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Blue Marsh
INSURANCE

Brand Guide

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WHO IS BLUE MARSH INSURANCE?

Blue Marsh Insurance is an innovative, independent insurance agency grounded in the values of honesty, integrity, and excellence as evidenced by a team of friendly, helpful, and knowledgeable professionals. It is our commitment to these values and our investment in our people that has created – and will continue to fuel - steady growth year after year. Our customers want to protect what they've worked hard to build and the family they love. We're their trusted advisor who provides accurate information, honesty, transparency, and loyalty.

They know they can count on us.

We seek to make buying and using insurance as easy as possible. Buying coverage and filing a claim aren't just business transactions to our customers - they're important steps in protecting their future. At Blue Marsh Insurance, we work hard to take the hassle out of the process in a warm, friendly, and fun way. We treat our customers like family because, to us, they are.

The best results are achieved through strong relationships. Our customers know they can depend on us to give them the right information and help them make the best decision for their family and/or business. We make sure our customers know what they're buying and what the real cost will be for the coverage they've chosen. They want the best price, and we want them to have the best protection they can afford. We don't "sell" insurance, we help protect what's important.

Business Company
123 Connecticut Avenue
Princeton, NJ, Purcell
Phone: 609-999-9999
Fax: 609-999-9999
E: 123-456-789-1

Curabitur suscipit. LTD
155 Painesville, Aliquet
City, ST, SID, 9999
04-321

INVOICE
Date: xxxxxx
Invoice No: 0000001
Customer ID: 223

Description	Quantity	Amount
2143	246.53	895.75
	594	

Categories	2013	2014	2015	2016
Computers & Devices	107,812	98,017	8,714	107,812
Electronics	109,928	118,283	89,810	109,928
Clothes & Fashion	38,912	47,029	278,161	38,912
Home Living	88,017	162,912	81,120	88,017
Kids Products	67,173	8,714		67,173



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Contract

2,568,730
976,819
869,870
121,000
421,045
179,984
690,144
279,991
98,420
241,353
75,380

- 2
- 9
- 16
- 23

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BRAND FOUNDATION

At Blue Marsh Insurance, we offer more than insurance coverage for our customers. We believe in thinking about the customer, their family, their businesses, and the experience they'll have from start to finish. It's not about making a quick sale for us. We believe in treating everyone well and helping our customers protect what's most important to them now, and in the future.

Blue Marsh Insurance provides a sense of financial security and protection through high-quality insurance products our customers can count on, at a price they can afford. We do this by offering amazing customer service in a fun, friendly, family environment. Whether they come by the office, call us on the phone, or reach out online, they know we care about them -- in good times and in bad.

But we're more than a friendly community insurance agency. At Blue Marsh Insurance, we pride ourselves on solving problems quickly and efficiently. We believe in a personalized approach with systems in place to make sure nothing slips through the cracks and every customer receives the best possible value, information, and service. We're focused on the future and building an amazing insurance experience for our customers.

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BRAND POSITION

We know that the only way to achieve long-term, lasting results is through the relationships we build with customers and our community. We spend time with customers that other agencies don't. Our focus is on education and protection in a no-pressure solution-building environment. If a customer doesn't buy from us today, that's okay, as long as they receive the right information and we've laid the groundwork for a future relationship.

We pride ourselves on being honest, hardworking, and trustworthy. Our customers see it in every interaction, and they know that they can depend on us to help them. We share our knowledge willingly and hold nothing back. In return, they tell their friends and family about us, and we grow as a company -- one relationship at a time.

Blue Marsh Insurance values the customer above all else, and our customers know it every time they interact with us. They know we genuinely care about them, their family, their property, and their business. When you show true kindness and empathy, customers will reward you with their trust and business. We strive to be worthy of that trust every single day.

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BRAND STORY

Blue Marsh Insurance founder, Tom Davenport, (with help from long-time friend and business partner, Ken Brownlow) built Blue Marsh Insurance from the ground up beginning in August of 2008. Over the years, the business has grown and developed a portfolio of products to protect their customers both personally and professionally. This portfolio includes all areas of insurance and risk management services. We will continue to invest in and augment our team's commitment to our core values through education, team-building exercises, training, and an excellent work environment.

In 2016, Blue Marsh Insurance purchased Hoch Insurance Agency in Fleetwood, PA, adding a new location, more staff, and more customers. The two agencies were both founded on the same foundational values allowing the two to become one in a seamless manner. Throughout these years of change and growth, our commitment to our customers and community remains as strong as ever. Blue Marsh remains true to our values while continuing our dual-focus on organic growth and acquisitions.

Blue Marsh Insurance believes in our responsibility to partner with local community organizations that have a direct, positive impact on families, children, the underprivileged, and hungry. These include local food banks, youth sports teams, community faith organizations, homeless shelters, and more.



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Our Language

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BRAND TONE

[FRIENDLY]

Who says insurance has to be boring and uptight? Not us! The best way to share knowledge and build relationships with our customers is by being open and friendly.

[TRUSTWORTHY]

When you tell people the truth and stay transparent in all that you do, they learn they can trust you. At Blue Marsh Insurance, we take that responsibility seriously.

[KNOWLEDGEABLE]

Customers need the right information to make the best decision for their family or business. We gladly share our knowledge so that customers know what they're buying and why it's important.

[HELPFUL]

We keep the insurance process easy to understand and easy to navigate, all with the goal of helping as many customers as possible. Our customers know that we genuinely care about them and want to help them with all of their insurance needs, from prospect to purchase and beyond.

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OUR VOICE

{Sincere, Honest, Caring, Informative}

In every communication, who we are at Blue Marsh Insurance should shine through. We're building relationships for the long-term and helping people protect what matters most to them. Everything we do should invite the customer in, make them feel welcomed, give them the information they need and want, and build trust through knowledge and service to the customer.

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OUR LANGUAGE

{Friendly, Helpful, Easy to Understand}

We want to be the trusted advisor for customers as they plan their future and protect what they care about. Our communications should make people feel welcome so they are able to hear our message. We shouldn't confuse them with unnecessary jargon when easy, accessible, and transparent language will do. Our goal is to share our knowledge and help people understand their insurance needs and products.

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Our Design

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OUR LOGO

The Blue Marsh Insurance logo is a blue (Pantone Process Blue C) circle with a white “M” in the center and the name Blue Marsh Insurance.

RULE 1

The logo must appear in the same format each time. The blue circle must always appear in blue and white, and must always be to the left of the name. (occasional use of mono-tone logo and wording is fine, but full color is preferred)

RULE 2

“Blue Marsh Insurance” must appear in two separate lines with “Blue Marsh” as the first line and “Insurance” below, justified evenly on the second line.

RULE 3

Do not stretch or distort the logo. Keep the dimensions the same, regardless of size.

Correct Use

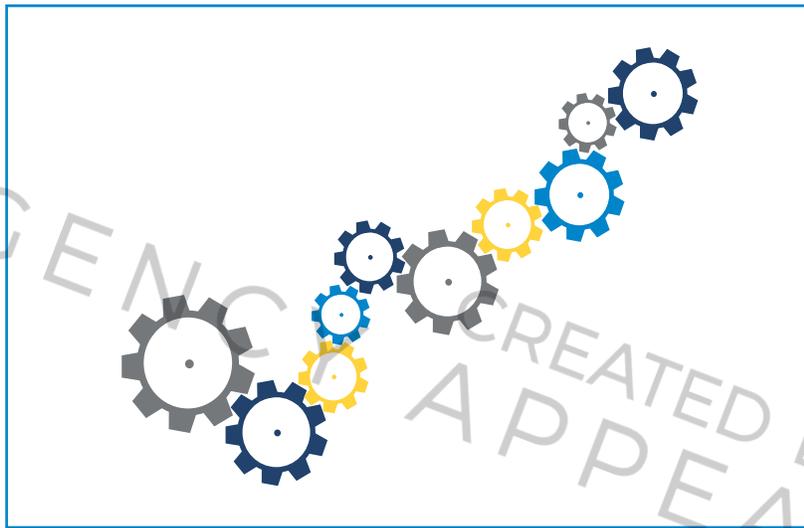


Incorrect Use



DESIGN ELEMENTS

The design elements, a system of gears, may appear to the side of text, as a background to text, or as an extra element within content. They can be in a single color from the Blue Marsh Insurance palette or a combination of those colors. The gears signify that we are a well-oiled machine, providing precision and accuracy, while working hard for our customers.



Correct Use



The Blue Marsh logo should always be easy to read and clear of any other elements. Gear accents are used in brand colors, including white and black. Diagonal curved accents can be used with photography, solid brand colors, and can contain short messages that are straight to the point. These accents should only be used up to two times on one page. Personal and commercial line's colors should be used with their corresponding colors on all promotional materials.

Incorrect Use



Gear accents should never overlap each other and should always reach top to bottom of the page — not stop in the middle of a page. Never have three colored diagonal accents on the same page, this makes the brand design look cluttered and hard to look at. The Blue Marsh logo should always be easily visible.

Correct Use



Logo should always be seen on the upper left hand corner of the web page. Use diagonal accents to emphasize the subject of the page. For example, have the main title and short summary at the top of the page. Lower opacity gear accents being used to create the "well oiled machine" vibe as soon as the viewer visits the page. Photography is used to supplement the main focus of the page, which is the title and summary.

Incorrect Use



The yellow diagonal accent seems out of place and is not cohesive with the dark blue accent. Gears are at full opacity, making the text on the page hard to read. The title is also hard to read, due to font color selected.

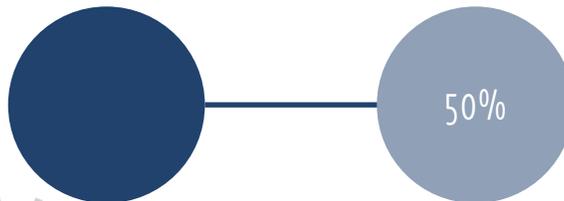
OUR COLORS

The Blue Marsh Insurance color palette includes five colors: blue (Pantone Process Blue C), green (Pantone 2285 XGC), dark/navy blue (Pantone 654 CP), yellow (Pantone 810 U), and gray (Pantone Cool Gray 9 C). Blue represents security and stability while green offers both a pop of color and brings to mind financial freedom. Yellow is a happy, friendly color that also catches the eye. Gray is a solid, secure tone that acts as a neutral balance to the other colors.

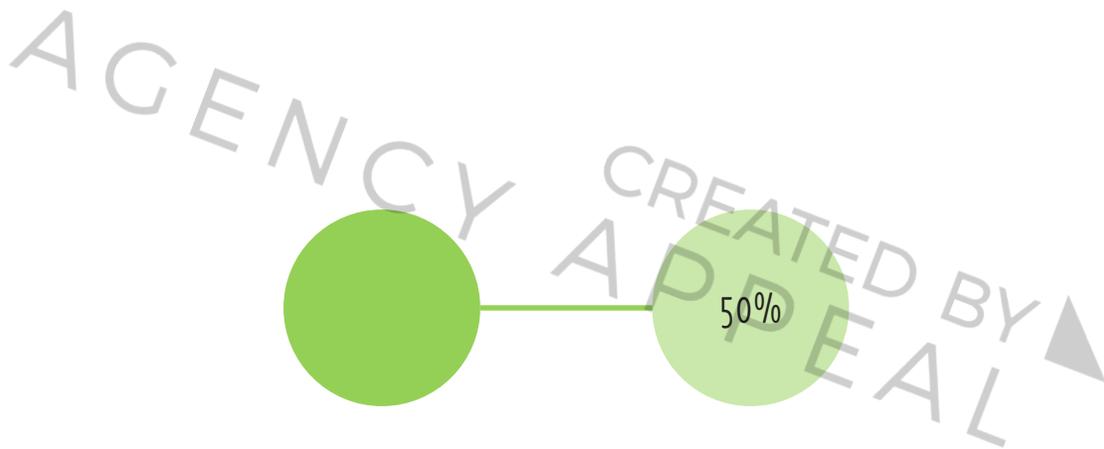
Depending on the design being used, the color opacity can be utilized at 100% and 50%. Lower opacity may be needed depending on the font choices, such as a dark colored title, or when using gear accents in the background.



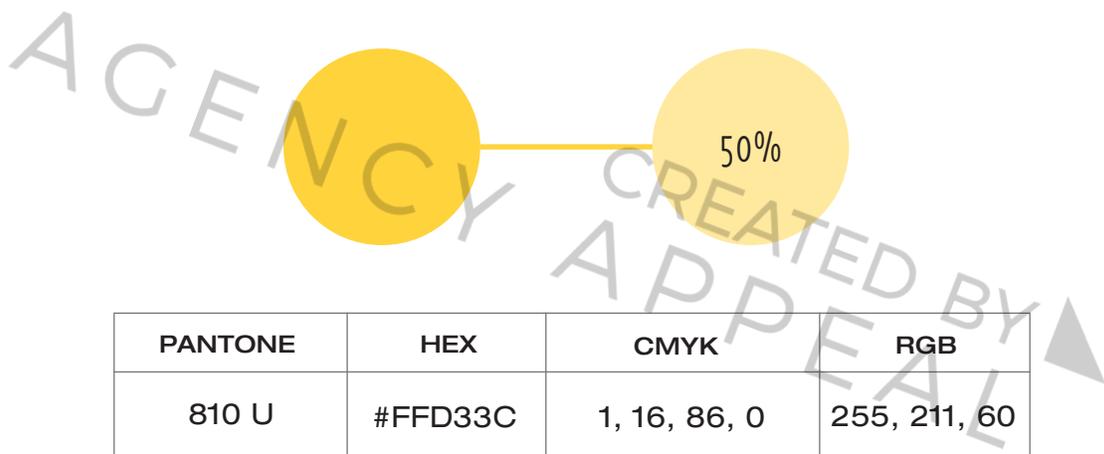
PANTONE	HEX	CMYK	RGB
PROCESS BLUE C	#0085CA	82, 38, 0, 0	0, 133, 202



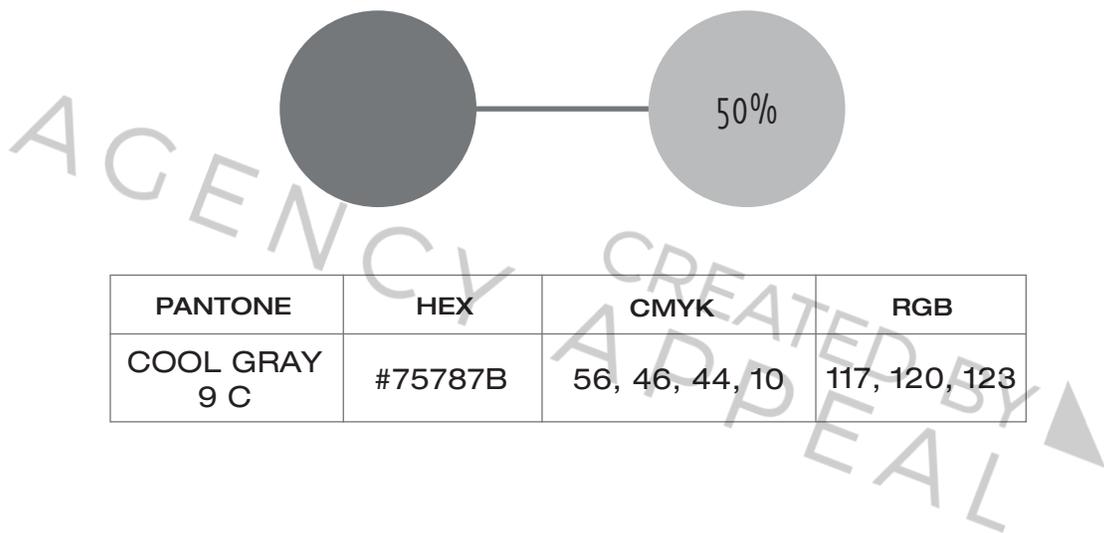
PANTONE	HEX	CMYK	RGB
654 CP	#20426C	96, 78, 33, 19	32, 66, 108



PANTONE	HEX	CMYK	RGB
2285 XGC	#95D056	45, 0, 85, 0	149, 208, 86



PANTONE	HEX	CMYK	RGB
810 U	#FFD33C	1, 16, 86, 0	255, 211, 60



PANTONE	HEX	CMYK	RGB
COOL GRAY 9 C	#75787B	56, 46, 44, 10	117, 120, 123

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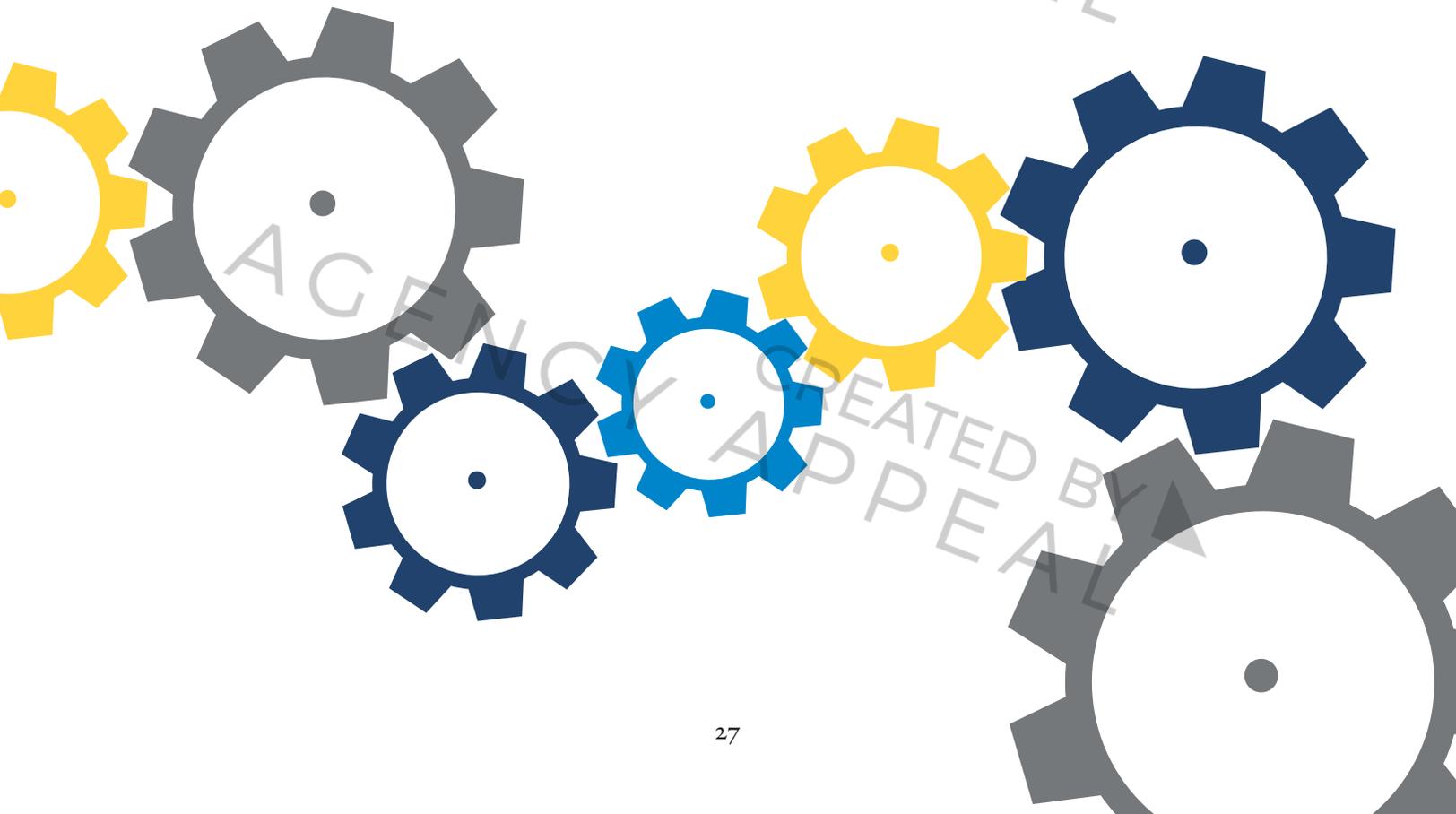
TYPOGRAPHY

The headline and subheading typeface, *Helvetica Neue Extended*, is a modern and bold sans-serif font that is easy to read.

The accent typeface, *Florence*, is a fun, skinny, and tall font that contrasts well with the wide *Helvetica Neue Extended* fonts.

The main text typeface, *EB Garamond*, is a serif font that brings an old-world, traditional look that contrasts with the modern, bold headline type.

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Helvetica Neue Medium Extended

123
abc
ABC

Regular

Cozy lummoX gives smart
squid who asks for job pen.

Helvetica Neue STD Extended

123
abc
ABC

Regular

Cozy lummoX gives smart squid
who asks for job pen.

Florence

123
abc
ABC

Regular

Cozy lummoX gives smart squid who asks for job pen.

EB Garamond

123
abc
ABC

Regular

Cozy lummoX gives smart squid who asks
for job pen.

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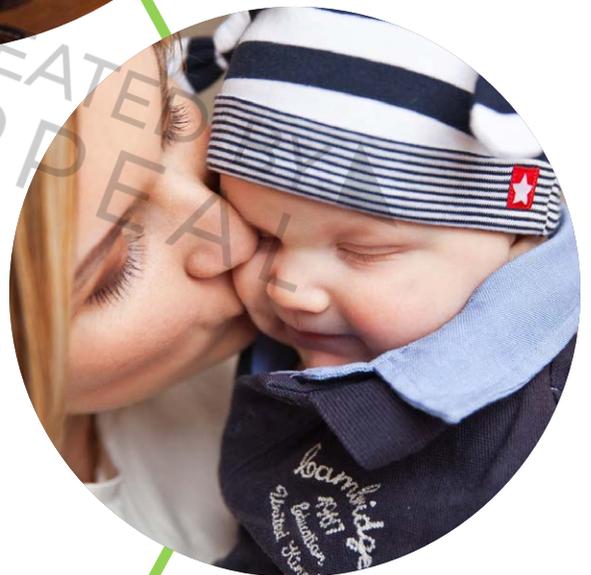


PHOTOGRAPHY

All images should be full color photography showing happy, smiling people at all stages of their personal and work life. Each image should capture a moment in time. For the commercial lines, this should include images of people working hard in their jobs, as well as business owners building their dreams. For personal lines, people from all walks of life and all ages should be depicted, always in a happy, care-free moment, showing they're not worried about their futures because Blue Marsh Insurance makes sure that they have the protection that they need.

In our initial brand photography reviews, we discussed the need of multiple people in images, instead of solitary ones. This reflects the brand values of community, togetherness, family, etc.





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Agency Appeal

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www.agencyappeal.com

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