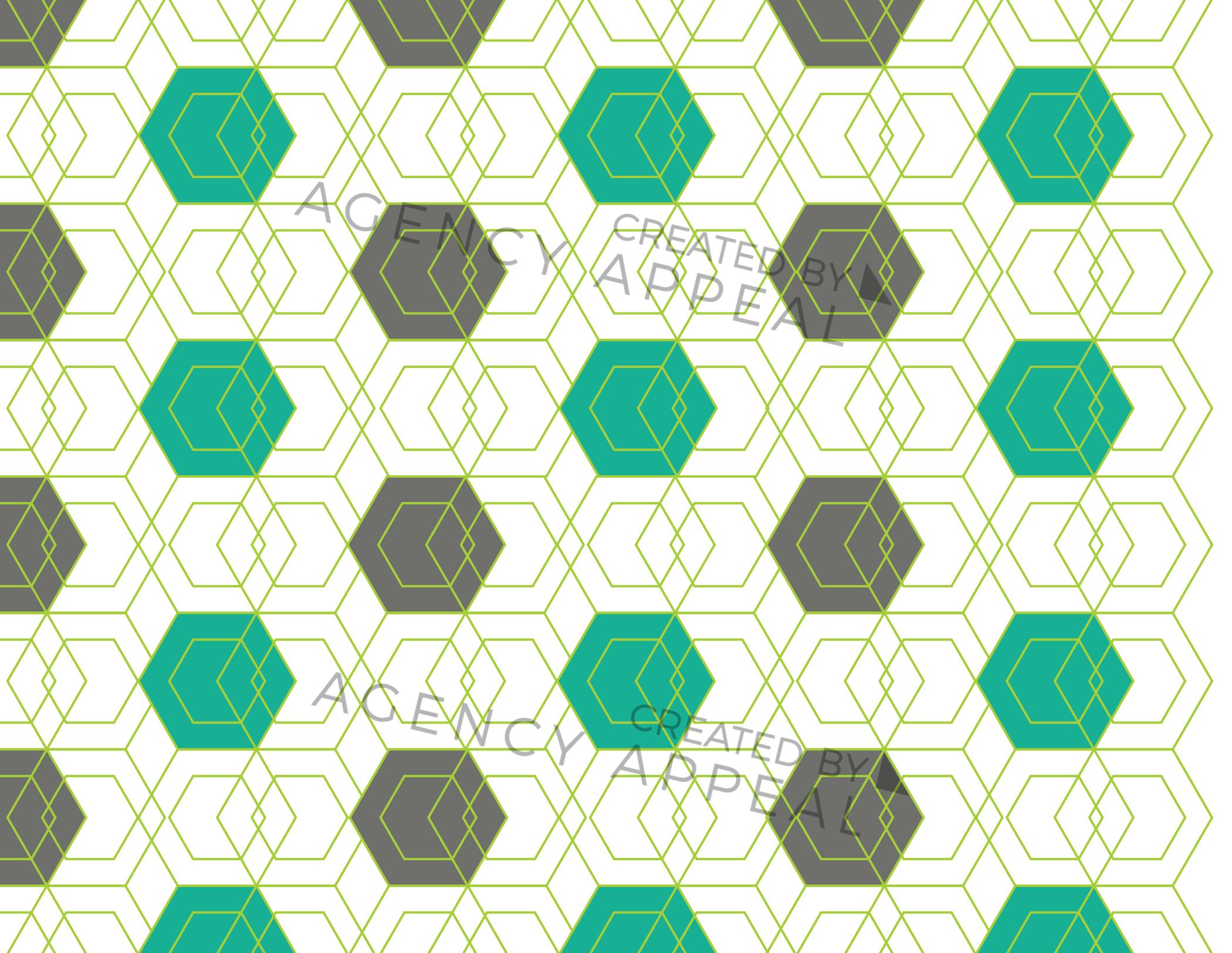


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BRAND GUIDE



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PROUD TO SERVE

more than insurance

Community Insurance and Associates is a full-service agency firmly rooted in the communities it serves in central Wisconsin. We are intensely local and grounded in the belief that our mission is to be there for the people of those communities. Thanks to a kind-hearted team of insurance professionals, Community Insurance fulfills that mission with grace, friendship, and pleasure. We are proud of the place we hold in the business community and we are privileged to serve the insurance needs of the people living in the region.

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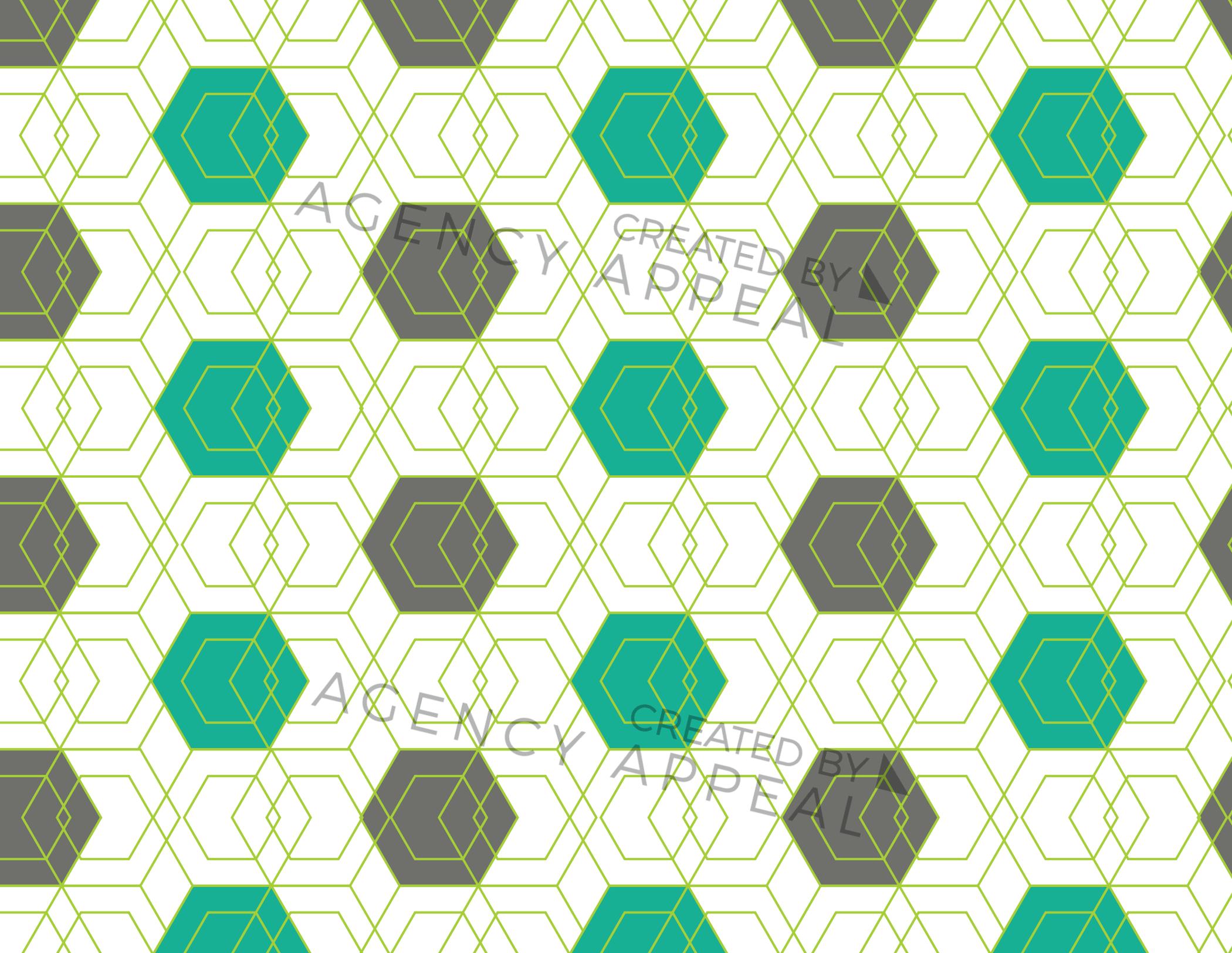
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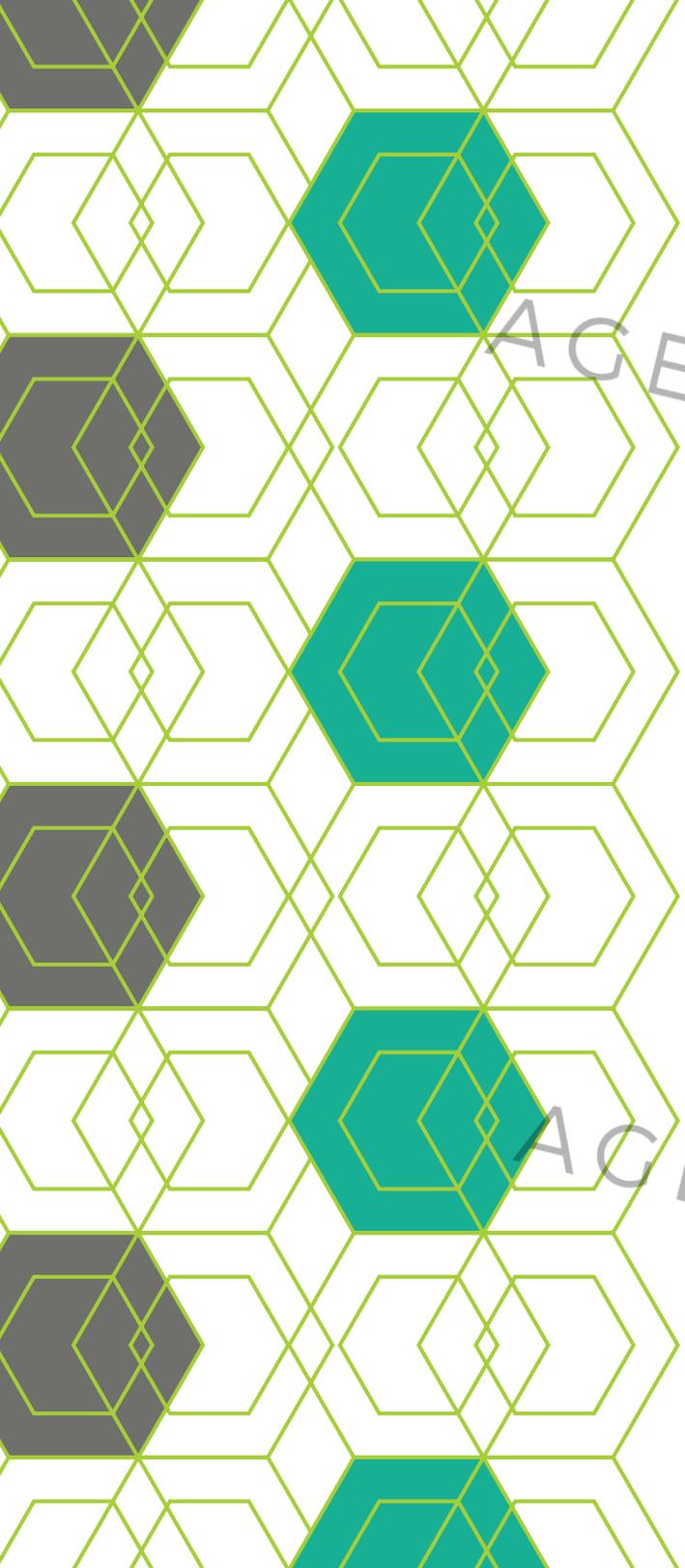
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OUR
BRAND

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BRAND FOUNDATION

Proud, Personal and People-oriented

We at Community Insurance are proud to stand behind our name. It is our brand, yes, but it's also the strong foundation upon which our brand is built. It is what we stand on and what we stand behind. Our brand represents steadfast loyalty to the people, our customers, our neighbors, the community that trusts in us to give them the kind of service only fellow locals can provide each other.

In an industry like personal and commercial insurance, it is easy to get lost amid the noise all the big national carriers make. In their constant competition for business, they tell whoever will listen that they have the best pricing and the best products. But the fact is, they're wrong. Local insurance agencies like Community Insurance have access to equally excellent rates, superior products and they can, without a doubt, provide the sort of one-to-one service and personal treatment that national carriers can't even touch, let alone provide.

When national carriers conduct business, they do so from massive switchboards, perhaps not even located in the United States. From their distant perch, they claim to know what's best for someone, hundreds, perhaps thousands of miles away, on the other end of the phone. Not ideal. When we at Community Insurance do business, we make an appointment, we sit across a table from those same people, we look them in the eye, and we promise them that we, in fact, do know what's best for them and we will provide it happily at an affordable price. So, given the choice, how would you like to do business?

BRAND STORY

Deeply Rooted, Indelibly American

Community Insurance has been a household name in the Amherst, Lola, Stevens Point, and Waupaca regions for a long time, thanks in part to a strong business model which allowed us to merge with a handful of other strong, community-based agencies in and around the region. We have continued to grow throughout these mergers, and haven't for a second lost sight of our original mission, which is to provide quality service and products to the populations we serve. With each successive generation—employees and customers—we have consistently maintained that same family-owned ethos. As our staff turns over and our customers come back time and again for their renewals, we remain rock solid, faithful to the idea that we are a trusted, family-owned organization that will always do what is right and best.

In a way, the Community Insurance story is indelibly American. Our growth over time has occurred in large part because we are

deeply rooted in the communities in which we conduct our business. We are serving people like ourselves. We know each other. We “speak the same language.” We fully believe in the importance of authenticity and trust, of shaking hands and taking the time to get to know each other. There is no room around these parts for anything other than complete and genuine mutual respect.

Historically speaking, Community Insurance and Associates has its main office in Lola. We expanded to Stevens Point in the early '90s when we purchased Berndt & Associates, another local firm. We then partnered successfully with Martin Insurance, purchased United Service in Waupaca, and finally merged with the Godfrey Agency. All of these transactions proved to be positive for us, and have landed us here today, in a good place, with lots of awesome customers and the potential for equally amazing growth.



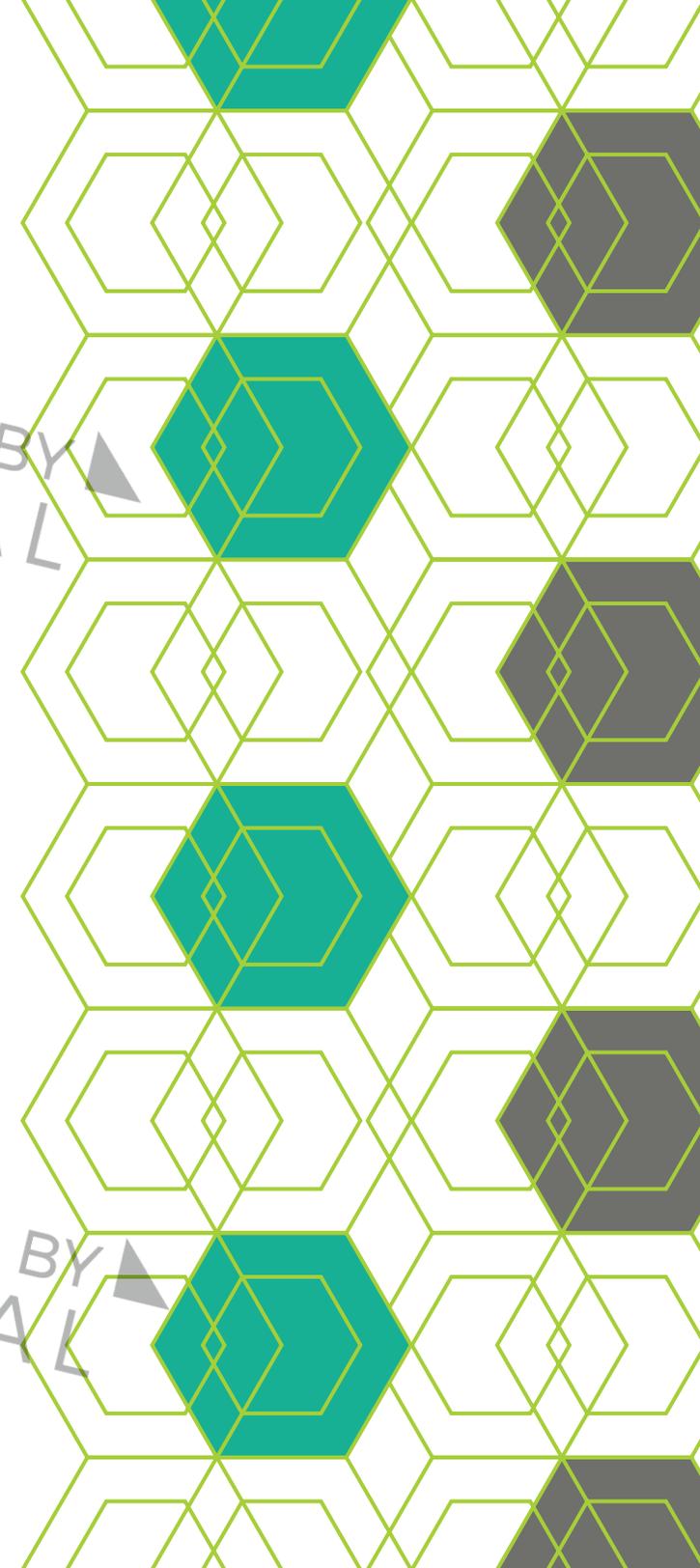
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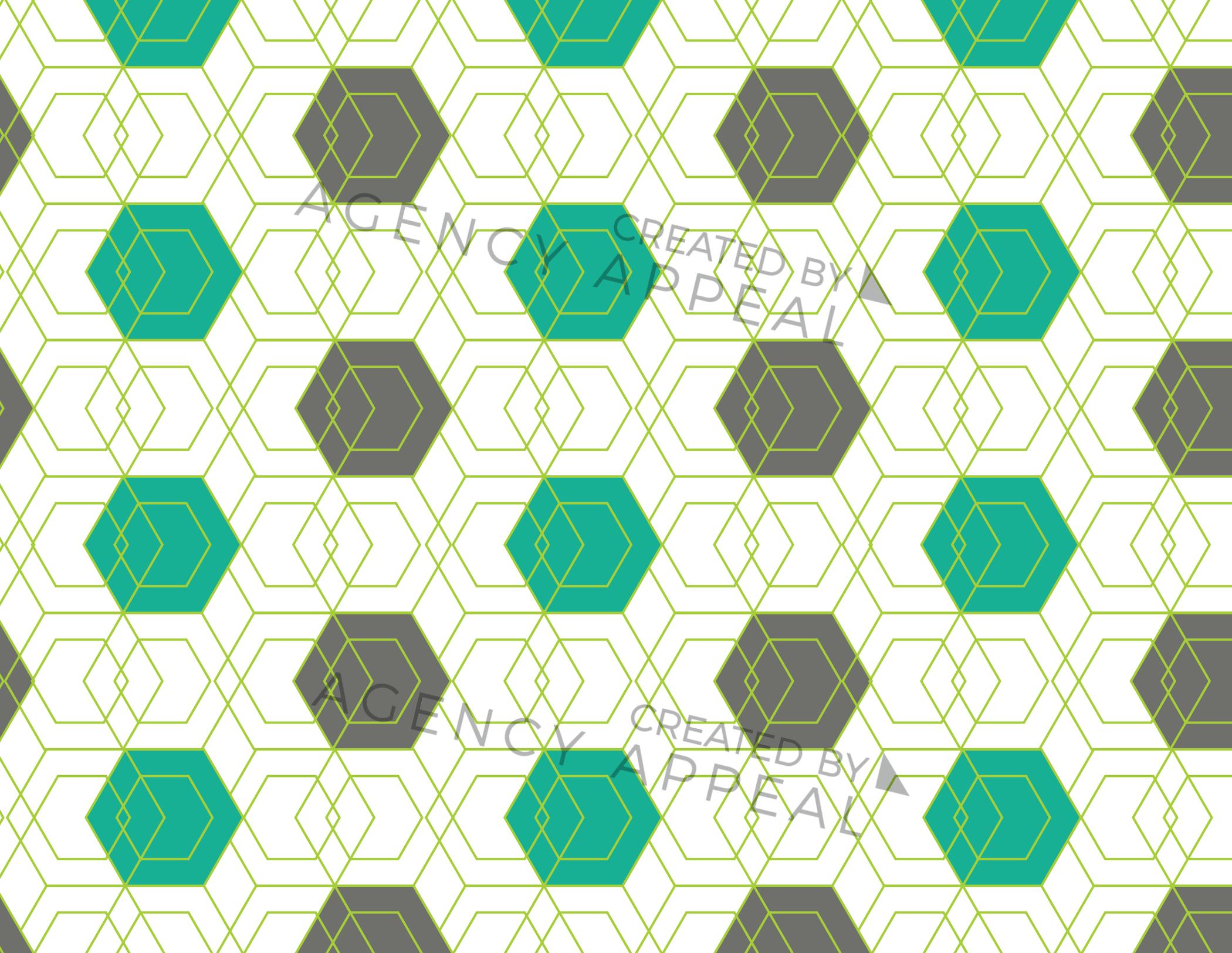
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OUR
BRAND LANGUAGE

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OUR TONE

TRUST

Around here, there's no substitute for trust. When trust disappears, word get around fast. Our word is our bond, and we do everything that we can to keep our promises. We mean what we say and we say what we mean. We speak honestly, in truthful, straightforward language. Especially in a personal business like insurance, our customers expect that we will deliver on the promises we make to them. And when we say we won't let them down, we mean it.

COMFORT

Insurance can be a stressful concept for a lot of people. They are unfamiliar with the terminology and vaguely anxious about what they are getting for their money. We know this, we understand this. That's why we try hard to make our customers feel comfortable, "in good hands," to steal a phrase, and in the right place.

RELIABILITY

Most of the big carriers make big promises. They can because people tend to believe the familiar, heavily advertised names. But we don't believe just because a name is familiar that they can be relied on. We have spent decades fine-tuning our reputation for reliability. It has been earned through diligent, hard work, quality service and community interaction.

OUR VOICE

Our customers look for truth, trust, and friendship. They want us and need us to be there for them and we don't let them down. The straightforward way we communicate reflects that comfort and reliability. When our customers make the commitment to a relationship with Community Insurance, we want them to know how much we appreciate it, and how we will be there for them every step of the way.

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OUR LANGUAGE

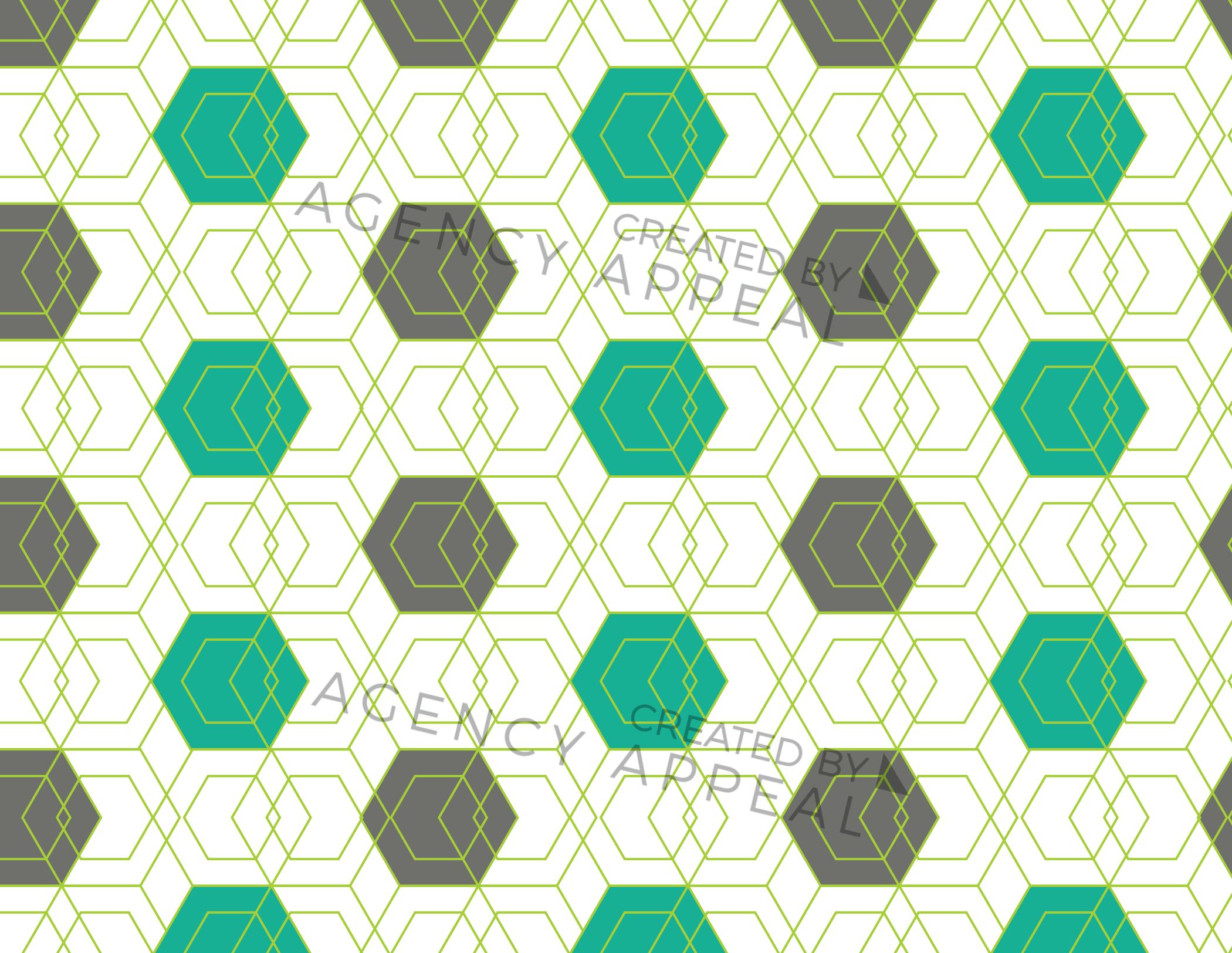
We Are Family!

We can't express enough the importance of family. We are family here at Community Insurance. We work with families, generations of them, here in our offices, and our families and the families of our customers interact with each other in the communities in which we live. This family focus is the key to Community Insurance. It is the bedrock of the trust our customers have for us, and in the type of communication we engage in, here at the office,

on our website, and over the phone. We want everyone to know that we are the antidote to big business. We provide everything that they cannot; amiability, friendship, reliability and authenticity. We want to make sure that everyone knows that we genuinely care. We want everyone to know that they are welcome at Community Insurance, that our doors and hearts are open every day. What more is there?

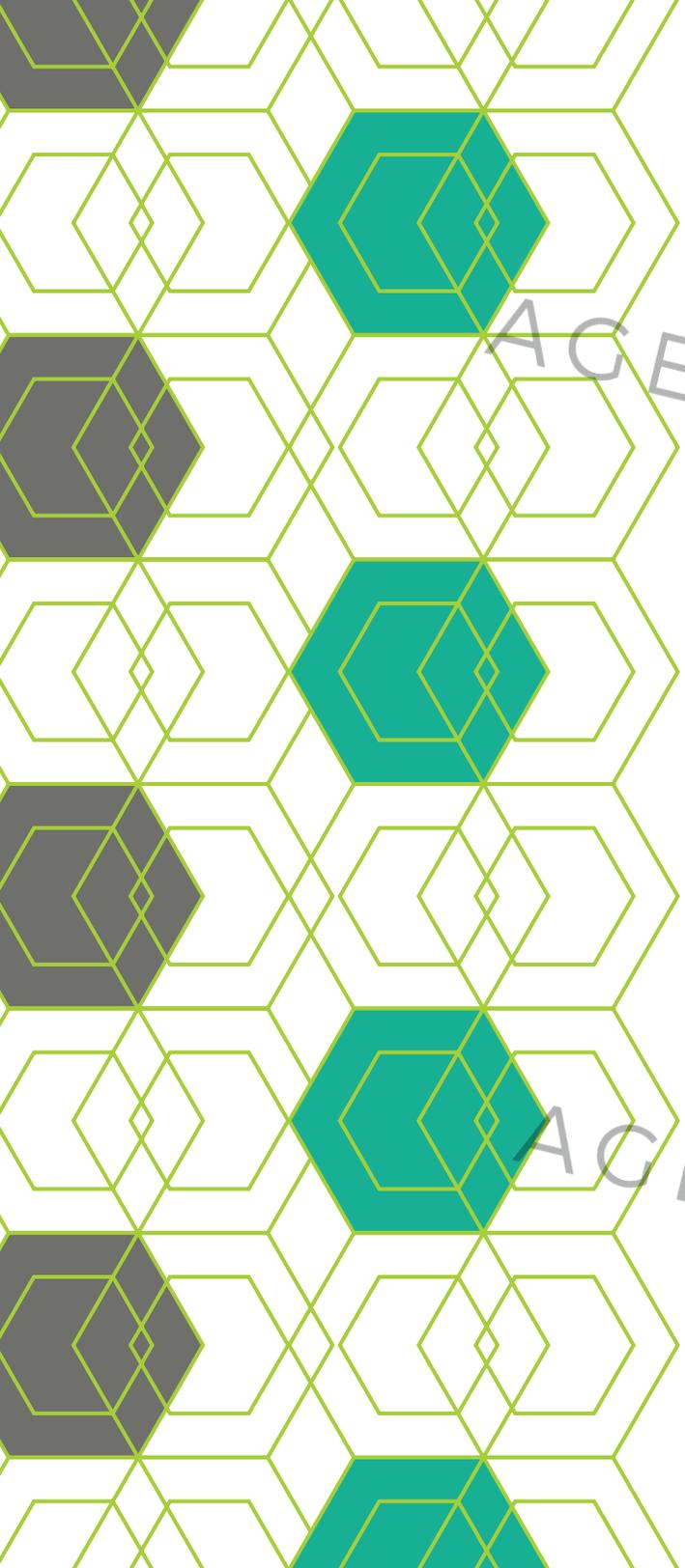
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OUR
DESIGN

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AGENCY **OUR LOGO** CREATED BY APPEAL ▲

The Community Insurance logo is designed to be friendly to read and comfortable to sit below. The pleasant but strong font is beautiful to look at, as well as uniquely designed. Simplicity equals elegance. By adopting this type of look, Community Insurance is inherently communicating the fact that it is solid, but approachable. Knowledgeable but not intimidating. Professional and trustworthy.

RULE 1

The logo should always be executed in these colors.

RULE 2

It's important to use the logo in its proper dimension and proportion. Never squeeze or stretch the logo as it will look unprofessional.

AGENCY
CREATED BY
APPEAL ▲

LOGO SPECS

Our logo represents Community Insurance as a whole. Its bright and fresh splashes of color embody the agency's willingness to embrace their community.



The proper use of the logo features both the words and the graphic.

The colors used in the Community logo tie into the concept of "unity," with the company's brand, the agency's communities, and the region of central Wisconsin.

CORRECT USE



INCORRECT USE



OUR DESIGN ELEMENTS

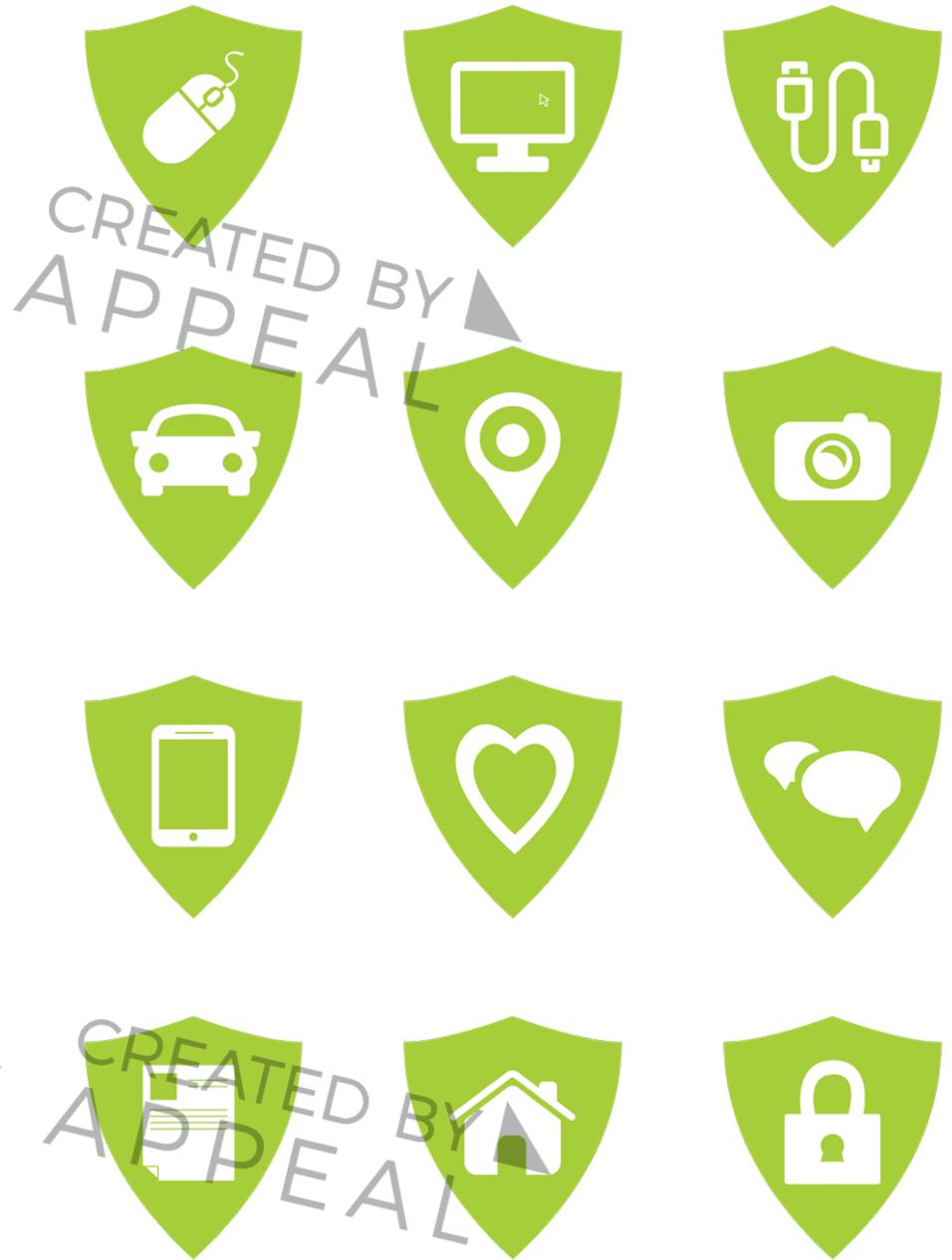
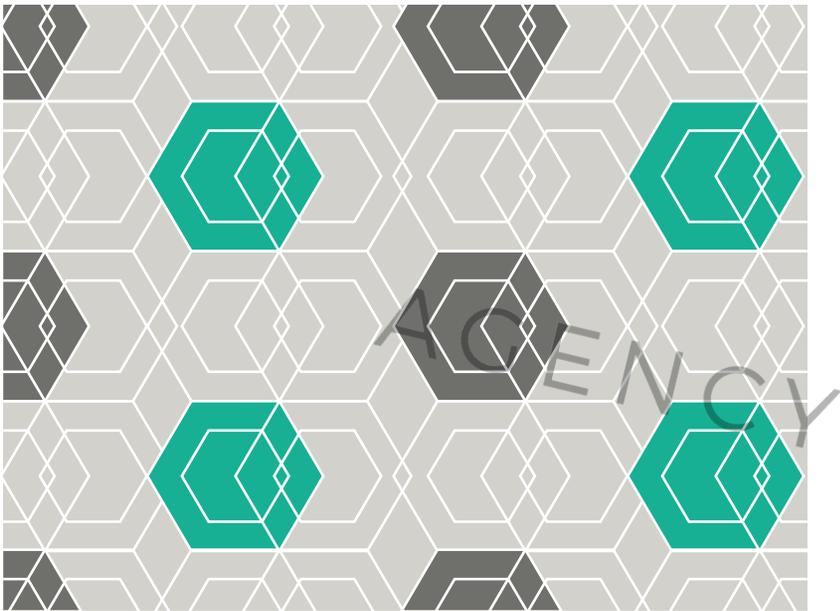
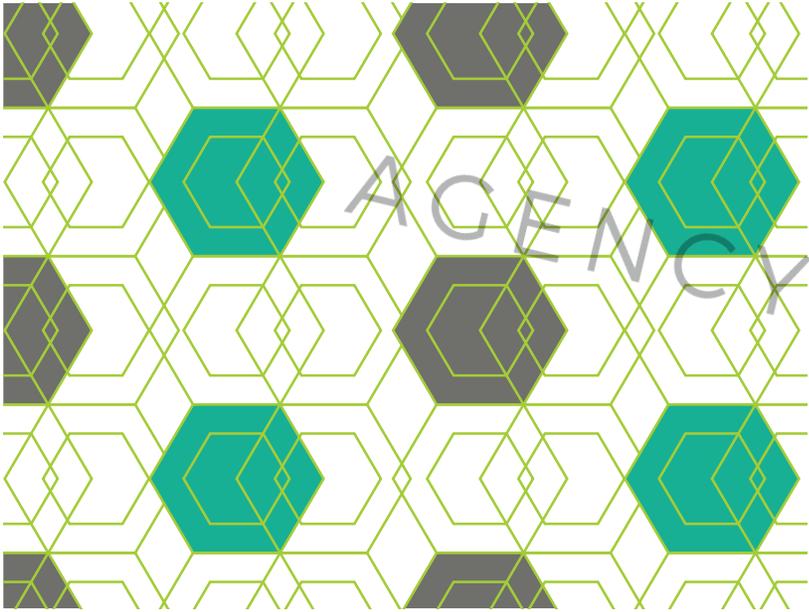
PATTERN

The geometric shapes are all adopted from a palette of fresh, calm blues, greens and grays. The pattern we've used throughout this guide is a calm backdrop overlaid with pops of exciting but still rather muted colors. This treatment complements the photography utilized on the site. It enables the relaxing and comforting subjects in the photographs be the focus.

ICONS

text here

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IN BRAND



01



02



03

01

This is a fine example of how a suite of stationery and other products should be executed.

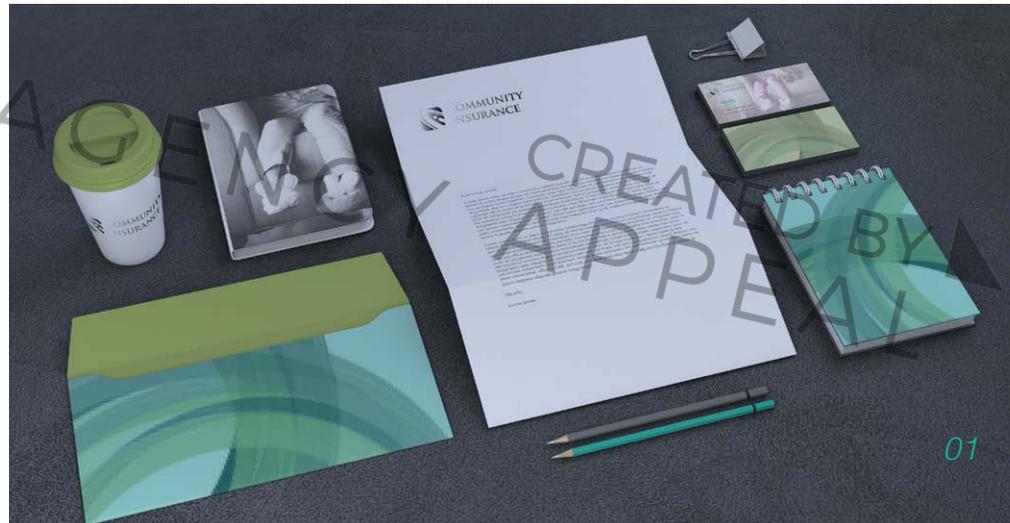
02

Business cards should be simple and clean, and look something like this.

03

The website should carry the clean design, the patterns and crisp feel of the other branded products.

NOT IN BRAND



01

These types of products are not true to the life and look of the Community Insurance brand.

02

This is an unacceptable example of Community Insurance business cards. There should be no images on the card's background because it makes the text difficult to read.

03

This is not the kind of look we're going for on the website. If images are shown, they should always be accompanied with the pattern in some way.



AGENCY
OUR COLORS
CREATED BY
APPEAL

The colors of greens, blues, whites and grays that make up the Community Insurance theme is designed to be impressive without being overly distracting. They are bold colors, but muted, as they retain some calm on a gray background. They show hope, peace, optimism, and warmth.

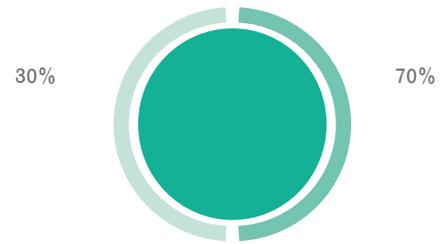
The potential consumer as well as Community's existing clientele, will feel comfort in the familiarity of these colors, while also noticing that Community is also staying current and meaningful, changing with the times. That's why we feel this palette and this look comes across as bold as well as beautiful.

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APPEAL



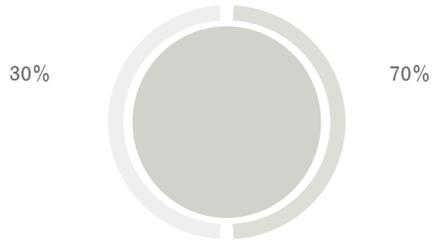
COLOR

HEX	CMYK	RGB
#a5cd39	40, 0, 100, 0	165, 205, 57



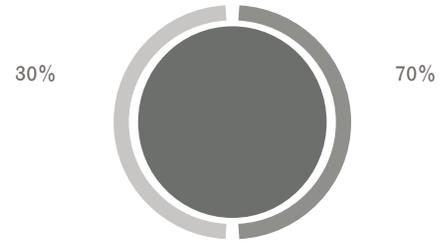
COLOR

HEX	CMYK	RGB
#1fb195	76, 4, 53, 0	31, 177, 149



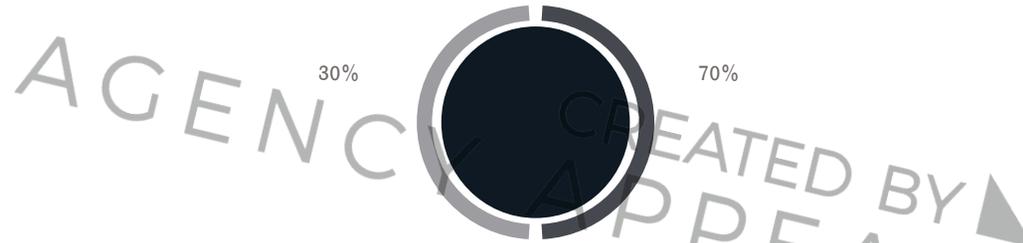
COLOR

HEX	CMYK	RGB
#d2d0cb	17, 13, 17, 0	210, 208, 203



COLOR

HEX	CMYK	RGB
#6d6f6b	58, 47, 51, 16	109, 111, 107



COLOR

HEX	CMYK	RGB
#131d26	83, 71, 58, 72	19, 29, 38

OUR TYPOGRAPHY

FIRA SANS

Fira Sans is a slim, modern font with a contemporary look. It is “sans serif,” and it has a great deal of font weight options, meaning it can be thin, light, extra light, regular, bold, etc. Because of its versatility and its fresh look, Fira Sans will be used for eye-catching headlines and other prominent positioning.

HELVETICA

Helvetica is a solid, meat and potatoes font that is well known for its familiarity and versatility. It fits in perfectly with the classic persona of Community Insurance. It’s not as stylish as Fira Sans or as modern, and is used for subtitles, accents and other areas of prominence.

GROTESQUE MT

Finally, the Community Insurance font portfolio includes “Grotesque MT,” a tight, smaller font compared to the other two. This will be used mainly for body copy, or the main paragraphs on the website, and other marketing collateral.



FIRA SANS

123

abc

ABC

Cozy lummoX gives
smart squid who
asks for job pen.

Extra Light | *Extra Light Italic*

Light | *Light Italic*

Regular | *Italic*

Bold | ***Bold Italic***

Extra Bold | ***Extra Bold Italic***

Heavy | Heavy Italic

HELVETICA

123

abc

ABC

Cozy lummoX gives
smart squid who
asks for job pen.

Light | *Light Italic*

Regular | *Italic*

Bold | ***Bold Italic***

GROTESQUE MT

123

abc

ABC

Cozy lummoX gives
smart squid who
asks for job pen.

Roman

CREATED BY
APPEAL

OUR PHOTOGRAPHY

The photography featured on the Community Insurance website and marketing collateral is black and white, high in quality, and pleasing to the eye. The subjects featured are generally in very comforting and comfortable positions, a technique that will be effective in putting prospective customers at ease. As you can see, the subjects are relaxed, family-oriented, and peaceful. The black and white photos feel creative, but are also natural. The website will possess a relaxed feel, with an earthy, reliable look.

RULE 1

The subjects featured in Community photography are comfortable, peaceful or snuggled somehow, giving a feeling of intimacy and acceptance.

RULE 2

The colors of those photographs are generally black and white, to allow the contrasting fresh colors to pop around them.

RULE 3

Refrain from going off brand and using colors that might disrupt the chill feeling of the current combination. Also avoid any conflicting patterns that will distract from the soothing images.



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IN BRAND



01

Photos should always be soft black and white, without any harsh contrasts. The idea is to make it feel softly focused and easy to look at.

02

Photos in Community Insurance materials should not feature too many people, and they should be located in homey, comfortable situations.

03

Photos in Community Insurance material should be relaxing and tranquil, giving viewers a sense of peace and calm.

NOT IN BRAND



01

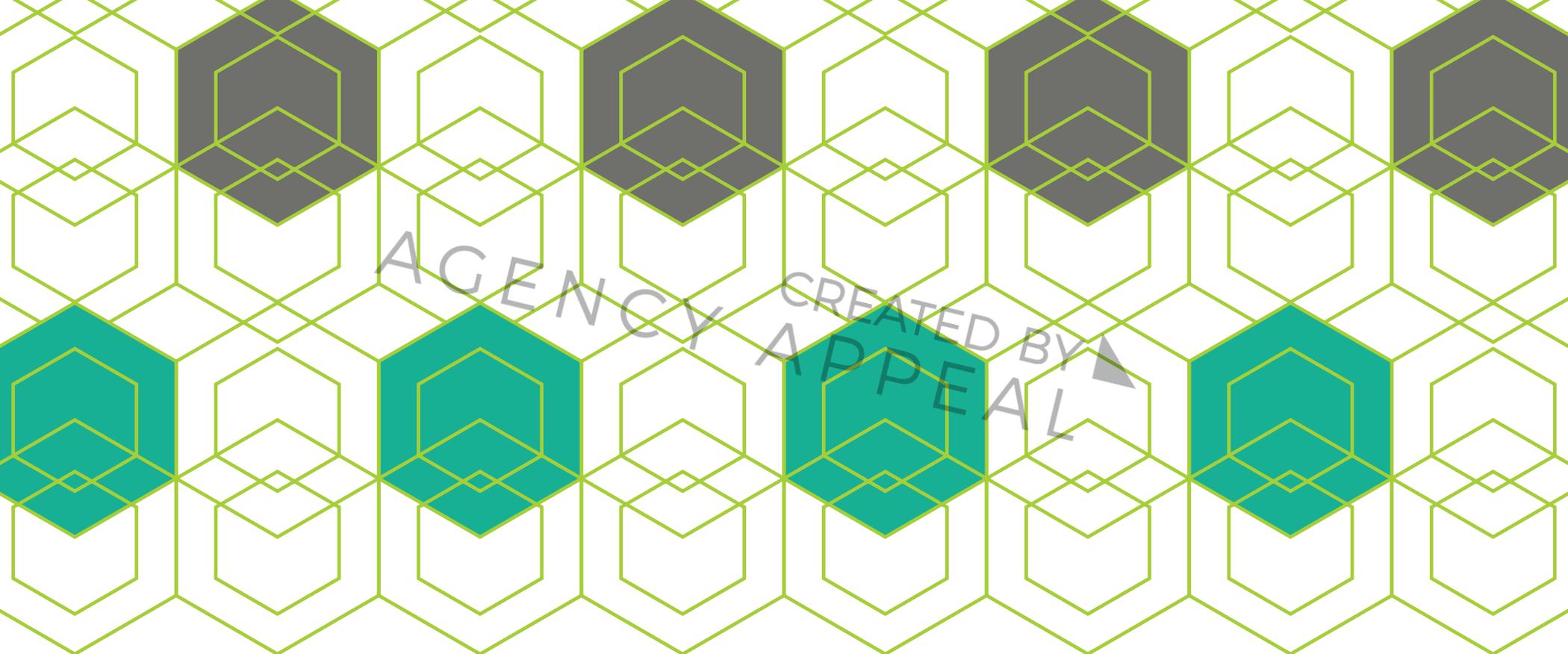
Photography should not be cluttered, and include too many people, which comes across as overactive and confusing.

02

Photography should not include color images, which would almost certainly clash with the color scheme of Community Insurance themes

03

The photography should also emphasize relaxing, nothing too sporty or adventurous. The idea is to convey calm and peace.



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Agency Appeal

+401.340.0048

sales@agencyappeal.com

www.agencyappeal.com

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Community Insurance

+(800) 264-6419

info@community-insurance.com

<https://www.community-insurance.com/>

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