CoreLogic
DIGITAL BRAND GUIDE

Color

PRIMARY

- Midnight Blue #192070
- Vermilion* #E52300
- Alice Blue #EDF2F4
- White #FFFFFF

SECONDARY

- Coral #FF8B5B
- French Rose #FF2157
- Electric Violet #EDF2F4
- Haris Blue #24B6F7
- Blue Purple #5A2F2F
- Light Green #7BE4A0

NEUTRALS

- White #FFFFFF
- Cultured #F8F8F8
- Gainsboro* #D9D9D9
- Gainsboro* #E9E9E5
- Sonic Silver #707070
- Onyx* #424242
- Eerie Black #232323
- Black #000000

Transparency

OPACITY

100 90 80 70 60 50 40 30 20 10 0

Gradients

GRADIENTS

Color Tints

Midnight Blue — R = 25 / G = 25 / B = 112

Vermilion — R = 233 / G = 35 / B = 0

Alice Blue — R = 237 / G = 242 / B = 244

Combinations

Examples

Lorem ipsum.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

Lorem ipsum.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

Lorem ipsum.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod.

Accessibility

Adhere to contrast and accessibility guidelines to ensure the best possible viewing experience for your headlines and text.

Color Blindness:

- Protanopia — What they see
- Deuteranopia — What they see
- Tritanopia — What they see
- Achromatopsia — What they see
- Protanomaly — What they see
- Deuteranomaly — What they see
- Tritanomaly — What they see
- Achromatomaly — What they see

Contrast Guidelines

Use color combinations that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

Ratio: Text and interactive elements should have a color contrast ratio of at least 4.5:1.

Color as indicator: Color should not be the only indicator for interactive elements. For example, underline links on hover, or mark a required field with an asterisk.

Color blindness: Red/green color blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for "bad" and "good" indicators).

Combination	Contrast ratio	Rating	Small text	Large text
White/Midnight	14.85	Super	★★★	★★★
Midnight/Vermilion	3.33	Poor	★ ☆	★★ ☆
Vermilion/White	4.46	Poor	★ ☆	★★ ☆
White/Hans Blue	2.40	Very poor	☆ ☆	☆ ☆
Midnight/Alice Blue	13.16	Super	★★★	★★★
Midnight/White	14.85	Super	★★★	★★★
Vermilion/Midnight	3.33	Poor	★ ☆	★★ ☆
White/Vermilion	4.46	Poor	★ ☆	★★ ☆
Hans Blue/Midnight	6.18	Good	★★ ☆	★★★
Vermilion/Alice Blue	3.95	Poor	★ ☆	★★ ☆

Textures

The texture library will help you bring more depth to your designs by adding visual elements which reinforce CoreLogic's brand voice.

Example

Created by Roofing Experts, for Roofing Experts.
SkyMeasure™ is a property measurement service that provides a new level of accuracy, simplicity and affordability. Gain the confidence you need to expedite critical projects without ever having to set foot on a construction site.

Pinstripe (Light)

Pinstripe (Dark)

Grid (Spaced)

Grid (Tight)

Hexagon Grid (Lines)

Hexagon Grid (Opacity)

Hexagon Faded Grid

Borders (Dividers)

Add custom borders to sections and page dividers to break up content in unique ways.

25° angle

780px

Created by Roofing Experts, for Roofing Experts
SkyMeasure™ is a property measurement service that provides a new level of accuracy, simplicity and affordability. Gain the confidence you need to expedite critical projects without ever having to set foot on a construction site.

25° angle

Typography

HEADING FONT STYLES

AaBbCc
Poppins
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
-%@#$%^&*_-+
{}[]()|\/<>"';:?

FONT WEIGHTS

ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

HEADLINES

H1 Poppins Medium 60pt
H2 Poppins Medium 48pt
H3 Poppins Medium 36pt
H4 Poppins Medium 24pt
H5 Poppins Medium 18pt
H6 Poppins Semibold 12pt

EXAMPLES

Accent #E52300
Primary color #192070
Secondary color #C7BAC4
Body text #424242
Accent #E52300

Make headlines bold...
But not too bold :)
Vis at bonorum deleniit appellantur, ne has oratio placerat posidonium, vix labores urbanitas interpretaris an. Nobis blandit adolescens eam ex. Doctus tamquam quaerendum sit ne. Ornatus repudiare pri ad, an ipsum animal vivendum eos.

Standard Button

BODY FONT STYLES

AaBbCc
Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
-%@#$%^&*_-+
{}[]()|\/<>"';:?

FONT WEIGHTS

ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

BODY, QUOTES, CTAS

Source Sans Pro Regular 36

Source Sans Pro Light 30

Source Sans Pro Medium 24

Source Sans Pro Regular 18

Source Sans Pro Regular 14

Source Sans Pro Regular 12

EXAMPLES

Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris, sed diceret concludaturque

Paragraph Text | Source Sans Pro - Regular - #000000 - 17pt

Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris, sed diceret concludaturque no. Veniam habemus sea at.

Sub-text | Source Sans Pro - Regular - #000000 - 14pt

EXAMPLES

"Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris."

Large Quotation | Source Sans Pro - Italic - #232323 - 20pt

"Where we're going, we don't need roads!"
Dr. Emmet Brown

Typography & Color Combination Examples:

01

Unrivaled Intelligence.
From the beginning, CoreLogic has been driven by a single purpose - to innovate and create solutions that solve our clients' toughest challenges in the housing market.
Learn more ›

02

Unrivaled Intelligence.
CoreLogic is the trusted source for property intelligence, with deep knowledge of powerful economic, social, and environmental forces that promote healthy housing markets and thriving communities.
Learn more ›

03

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04

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05

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Learn more ›

Buttons & User Interface

Primary

Large Button — Hover State: Large Button — Disabled: Large Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 12px 19px 13px 19px; Margin: 16px;

Standard Button — Hover State: Standard Button — Disabled: Standard Button

Font family: Poppins; Font-size: 14px; Font-weight: 600; Radius: 24px; Padding: 8px 15px 8px 15px; Margin: 16px;

Small Button — Hover State: Small Button — Disabled: Small Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 4px 8px 4px 8px; Margin: 16px;

Secondary

Large Button — Hover State: Large Button — Disabled: Large Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 12px 19px 13px 19px; Margin: 16px;

Standard Button — Hover State: Standard Button — Disabled: Standard Button

Font family: Poppins; Font-size: 14px; Font-weight: 600; Radius: 24px; Padding: 8px 15px 8px 15px; Margin: 16px;

Small Button — Hover State: Small Button — Disabled: Small Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 4px 8px 4px 8px; Margin: 16px;

Utility

Large Button — Hover State: Large Button — Disabled: Large Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 12px 19px 13px 19px; Margin: 16px;

Standard Button — Hover State: Standard Button — Disabled: Standard Button

Font family: Poppins; Font-size: 14px; Font-weight: 600; Radius: 24px; Padding: 8px 15px 8px 15px; Margin: 16px;

Small Button — Hover State: Small Button — Disabled: Small Button

Font family: Poppins; Font-size: 12px; Font-weight: 600; Radius: 24px; Padding: 4px 8px 4px 8px; Margin: 16px;

Buttons with Icons

Standard Button — Standard Button

Font family: Poppins; Font-size: 14px; Font-weight: 600; Margin: 16px; Icon: 16px

Standard Button — Standard Button

Font family: Poppins; Font-size: 14px; Font-weight: 600; Margin: 16px; Icon: 12px

Text Links

Hover State

Learn more ›
Learn more ›
Learn more ›

Learn more ›
Learn more ›
Learn more ›

Font family: Poppins; Font-size: 14px; Font-weight: 600; Letter-spacing: -2px; Margin: 16px;

Spacing

Learn more ›