



BRAND GUIDE

CREATED BY
APPEAL





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Pasadena, Maryland 21122
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PAY TO THE ORDER OF AACC FOUNDATION
FIVE THOUSAND

MEMO

W.RAY HUFF SCHOLARSHIP

4833 04678726230 367255467633370

Nancy Nic



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The Importance of Branding

"A BRAND IS A LIVING ENTITY - AND IT IS ENRICHED OR
UNDERMINED CUMULATIVELY OVER TIME, THE PRODUCT OF A
THOUSAND SMALL GESTURES."

- Michael Eisner, CEO Disney



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A brand is an extremely valuable business asset that differentiates us in a crowded market, but often, branding isn't fully understood. Put simply, our brand is how our values live in public.

Our agency brand isn't what we say about ourselves: it's what everybody else says about us. It's the reputation we earn in our community. It's how our clients feel about us. It's our organizational personality, one that we earn every day by our actions, large and small. Our brand is shaped by the words that we use, the messages we convey, the values we uphold, and the way we interact with our clients, our community, and with each other.

Each of us contributes to our brand, building it day in and day out, over years. The result is a

brand that differentiates our agency and earns the recognition, trust, and respect of our clients and community.

Building and shaping a strong brand begins with all of us having a shared mission, vision, and values and telling our story to the world with one voice. *That's the purpose of this Brand Guide:* to achieve consistency of message and to provide the architecture of our brand. It establishes guidelines for our look, feel, style, and imagery, as well as our key themes, our messages, and our voice.



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OUR BRAND

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Brand Positioning

EARNING THE TRUST OF OUR
COMMUNITY EVERY DAY.

"EARN TRUST, EARN TRUST, EARN TRUST. THEN YOU CAN
WORRY ABOUT THE REST."

Seth Godin, Marketer & Author



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Huff Insurance is a family-owned independent insurance agency in Pasadena, Maryland, serving our home state, as well as the nearby states of Virginia, Delaware, West Virginia, Washington DC and Pennsylvania.

Our mission is simple: we've been Protecting Lifestyles since 1960.

We don't just talk about protecting lifestyles: we do it. We're trusted, experienced advisors who help clients identify and address financial threats to their homes, businesses, and assets tangible and intangible.

While people know they need insurance to protect themselves from life's uncertainty, many people aren't aware of simple coverage gaps that may leave them disastrously, ruinously exposed. Clients can't be expected to know the ins and outs of the dynamic and confusing array of available insurance products. That's our job. That's what we do. We're experts at the types of protection insurance affords, and we're positively passionate about leveraging that expertise for the benefit of our clients, their families, and their employees. We've been earning their trust and protecting their assets for more than half a century, and we're not about to stop now.

Brand Foundation

WE ARE FRIENDLY, KNOWLEDGEABLE INSURANCE PROFESSIONALS WHO PAIR YESTERDAY'S OLD-FASHIONED VALUES WITH THE TECHNOLOGY OF TOMORROW TO BRING YOU THE BEST IN SERVICE, CONVENIENCE, AND FINANCIAL PROTECTION TODAY.

Our clients are hard-working people who have worked diligently over the years to attain their goals, whether those goals are a comfortable home and family life or growing a business. In an instant, a catastrophic weather event, an accident, a crime, or someone's simple mistake can jeopardize the security and upward mobility that took so long to achieve. That's where the Huff Insurance mission comes in –*we've been Protecting Lifestyles since 1960*. It's our job to financially protect our clients against untoward events. We're committed to helping our neighbors and our community to protect their most important assets against life's risks.

Let's be honest. Nobody really wants to buy insurance. It generally falls in the category of "must

haves". Policies are steeped in financial jargon, disclaimers, and complex options. And because it's a highly regulated business, actual policies and coverage products are similar from company to company. For these and other reasons, it can be easy to simply default to price when choosing coverage. Saving money is important, we agree, and we work with that every day, sometimes a just a few dollars now can protect a client's security at a time when they'll need it most.

We're friendly, local insurance advisors who help clients make sound choices for themselves, their families, and their businesses. We help assess the risks and plug the gaps.

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Our brand foundation is built on our deeply-held, core values:

INTEGRITY

We believe in doing what's right, especially when no one is watching. We do what we say we'll do. We're honest, even when it's hard. We're reliable and trustworthy in all our dealings with our clients, and business partners, and each other.

INNOVATION

We are pioneers in adopting the latest technologies to improve communication, convenience and ease of doing business for our clients. We make it easy for people to work with us in the medium of their choice and to access our services where and when they need to – via mobile app, our 24-hour portal, phone calls, text, Skype meetings, and more. We seek out new products, new services, and new partners to meet our clients' needs as risks evolve.

PASSION

We love our mission of helping people with protection and we genuinely care about what we do. Taking care of our neighbors is important work. We love earning rave reviews for our service, our

attention to details, and our willingness to go the extra mile. Our clients' protection and satisfaction motivate us every day. Responsibility. As insurance advisors, earning the trust of our clients is a foundational value. We earn that trust by being knowledgeable and reliable. Our team is experienced, educated and licensed. We find the right solutions for our clients' needs and we show them how to maximize their security and protection, no matter what their budget.

COMMITMENT TO COMMUNITY

Many organizations talk about the importance of giving back, but we live it. Adding significant value to our community is a commitment we all share. From funding scholarships that send four kids to college every year to rolling up our sleeves to participate in community events and charities, we believe in the mantra of "what goes around comes around." We want our agency to be a pillar of the community. We are here to protect and support our neighbors, our neighborhood, and our whole community.

Brand Story



Huff Insurance is a local, family owned full-service insurance agency founded in 1960 by W. Ray Huff. Ray's daughter, Nancy, began working with him during summer breaks when she was a 14-year-old high-school student, and liked it so much she never left. When Ray passed in 2007, Nancy was there to continue Ray's legacy of honesty, reliability, and friendly service. Today our agency is still family-owned by Nancy and her husband, Jerry Nicklow.

We've grown substantially in the last decade. We purchased two local agencies, added to our team of licensed insurance professionals, and expanded our geographic reach. We're now licensed in Delaware, Pennsylvania, Virginia, Washington

DC, and West Virginia, in addition to our beloved home state of Maryland. Throughout this ambitious growth, we've held true to the same values and principles that Ray Huff built on from the start: honesty, integrity, innovation, a passion for what we do, and a sincere commitment to serving both our clients and our community.

We're proud of the fact that we've been insurance innovators since our earliest days. We were one of the first insurance agencies in the country to have a computer, and we still strongly believe in using smart technology to serve our clients in the best and most convenient ways. We offer a 24-hour online service portal so we're never out of reach. Our team members are comfortable and

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competent with providing service over a variety of platforms, including text, phone, email, and Skype. And we're more than happy to sit down with clients one-on-one and face-to-face.

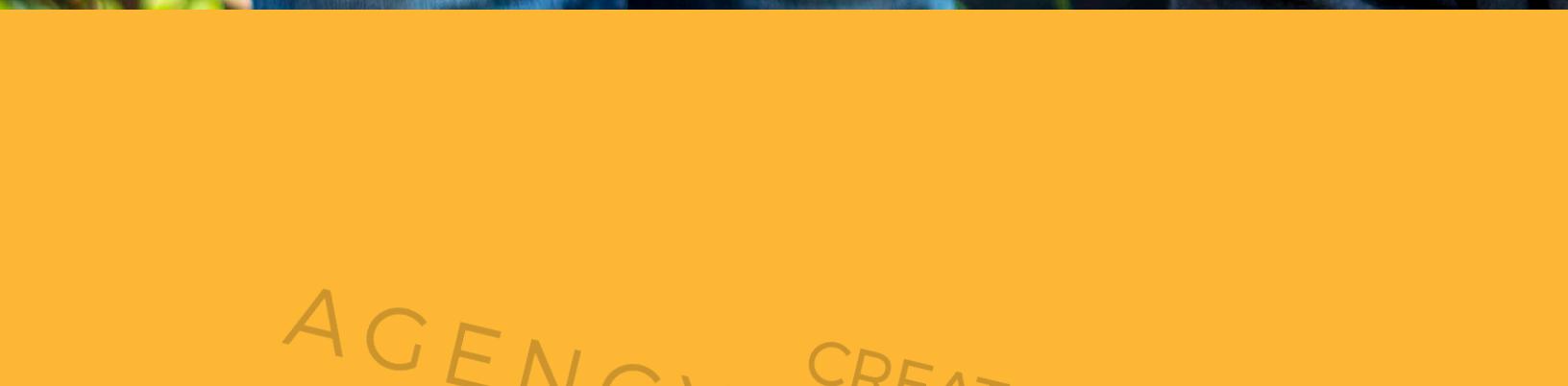
We take pride in offering consistent, high-value service. We operate on a "team service" model: our online portal means that any one of us can jump on client requests and quickly resolve them - no need to wait for a callback from a specific service rep. We believe in a once-and-done approach: our clients' time is valuable, so we strive to anticipate our clients' needs, minimizing multiple contacts while maximizing client convenience.

We take our role as advisors seriously. Insurance is important, and we adhere to the highest level of industry standards and ethics. We are not order-takers and policy-processors; we are expert advisors with the know-how to protect our clients, their families, their assets, and their

businesses. In our role as trusted advisors, we educate our clients about risks, and we offer solutions to mitigate those risks.

We're proud to be a Trusted Choice independent insurance agency. Rather than representing a single insurance company, we offer an array of products and services from multiple companies, giving our clients a wealth of options. We partner with more than 20 premier national and regional insurance companies and we have access to dozens of others with specialty business coverage and industry needs.

Huff Insurance is a one-stop source for all kinds of insurance protection, including personal insurance, business insurance, and life insurance. Our broad access to multiple insurance carriers ensures that we offer the right coverage at the right price.





OUR LANGUAGE

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Brand Tone and Voice

Our communication style is plain-speaking and jargon free. When we need to use insurance terminology, we take the time to be sure it is understood. We are advisors and educators, but we carry out that mission with a friendly tone. We aren't a big corporate conglomerate, we're local, we care about our clients and our community, and we show it in the ways that we communicate. We are sincere and convey our passion and commitment to our mission.

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Our communications should be:

WARM AND FRIENDLY

We are warm and friendly in all interactions with clients, partners and colleagues. We communicate with professionalism and respect.

KNOWLEDGEABLE

We're experts at what we do, and we love sharing our knowledge with our clients. We demonstrate our expertise by explaining financial complexities in jargon-free, plain language. We take the time to ensure that we're understood. We provide all the information our clients need to make informed decisions. We delineate the pros and cons of all options we've presented.

PASSIONATE

We love what we do. We love solving client prob-

lems and helping people secure the protection that will safeguard their homes, their cars, their businesses, and other valued assets. We are dedicated to and passionate about helping our clients and we convey that in our attitude, our language, and our actions.

RELIABLE AND TRUSTWORTHY

Integrity is vital to our business and earning our client's trust is our primary mission. Nothing makes us happier than earning someone's trust, and we know that to do that, we must be honest and reliable in all that we do and say, even if there is bad or disappointing news to convey. We always put our clients' interests first. We do what's right. We do what we say we'll do every time.

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Brand Unity

Our brand is what sets us apart in a crowded marketplace. Consistent branding builds recognition: it conveys reliability and trustworthiness. Inconsistent branding causes confusion: it erodes that sense of reliability. All our communications and actions must be focused, consistent and cohesive. By uniting message, voice, tone, and visual identity, we convey our core values of integrity, trustworthiness, and responsiveness in everything we do.

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- Familiarize everyone with the Brand Guide; explain the importance and set the expectation that it will be followed. Orient new hires and interns to brand standards.
- Assign one person the role of “brand steward.” This should be the agency’s go-to person for establishing and enforcing standards for all marketing materials and outgoing communications. Enforce logo standards strictly!
- Repeat key values, themes, and messages in all communications. Adhere to the agreed-on imagery look and feel.
- Ensure that all materials are professional and consistent. Create templates for emails, signatures, and frequently-used documents.

- Role-play and practice one- to two-minute summaries of the company, its values, and its competitive differences.

Without careful attention, consistency breaks down in small ways that lead to brand erosion: an off-brand signature in an email; an off-brand logo use in a presentation; or an off-brand email message with “creative” artwork that focuses on price over value. All such deviations degrade the brand and create confusion. Without careful curation, a fragmented brand detracts from the recognition, trustworthiness and reliability we have established.

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OUR DESIGN



Our Logo



|||||

Our logo is a simple and straight forward design. The blue gradient goes well with the other brand colors and the sans serif font used in the logo gives more modern feel. The shadows used for the shapes and type give the logo dimension and make the overall design more eye appealing.

RULE 1

The logo color gradient should always be that specific blue or black and white.

RULE 2

The image should never be stretched or disproportionate to the original file.

RULE 3

Solid white or black logos can be used on promotional material.

CORRECT USE



INCORRECT USE



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Design Element

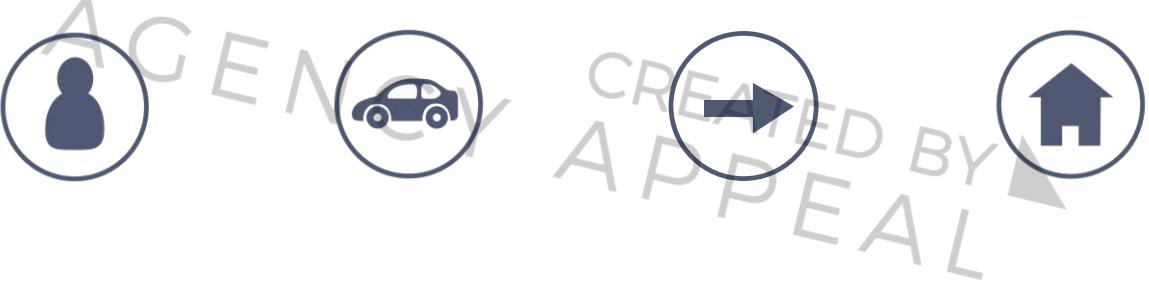
Huff Insurance uses icons as their design element in conjunction with the brand colors. These icons can stand alone or be used with the appropriate category/ information being shown. Icons can be used with all the brand colors. To create an interesting, fun, and abstract design—icons can be used as the example below.



Cae. Sedi volest quam, commia aut accessi quid
moluptatur, sequi dolor aturisquatis dolore
oditatum que ventiiscium invent.

Umquiatur rest, serupta tiatem apit ullabore
pre ilitatiae voluptatur audae pra quasped
quasped moest, omni aute lant fuga. Et as
dolupicim dolum qui.

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Design Examples

Since Huff Insurance's brand is focused on the colors, icons, and type — when trying to create branded material these elements should grab attention first.

Creating a simple design of mostly white and one brand color. This will attract the viewers eye to the content of the page.

1.

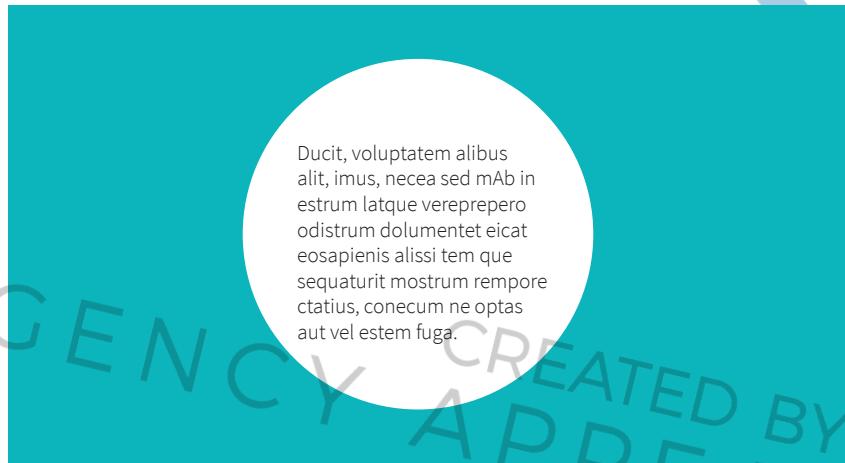


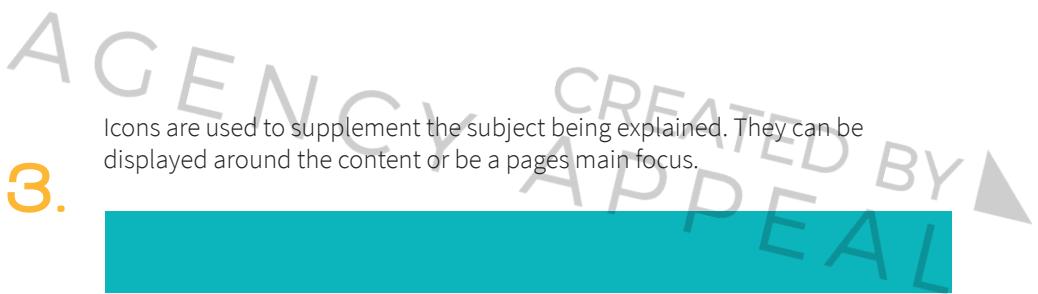
Dicit, voluptatem alibus alit, imus, necea sed mAb in estrum latque vereprepero odistrum dolumentet eicat eosapienis alissi tem que sequaturit mostrum rempore ctatius, coneicum ne optas aut vel estem fuga.



Using circle designs to show emphasis to an area and create cohesive rhythm with the brand icons.

2.





3.

Icons are used to supplement the subject being explained. They can be displayed around the content or be a pages main focus.



EXAMPLE

Dicit, voluptatem alibus alit, imus,
necea sed mAb in estrum latque
verereprepro odistrum dolumentet eicat



Dicit, voluptatem alibus alit, imus,
necea sed mAb in estrum latque
verereprepro odistrum dolumentet eicat
eosapienis alissi tem que sequaturit
mostrum rempore ctatius, coneicum ne
optas aut vel estem fuga.

4.

Promotional material should be clear and to the point.



CORRECT USE

The Huff Logo should be red easily and one of the main focuses in branding material. Icons are used as the main design element along side the brands bold colors.



INCORRECT USE

Do NOT use photography as a main element of branding. The logo should not be hard to read or overlap with anything. Icons should easy to see and correspond with the subject being presented.



CORRECT USE

All text should be easy to read and to the point. Circles are used as part of the branding in partner with the circle icons and oval shape of the Huff logo. Always use brand colors.



INCORRECT USE

Do NOT use icons as placeholders for text. Icons are used for emphasis and to draw attention to the viewer to read the page.

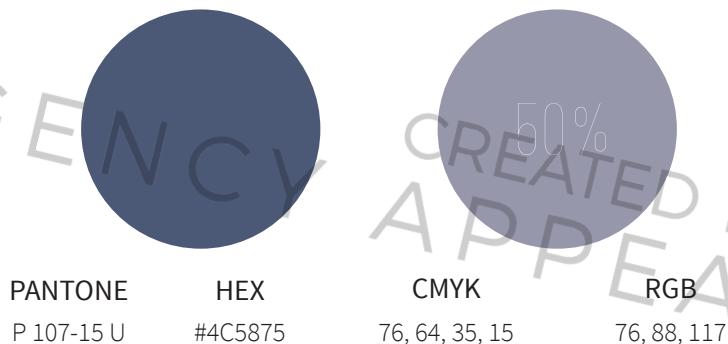


Our Colors

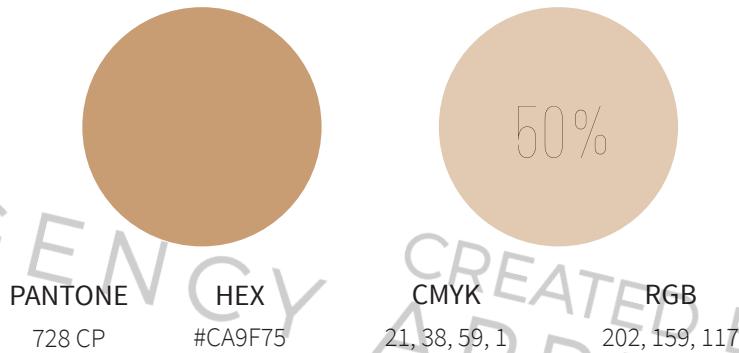
The colors chosen for Huff Insurance are blue, blue-gray, turquoise, yellow and sandy brown. The sandy brown and dark blue are used as neutral colors to compliment the brighter tones. Blue was picked because it gives a sense of security and safety while yellow is associated with happiness. All these chosen colors cohesively come together to bring a sense of welcoming and understanding that Huff Insurance can bring to the table.

It is acceptable to use each color at both 100% and 50% opacity levels, depending on the needs of the design being worked on.

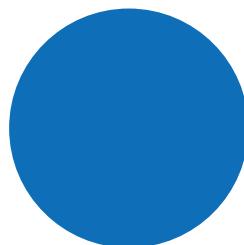
PERSONAL INSURANCE



COMMERCIAL INSURANCE

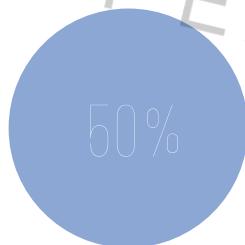


PRIMARY BRAND COLORS



PANTONE
2144 XGC

HEX
#006EBC



CMYK
88, 55, 0, 0

RGB
0, 110, 188

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PANTONE
7466 U

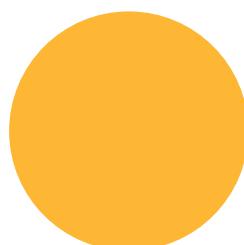
HEX
#00B4BC



CMYK
75, 4, 29, 0

RGB
0, 180, 188

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PANTONE
7549 U

HEX
#FFB838



CMYK
0, 31, 89, 0

RGB
255, 184, 56

Walkway Black

123
abc
ABC

Regular

Cozy lummax gives smart squid
who asks for job pen.

Walkway Bold

123
abc
ABC

Regular

Cozy lummax gives smart squid
who asks for job pen.

OSTRICH SANS

123
ABC

LIGHT
MEDIUM
BOLD
BLACK
HEAVY

COZY LUMMAX GIVES SMART SQUID
WHO ASKS FOR JOB PEN.

Source Sans Pro

123
abc
ABC

Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Semi bold
Semi bold Italic
Bold
Bold Italic
Black
Black Italic

Cozy lummax gives smart squid
who asks for job pen.

Typography

WALKWAY BLACK is used as the main headline font. Its bold san-serif lines and wide width bring attention to the eye easily.

WALKWAY BOLD complements *WALKWAY BLACK* being in the same font family and for being a thinner font choice. This makes a good candidate for being the sub headline.

OSTRICH SANS is a caps type and is used as an accent in the brand design. This font is condensed and modern which gives a nice break up to the other fonts being used. This can be used as light or bold text depending on the occurring typography design.

SOURCE SANS PRO is a wonderful body text font. It is an easy modern typeface to read and understand. There is a wide range of weights that can be used in this font family depending on the design needed.

Photography

Photography is used as an accent rather than the main source of design. These photos can be used to emphasize topics being displayed or a design element that can be more subtle than the brand colors and icons.

Photos used should include individuals or groups of happy, positive, and smiling people. We want to highlight the positivity and helpfulness Huff Insurance can provide to clients.

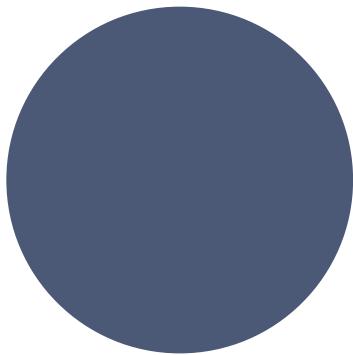




Personal Insurance

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COLOR



Personal Insurance's main color is dark blue-gray. This color should be used with any promotional material involving personal insurance wording or items. All imagery should also reflect family/friends or personal property in the photography guidelines of the brand.

IMAGES



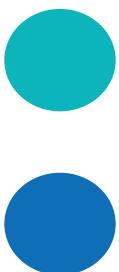
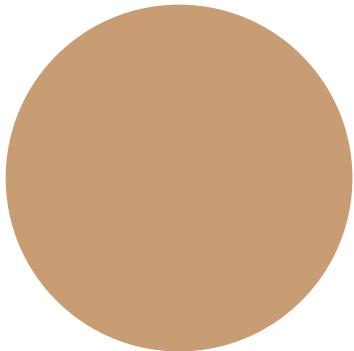
ICONS



Commercial Insurance

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COLOR



Commercial Insurance's main color is sand. This color should be used with any promotional material involving commercial insurance wording or items. All imagery should also reflect industry or business workers in the photography guidelines of the brand.

IMAGES



ICONS



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Video Guidelines

The main idea of the video should be made clear within the first 20–30 seconds. Videos should be live action featuring real people, no cartoons. Insert any photos or video footage needed to emphasize your idea or point. The logo should always be present during the video, usually located on the bottom right corner of the video.

VIDEO COVER IMAGE

The video cover image should show the proper brand colors toward the subject matter. For example, if the video is regarding personal auto insurance the color to be used is dark blue-gray. Since Huff Insurance's brand focuses on the brand colors and icons — photos should not be used as cover images.

VIDEO TITLES

The title of videos should always mention "Huff Insurance" before or after, whichever is appropriate. The title should explain what the video is about while trying to be exciting or eye catching.

EXAMPLES



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