

BRAND
GUIDE



HOLLEY
INSURANCE

BRAND

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ABOUT

This Brand Guide was created for Holley Insurance by Agency Appeal. It is intended to guide marketing & advertising decisions going forward.

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POSITIONING

Small town values combined with big city resources.

Holley Insurance is an independently owned local insurance agency in Boones Mill and Roanoke, Virginia that is guided by small town values combined with big city resources and expertise. With a broad range of product offerings, Holley Insurance provides all types of personal, commercial, and life insurance at a competitive price. Community is at the core of Holley Insurance — it is what builds client relationships, trust in the brand, and it's simply what sets the agency apart from a crowded insurance marketplace.

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BRAND FOUNDATION

Our competitive
edge lies in
cultivating
authentic client
relationships.

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PARTNERS IN PROTECTION

Buying insurance can be an overwhelming experience and many people give up before they even really try. They see how many options are out there, choose the first one that looks decent, sign on the dotted line, and get their coverage...sometimes without even talking to anyone.

Then, when an unforeseen event happens, they realize that they have no idea what their insurance covers — or doesn't cover. They didn't receive any professional guidance during the buying process, and now that they have to file a claim, the insurance company won't return their calls and they are left with major bills to pay.

Holley Insurance works to make sure our clients never feel that way.

At Holley Insurance, we are partners in protection with our clients. Partners work together toward a common goal — our clients need insurance, and

we help them make that happen. We do more than just write the policies, though. We explain the pros and cons of various coverage, and get to know their unique situation in order to make personalized recommendations. Clients should feel empowered and confident after purchasing insurance because we helped them make an adequately advised decision.

Holley Insurance's competitive edge lies in cultivating authentic client relationships. We gain our clients' trust, build rapport, and win clients over with by creating a warm, friendly experience. We give them an honest assessment of what we feel they need and help guide them toward making the right choice. After all, isn't that what you would expect from a partner?

By working with our clients, we establish lasting partnerships that increase customer retention and allow our clients to feel like active participants in how they protect the most important things in their lives.

BRAND STORY

Imagine the perfect partner...

they are likely supportive, hardworking, honest, engaged, and collaborative. Chances are, you value the same type of traits in an **insurance agent**.



Holley Insurance was founded in January 2000 by Steve Holley, based on those exact principles. He wanted his clients to view him and his agents as true partners in protection, rather than disengaged voices on the other end of the line. Living in a small town, Steve knew the importance of authentic relationships — both personally and professionally — and worked to ensure clients felt respected, appreciated, and like their concerns and feelings were truly being heard.

With the goal of growing — without losing the agency's small town values and roots — Holley Insurance acquired Roanoke Insurance Agency in 2013.

Everything Holley Insurance does is guided by our mission statement "To provide our clients with superior price, protection, and service, to be a good partner to the companies we represent, and to be an active and valuable member of the community we serve."

And that's exactly what we do every day. We offer personal attention, full time professional service, competitive pricing, a broad range of insurance products, and an experienced staff.



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Language

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Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.

SIMON MAINWARING



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Tone

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Our tone elements work together to form our overall voice. When you're communicating on behalf of Holley Insurance always try to communicate in these tones:

Honest

The foundation of any solid, lasting relationship is honesty and that is just what we are trying to build with every person who contacts us. As partners in protection, we have the client's best interests at heart. It's our job to tell them what their best options are for coverage — whether that is with us, or not. We always want to do what is right, above all other things, even if that means walking away from business or having a conversation that a client may not like.

Engaged

When our clients talk, we listen — really listen. Being engaged in a conversation — asking questions, giving someone your full attention, and simply caring — allows you to connect with people in a truly authentic way. We don't read from a script or deflect the tough questions like bigger companies and carriers do; we are truly engaged in conversation with our clients and focused on developing a strong partnership.

Neighborly

What makes someone "neighborly"? Being helpful, kind, and friendly. Neighbors provide a sense of familiarity and comfort, and you should always be able to count on them — we want our clients to feel the same way about Holley Insurance.

BRAND

Voice

RELATIONSHIP-DRIVEN

Everything about our voice needs to be relationship-driven; when relationships allow partnerships to form, everything else will fall into place. By communicating in an honest, neighborly way and staying engaged during conversations, a natural connection will be created with each and every client. In person relationship-building is also an essential component of the brand because this allows us to establish face-to-face connections with clients outside of the agency walls and in the community we are part of.



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MESSAGE & UNITY

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Our clients are honest, hard-working individuals who value authentic relationships within their community. They come to Holley Insurance because they know that we hold the same relationship-driven values and are their partners in protection.

We are not just insurance agents — we are trusted advisors. Our advisors provide honest guidance,

but in a neighborly tone that differs from colder, less personal corporate entities.

Our clients stay with our agency year after year because their experience is with agents who are engaged whenever they speak and that care about them. We take the time to listen, provide dedicated support and service, calmly sort through difficult issues,

and patiently explain complicated matters in more simplified language.

Our conversations with each and every client should tell a story built on being honest, friendly, and engaged. When we combine these three traits together, we have the ultimate formula to establish the perception that we are a relationship-driven agency.

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If people believe they share values with a company, they will stay loyal to the brand.

HOWARD SCHULTZ

DESIGN Overview

The following guidelines have been created to guide you through the creation of any content that is visual in nature. The goal is to take a high level look at all of the elements that convey our new brand and create rules that are simple and easy to follow so that when we communicate we do so with consistency.

In the following you will find rules for how our logo should and should not be used. The types of photography that we should be using and how to choose it. As well as the typography we should be using and the design elements that will help us keep the our designs looking similar.

The most important thing to note is that this guide should be used by everyone in our offices to enforce the criteria.

Successful implementation of this brand requires everyone to be it's champion and to stop and ask "Is this communication: in brand?".

The best questions for evaluating whether or not something is in brand are:

- Does the copy of this content align with our voice and tone guidelines?
- Is this similar to something else we've done that is in-brand?
- Are we breaking any of the design rules with any element that we're using?
- Is there a way to make this feel more in brand?

If you are responsible in asking those questions every time a piece of content is created than the new brand will be easy to implement and we'll generate consistency in all of our communications with our clients.



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DESIGN FOUNDATION
Our visual
identity relies on
creating a feeling
of authenticity.



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Logo

To communicate the core message of “Partners In Protection” we’ve created a new logo that conveys the message visually. Our new logo was designed to be aesthetically minimal so that it can convey the message in with accuracy. We have two versions a horizontal and a vertical version. Please review the specifications and usage guidelines to make sure you’re confident in the way you use our new mark.

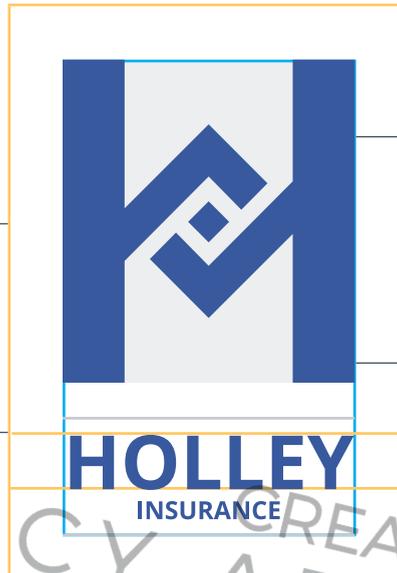
VERTICAL LOGO SPECS

CLARITY RECTANGLE

The Yellow rectangle shows how much space should be left around the logo.

CLARITY RECTANGLE SIZE

Is defined by the height of the word Holley added to the outside of the logo perimeter.



ICON

The icon of our logo is highlighted by the gray area. The icon can be used with out the words Holley Insurance but only as a design element.

LOGO PERIMETER

Is defined by the blue line along the outside of the logo. It shows the total visual footprint of the logo.

HORIZONTAL LOGO SPECS

CLARITY RECTANGLE

The Yellow rectangle shows how much space should be left around the logo.

CLARITY RECTANGLE SIZE

Is defined by the height between the bottom of the word Insurance and the bottom of the word Holley.



LOGO PERIMETER

Is defined by the blue line along the outside of the logo. It shows the total visual footprint of the logo.

LOGO USAGE RULES

RULE ONE

Always use the vertical logo first. The horizontal logo should only be used if production requirements cannot handle the vertical logo.

RULE TWO

Never scale either logo disproportionately. The proportions of the logo are intentional and should remain that way.

RULE THREE

Do not add extra effects like drop shadows, gradients, or glows to the logos.

RULE FOUR

Logos should never be placed on an image or on a background that obstructs the legibility of the logo. Always maintain proper contrast.

RULE FIVE

The logos colors should only ever be in the standard blue and gray, or in all black or all white.

RULE SIX

Never change the layout of either logo. The reason we have two versions of our logo is to ensure the logo meets all production requirements.

RULE SEVEN

If using the icon as a design element the full logo should be present somewhere on the content you're creating.

Yes

The following images are examples of the proper usage of our logo. Use as a reference for placement of our logo in any content you create.





No

The following images are examples of what not to do to our logo. Use as a reference when creating content that includes our logo. If your content looks similar it's incorrect.

Color

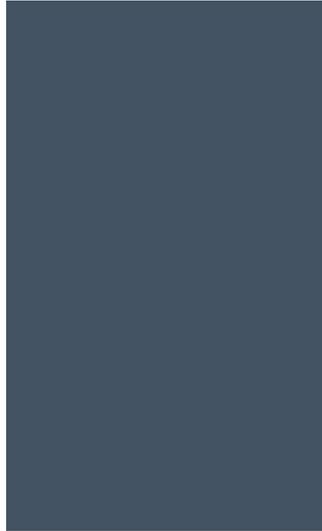
Our color palette has been chosen is simple because we feel that our message should have the loudest voice on our content not our colors. We have three primary colors + white, and one secondary color which should only be used for call-to-actions and if necessary to create visual contrast in our marketing. Please review the color make ups below.

PRIMARY



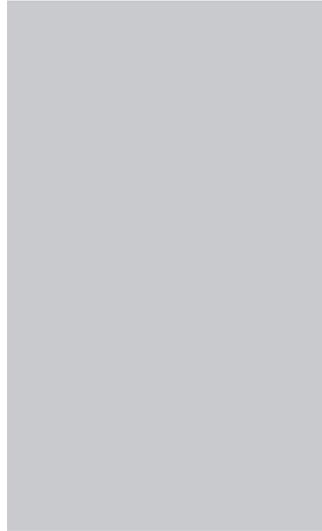
HOLLEY BLUE

HEX: #38589F
Websafe: #336699
RGB: 56, 88, 159
CMYK: 88,73,6,0
Pantone: 662 U



STEEL BLUE

HEX: #445363
Websafe: #336666
RGB: 68, 83, 99
CMYK: 31, 16, 0, 61
Pantone: 7545 C



LIGHT GRAY

HEX: #c8cace
Websafe: #cccccc
RGB: 200, 202, 206
CMYK: 3, 2, 0, 19
Pantone: 428 C

SECONDARY



METS ORANGE

HEX: #f7722b
Websafe: #ff6633
RGB: 247, 114, 43
CMYK: 0, 54, 83, 3
Pantone: 158 C



Yes

This is a great example of how our color palette can be used. The two colors used most are blue and white, and the orange is used to grab attention. The ratio of colors here is ideal.



No

The secondary orange should never be used as the main color on our content. Secondly, all of our colors are being used at the same time, which we should try to avoid. If possible, choose one primary color to be the focus of the content, with white and our secondary color only used as accents.

Photos

Our photo guidelines have been created to make sure our photography mimics our voice of being relationship-driven. Their secondary goal is to help us choose images that feel authentic. Our tone elements of Honest, Engaged & Neighborly create an authentic experience for our clients which we want to be sure to reflect in our photography.



RULE ONE

Our images should always contain 2 people. By choosing images that contain only two people our images feel focused on relationships.



RULE TWO

The expressions on the models should feel authentic. You can tell when someone is forcing a smile avoid using images like those.



RULE THREE

The dark tones in our images should feature low contrast. This helps the photos to feel more authentic because it's common in non-professional photos.

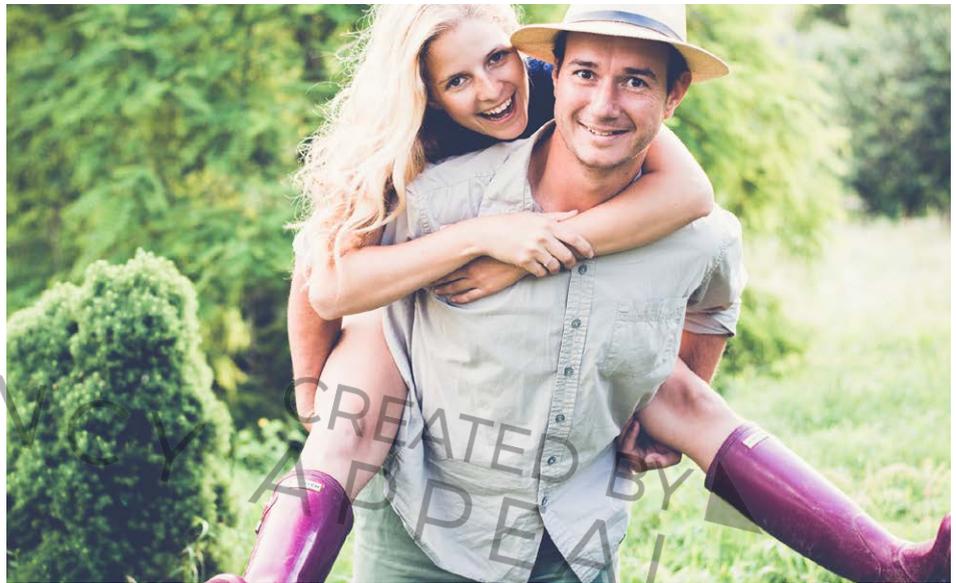


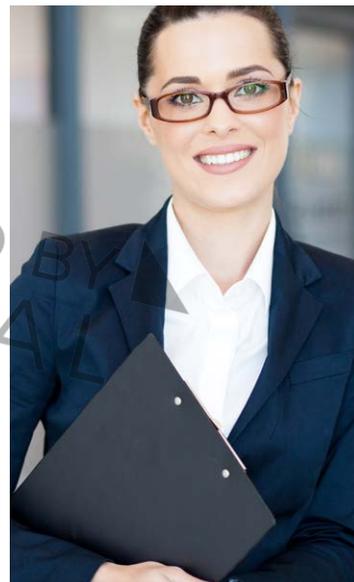
RULE FOUR

The dark tones in our images should also have a subtle blue tinge to them. It relates back to our steel blue color and makes the images feel more in brand.

Yes

These are all great examples of images that are in brand. The dark colors have a blue tonality to them. They all feature two people who look to have an established relationship. The expressions on the models faces seem authentic. There are enough dark tones to balance out the light tones.





No

None of these images are in brand, they all read as stock images. They do not have the right content. The overall tone is off. The repressions are not authentic. The light tones in the images are too white, and the image contrast is too good.



Close

These images while they look close to being in brand aren't. The content is correct but the over all tonality of the images isn't correct. They are all too light with out enough deep dark colors to contrast the light.

Type

We've chosen Open Sans and Coustard as our fonts. Coustard was chosen to represent our relationship-driven voice and neighborly tone. Whereas Open Sans was chosen to represent our honest and engaged tones. The fonts work well together when Coustard is used as a headline or display type and Open Sans is used as a secondary headline and body copy.

COUSTARD

Cozy lummoX gives smart squid
who asks for job pen.

OPEN SANS

Cozy lummoX gives smart squid
who asks for job pen.

YOUR PARTNERS IN PROTECTION

Ribuscimusam, aciatio repellatur ad erchic te nis aut eius magnaturit unt evenditam repe velique autasin pe vellitaOnseque exceptatatet adissunde mint lat volum faccaborest quamus comnihitaqui inctis dolorepel ex exped quae omnihic atiaes

Yes

This is a great example of how our type should be treated. The body copy is set in Open Sans it has a loose line height allowing the words to breathe. Coustard is used as a display font to further the message but isn't being used in a distracting way.

YOUR **PARTNERS** IN PROTECTION

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No

Coustard should never be used as body copy. Open sans light shouldn't ever be used as a primary headline and Coustard Bold should never be used. It is also being used in an obnoxious way that is making it difficult to focus on the rest of the text.

Pattern

We only have one pattern and it was the inspiration for our logo. The pattern can be treated in any of our colors and should be used where we need to create extra visual interest. If the pattern is being used we should try to use the blue pattern 70% of the time. The other three patterns can be used about 10% of the time each when it makes sense to use them.

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PRIMARY

SECONDARY



HOLLEY BLUE



STEEL BLUE



LIGHT GRAY



METS ORANGE

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Yes

This is a good example of how you can use the patterns to create visual interest where there otherwise wouldn't be any. The orange pattern is used appropriately because it's calling attention to a call to action.



No

Don't mix the patterns choose one not all of them. Be subtle in the use of the patterns they shouldn't compete with the text or with the message or make a piece of content look busy.



Devices

Our graphic device is simple, subtle, and powerful: The Golden Rectangle. Our vertical logo follows the proportions of the golden rectangle. We've been utilizing the golden rectangle proportions through out the brand guide and chances are you didn't even notice.

WHAT IS A GOLDEN RECTANGLE?

The Golden rectangle has been known since antiquity as one having a pleasing shape, and is frequently found in art and architecture as a rectangular shape that seems 'right' to the eye. It is mentioned in Euclid's Elements and was known to artists and philosophers such as Leonardo da Vinci.

HOW TO USE IT

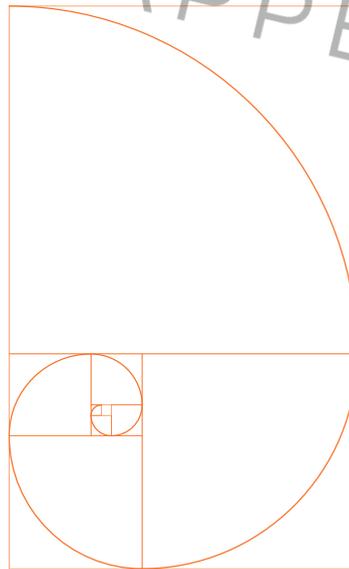
Our usage of the rectangle is going to be pretty straightforward we will use the shape to create image frames, text frames, and design layouts. The repetition of the shape will create a distinctive look across our brand.

WHEN TO USE IT

The device can be used on any content we create. The usage of it can be as subtle as using it as a guide to create the layout. To as obvious as using the shape as a frame for an image or text.

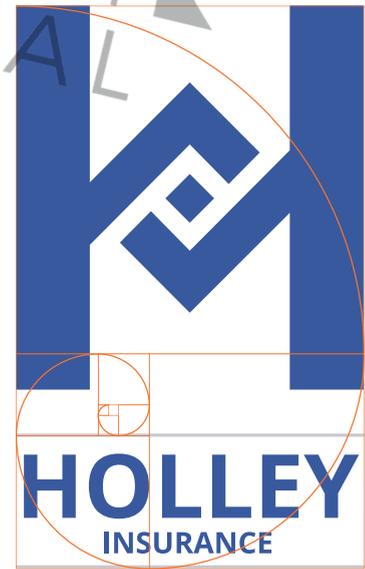
WHAT NOT TO DO

This is a device that relies completely on proportions. Please don't scale elements based on the shape disproportionate.



GOLDEN RECTANGLE

Above you can see drawing of the golden rectangle and how the golden ratio is repeated through out the shape.



OUR LOGO

Our vertical logo's perimeter is based on the golden rectangle proportions which is why we've chosen it as graphic device.



Yes

As you can see the shape is being used as a frame for the text in the above image. It's using the proper proportions and colors. It has plenty of room around it for the eye to flow and it's not bleeding off the page anywhere causing the proportions to be wrong.



No

This shows how a subtle change in the proportion of the rectangle creates a shape that is no longer correct. Those rectangles are too short to be considered "golden".

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