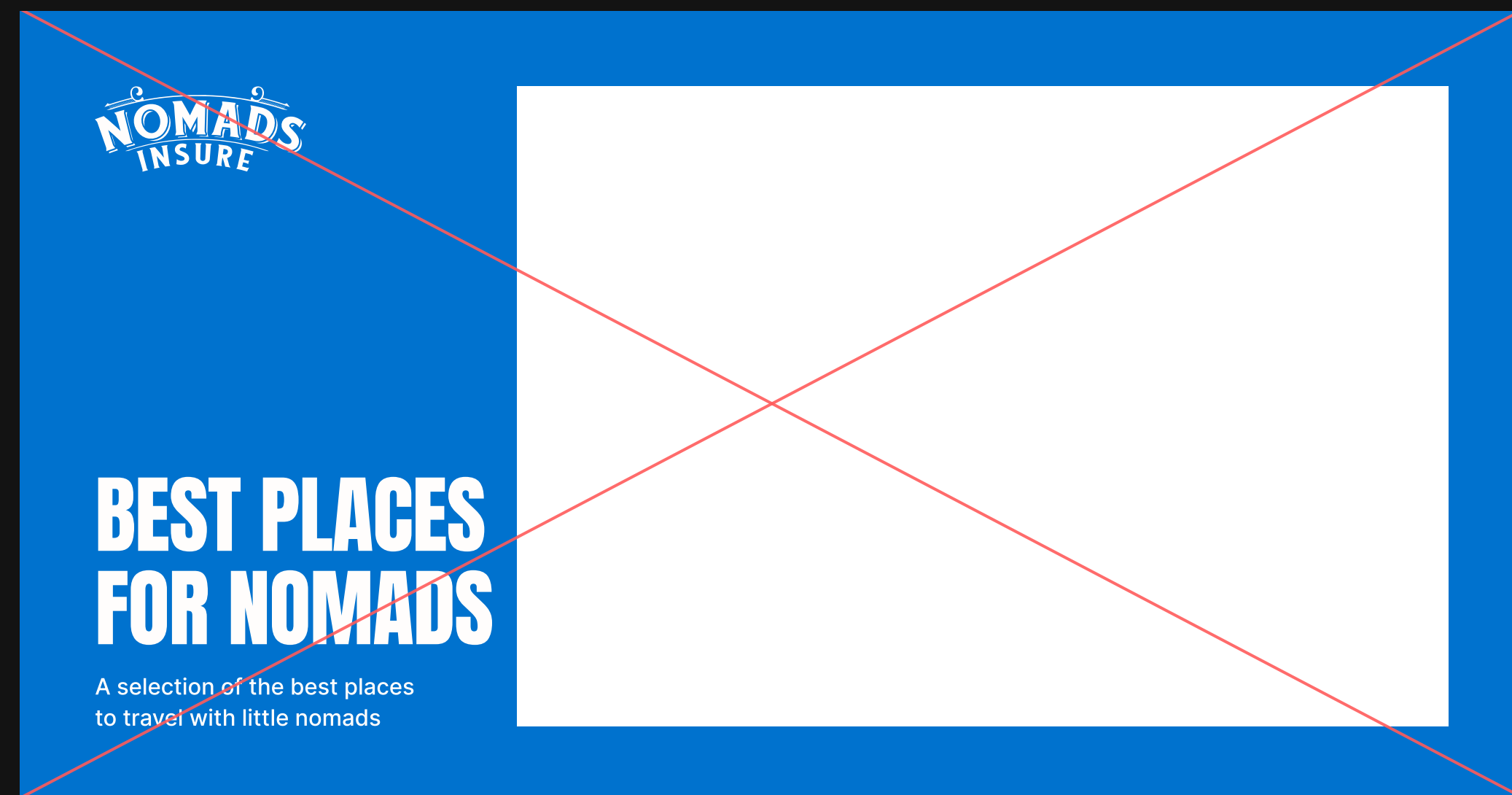
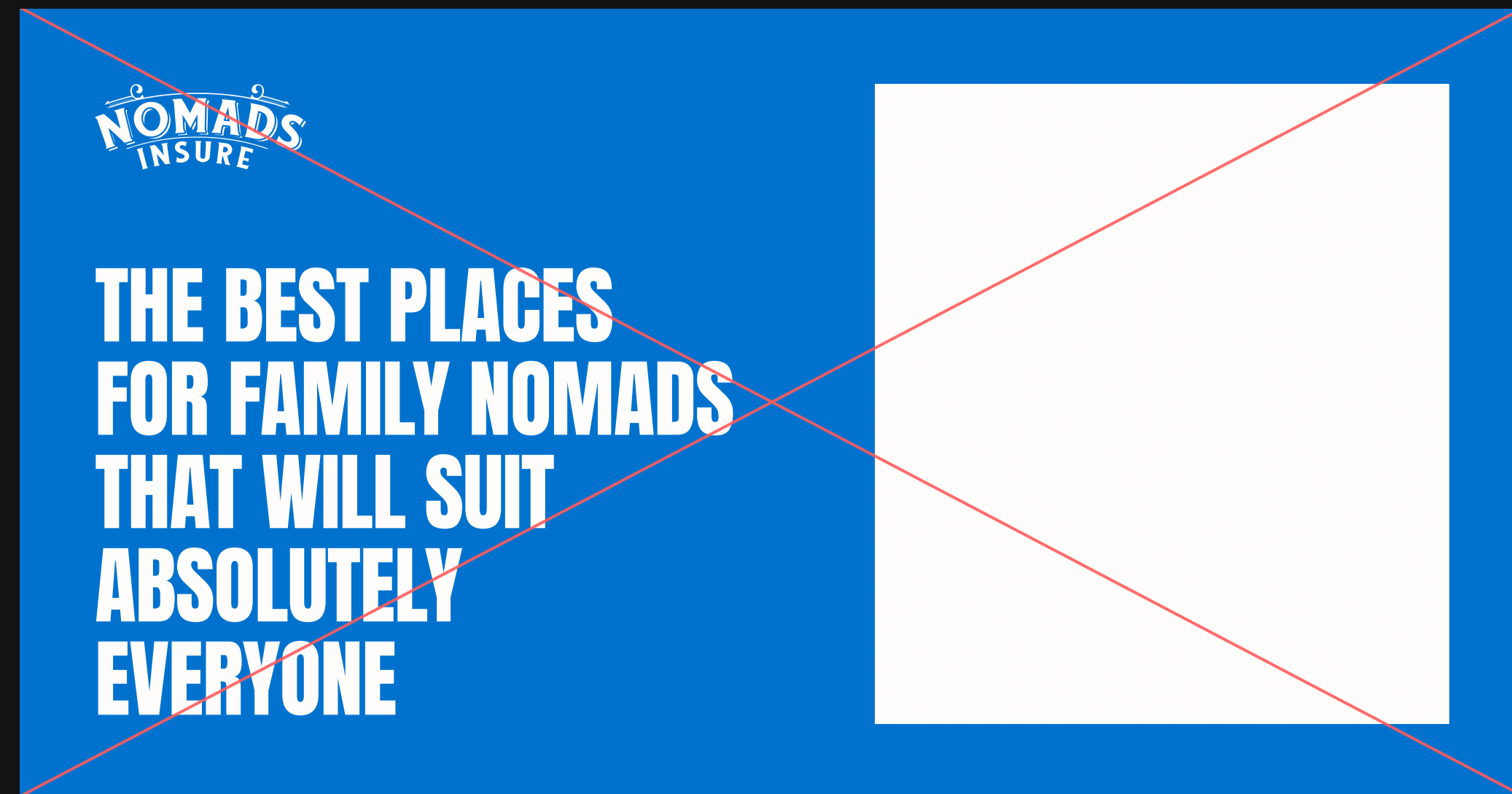
**BEING A DIGITAL NOMAD
IS NOT ONLY A WAY
OF LIFE, BUT ALSO...**



PROHIBITIONS ON THE MODULAR GRID

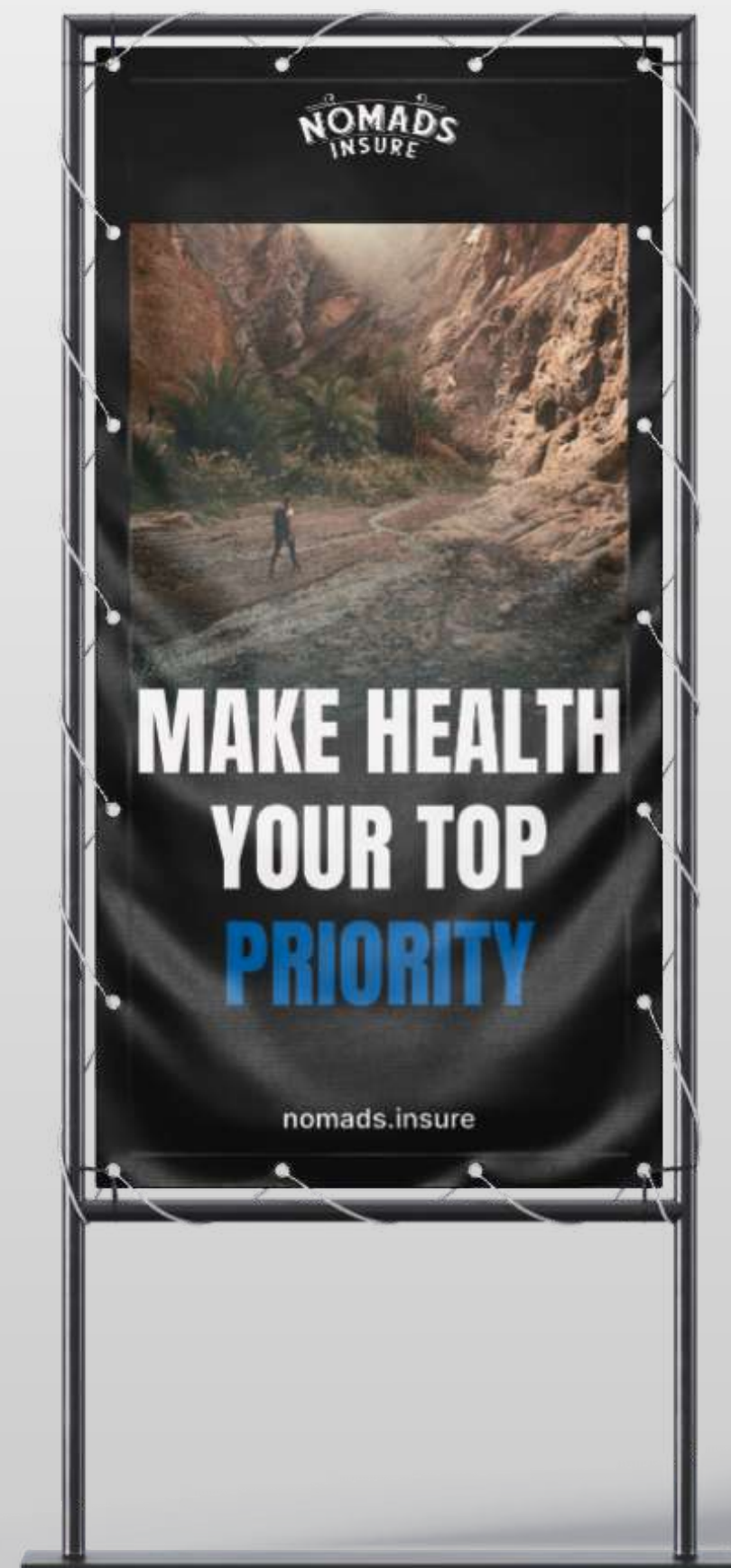
Avoid bulky headers. There is no limit on the number of lines but try using concise headers with 2-4 lines whenever possible.

Avoid stretching images or text excessively to maintain proportions.



PHYSICAL MEDIA









OUR MERCH









THANK YOU

2023

Get in touch: startupcurves@gmail.com