BRANDING IS THE ART OF IDENTITY.

Branding is consistency, recognition, and unity within an organization; and most importantly, it is the “personality” that defines a company. At Berry Insurance, we have worked hard to define an identity that has become valued in our community - our name, logo, and people are only part of the brand identity.

You hold in your hands the ultimate guide to all things Berry Insurance. After reading this, you will be able to speak, write, and visually represent the Berry team in any medium.

The Berry Insurance Brand Guide has been developed to represent our core values, our voice, and our beliefs. How we see our audience, set the tone, and define the visual representation of Berry is explained in the following pages.

Everything you ever wanted to know about representing Berry, our identity, and how to create our communications is here. Following these guidelines is an opportunity to enhance our brand - our identity - and further enable Berry to educate and enhance the lives of our community for generations to come.
BRAND FOUNDATION

Real People.
At Berry, we're real people just like our clients. We understand their needs because we share those needs. We believe our value is in consultation, personal relationships, and as community advocates.

Real Risk.
We take time to sit down and explain to our clients not only what their coverage is, but how it protects them from risks, and what the value of it is beyond dollars and cents.

Real Results.
There is a reason we've been in business for 90 plus years, and it's that when you combine awareness of risk with a personal relationships you create real results for your clients.
BRANDMANDMENT

Differentiate from other agencies by explaining this foundation to your clients.
On today's agenda: you have to get the kids to school, get to work on time, meet your deadlines, make it to your son's soccer game and get dinner on the table... oh and don't forget, you also need to obtain professional liability insurance coverage.

Wait... what?

We know that you don't know the ins and outs of professional liability insurance. What you do know is that you have a business and you need to protect it. We also know that you don't want to dial a 1-800 number that leads you to a recorded machine to figure out how to get the insurance you need - quite frankly, you don't have the time! You want a real person who will take the time to sit down and explain to you the real risks that coverage protects you from.

Enter the protection team at Berry Insurance.

Why do business with us? Because when you are looking to obtain insurance you want someone on your side that understands your life, your risks, and when and if the time comes, to file a claim. We will get you the results you deserve.

Since 1922, our mission has been simple and clear: Build a relationship with our clients that enables our agents to provide coverage options that protect you from the risks involved in your life. Not your brother's life, not your Facebook friend Rhonda's life—but yours. Our expertise is in delivering results when you need them.

This is ingrained in our agency because Johanna Berry, the very first of this third-generation family-owned agency, started the Berry Insurance Agency right out of her home, as a "kitchen broker," handling accounts for her friends.

So when you ask us "Why do business with you over the other guys?" there is not a cut and dry answer. What we do know is this: you'll always be seen as a real person not an account. You'll always have access to a real person, not a robot. Your risks will be analyzed, not filed into a sample group. When you need results, we'll get them.


**COMMUNICATING VALUE**

Remember one thing: you are dealing with an individual.

Our clients will always be treated as individuals, not as numbers, and not as faceless businesses. Always put emphasis on the fact that you are a real person helping another person, not just a client. We've created a communication matrix that will help guide communication about core concerns our clients have. Effectively communicating our solutions will build value for our clients.

<table>
<thead>
<tr>
<th>CORE CONCERN</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Value</td>
</tr>
<tr>
<td>Saving</td>
<td>Investing</td>
</tr>
<tr>
<td>Easy Claims</td>
<td>Account Manager</td>
</tr>
<tr>
<td>Proper Coverage</td>
<td>Consultation</td>
</tr>
<tr>
<td>Confusion</td>
<td>Explanation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CORE CONCERN</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate Hikes</td>
<td>Carrier Options</td>
</tr>
<tr>
<td>Nickel &amp; Dimed</td>
<td>Minimal Fees</td>
</tr>
<tr>
<td>Payment Options</td>
<td>Flexible Payments</td>
</tr>
<tr>
<td>24/7 Help</td>
<td>App</td>
</tr>
<tr>
<td>Enough Protection</td>
<td>Estimation</td>
</tr>
</tbody>
</table>
VISUAL FOUNDATION

Our visual identity was created to communicate these foundational values.

Clarity
Insurance is extremely complicated, which is why our client should have a real person to guide them through it. To create a visual sense of clarity we have created whitespace requirements that will allow all of our communications to feel open and clear.

Simplicity
*Everything should be made as simple as possible, but not simpler.* - Albert Einstein
Over simplification of complex concepts can lead very quickly to misinterpretation. To avoid this, we’ve created a visual hierarchy system that will make sure the most important messages are communicated simply and clearly.

Humanity
We are human, our clients are humans, there are very few robots at Berry Insurance. We’ve developed our photographic guidelines & iconography guidelines to help convey the understanding that people are our priority, not policies.
THE LOGO

Our logo has been with us for a long time. To maintain consistency we've created the following guidelines for our logo.

Proportions & Spacing

“The Clarity Rectangle” this is the minimum amount of clear-space that needs to be around the logo to separate it from other design elements.

Width of the brand mark should line up with the left edge of the Y in Berry.

This creates an empty space that is Precisely 2 horizontal brand marks wide.

“The Bermuda Rectangle” this part of the logo is invisible and impenetrable. Design elements should never be inside this space.

The amount of space between the brand mark and the word mark is the same as the width of the straight line in the brand mark.

The clarity rectangle is determined by the height of the word mark.
# USAGE EXAMPLES

## Proper Usage

<table>
<thead>
<tr>
<th>Standard Use</th>
<th>Knocked Out - Acceptable on all colors and on images.</th>
<th>Black - Only if color is unavailable.</th>
</tr>
</thead>
</table>

## Improper Usage

<table>
<thead>
<tr>
<th>Too Small</th>
<th>Disproportionate Scaling</th>
<th>Wrong Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrong Colors</td>
<td>Breaking the Bermuda Rectangle</td>
<td>Added Effects</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non Standard Layout</th>
<th>Missing Elements</th>
<th>Illegible on a background.</th>
</tr>
</thead>
</table>
LOGO VARIATIONS

While consistency is key to a cohesive visual identity, there is a time and place to mix things up. We’ve created a few rules to keep the identity flexible and consistent.

The Horizontal Logo
The standard layout of the logo is taller than it is wide. Which means there will be times when the logo becomes illegible because the space it’s being applied to isn’t tall enough vertically. To combat that from happening, we’ve created a version of the logo that is wider than it is tall and a few rules for when to use this variation.

Sizing Rules
The horizontal logo should only be used if the vertical space allowed is less than .5”. The horizontal logo should never be used at a height smaller than .15”.

Horizontal Logo Layout
## Usage Examples

<table>
<thead>
<tr>
<th>Proper Usage</th>
<th>Improper Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Use</strong></td>
<td><strong>Too Small</strong></td>
</tr>
<tr>
<td><img src="#" alt="Berry Insurance" /></td>
<td><img src="#" alt="Berry Insurance" /></td>
</tr>
<tr>
<td><strong>Knocked Out</strong></td>
<td><strong>Disproportionate Scaling</strong></td>
</tr>
<tr>
<td><img src="#" alt="Berry Insurance" /></td>
<td><img src="#" alt="Berry Insurance" /></td>
</tr>
<tr>
<td><strong>Wrong Colors</strong></td>
<td><strong>Crowding the logo</strong></td>
</tr>
<tr>
<td><img src="#" alt="Berry Insurance" /></td>
<td><img src="#" alt="Berry Insurance" /></td>
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</table>

- Knocked Out - Acceptable on all colors and on images.
- Wrong Colors
- Crowding the logo
- Non Standard Layout
- Missing Elements
- Illegible on a background.

**CALL TODAY!**
LOGO VARIATIONS

Creating a sense of simplicity is a core component of our look and feel guidelines. To accomplish this we’ve created an entirely new format to the standard logo.

The Logo Square

This logo layout essentially gives us the ability to visually create a communication hierarchy. The square behind the logo will be a different color depending on the foundational message we’re communicating. See below:

**General**
This is the core logo square and can be used on all of our collateral.

**Real People.**
We chose our warmest color to reinforce the idea that you’ll never talk to a robot and you’ll always get a warm welcome at our agency.

**Real Risks.**
It’s black and white with our insurance you are vulnerable to real risks.

**Real Results.**
Teal conveys a sense of calm. The type of calm we want our clients to feel when they get the results they deserve.

**Rules**
The logo square should be used as a design element and not as the primary logo. If the logo square is used, the standard logo must also appear on the communication. Never use more than one logo square on a single communication. Only use the logo square when the message is clearly about a core value. Do not mix the colors and the values up. Example: do not use the yellow square on a communication about cost.
USAGE EXAMPLES

Design element on business card

Design element on client educational piece

Element on postcard

On landing page (mobile)
COLOR PALLET

Core Colors

- **Berry Green**
  - PMS 360
  - RGB: 93, 182, 95
  - CMYK: 67, 3, 85, 0
  - HEX: #5db65f

- **Dark Black**
  - RGB: 37, 37, 37
  - CMYK: 71, 65, 64, 70
  - HEX: #252525

- **Steel Grey**
  - RGB: 92, 100, 117
  - CMYK: 68, 56, 40, 15
  - HEX: #5b6475

- **New England Skies**
  - RGB: 126, 137, 149
  - CMYK: 54, 40, 33, 3
  - HEX: #7e8995

- **Snow Grey**
  - RGB: 236, 241, 242
  - CMYK: 6, 2, 3, 0
  - HEX: #ecf1f2

Accent Colors

- **Saffron**
  - RGB: 230, 182, 60
  - CMYK: 10, 28, 89, 0
  - HEX: #e6b63c

- **Iceberg Teal**
  - RGB: 0, 175, 158
  - CMYK: 75, 5, 47, 0
  - HEX: #00af9e

- **Berry Black**
  - RGB: 64, 63, 65
  - CMYK: 68, 62, 58, 47
  - HEX: #403f41
COLOR MIXING

Accent colors should be chosen to represent the core value the communication is trying to convey, therefore they shouldn’t be mixed. However, if you are creating illustrations or infographics all colors may be mixed. If colors are layered on top of each other, please keep contrast in mind. See the examples below.

Color Pallets | Proper Contrast
---|---
![Color Pallets Examples](image-url)

Sample
PATTERNS & TEXTURES

We have created a set of patterns and textures that can be used to add subtle depth to our communications.

Subtle Meaning

Our patterns were chosen to represent our ability to handle complexity. When used correctly we can reinforce the idea that insurance is complex, but we are there to help. The wooden texture we've chosen will help communicate the history of our agency, (kitchen table brokerage) while also communicating strength, reliability, & warmth.

Rules

Subtlety is key with the maze patterns. The goal is to make complexity seem like a dreamy afterthought. Strong contrast will not convey that message. There are two formulas for creating patterns:

1. White Background + Colored Maze @ 20% Tint
2. Color Background + Same Color Maze @ 80% Tint

The exception to this rule is when using Snow Grey which can be used at 100%.

The wood patterns should be used sparingly. These textures exist to inject warmth into communications that otherwise might seem cold. They can be tinted with any color however the color should be no more than 40% opaque.
TYPOGRAPHY

Creating a sense of clarity is a core component of our look and feel guidelines. We’ve chosen typography that is easy to read and designed for the 21st century to help accomplish this.

Core Font

Lato is our core font; it has many weights and can easily be used across the web. It was chosen because it has a warm but clear feeling to it. The “feeling” of the font is summed up perfectly in this entry on the Google fonts website:

“..He wanted to create a typeface that would seem quite “transparent” when used in body text but would display some original traits when used in larger sizes. He used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, he created a sleek sans serif look, which makes evident the fact that Lato was designed in 2010 — even though it does not follow any current trend.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. “Male and female, serious but friendly. With the feeling of the Summer,” says Łukasz

Secondary Font

Our secondary font is Droid Serif and it was designed to “maximize the amount of text displayed on small screens. Vertical stress, sturdy serifs and open forms contribute to the readability” It contrasts nicely with the transparent quality that Lato has, which creates a great visual hierarchy when Droid Serif is used as a headline font. It allows documents and web pages to be easily scan-able.

Tertiary Font

Our tertiary font is called Swanky Moo Moo and was chosen to help visually communicate the idea that we are real people. The font should only be used when the messaging is directly communicating that core value. The font has a back story that is close to our hearts: “Swanky and Moo Moo is based on the handwriting of a young mom. The name comes from the writer’s family nicknames.”
### TYPOGRAPHY SAMPLES

Below are some examples of typographic treatment.

<table>
<thead>
<tr>
<th>Headline</th>
<th>Sub headline</th>
<th>Our job is to protect the things you love.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Et quodis doluptatet, occum, ut quam harum qui simaior eiciur?</td>
<td>We understand your needs because we share those needs.</td>
</tr>
</tbody>
</table>

| Insurance risk results. | We educate clients on their options. Because we believe the more you know the better protected you are. | Real Problems? Deserve Real people to solve them. We’re those people. |

"I am delighted with the service I receive from Berry Insurance (home and auto). I find the customer service to be exceptional!"

- BARRY
WHITE SPACE GUIDELINES

Effective use of white space can create a feeling of respite and clarity. We’ve created these guidelines to ensure our communications always feel calm and open.

The Rule Of Thirds

“The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.”

All of our communication design should follow this rule when possible. Leaving a minimum 1/6th of the composition as whitespace will allow our communications to feel clean and clear. See the diagram below:

Alignment & The Logo Square

The logo square was created so that we could easily align elements. See the diagrams below:

Compositions can be created by aligning elements to one of these “rules” on the logo square. The yellow rules intersect at 4 points on the logo square and therefore should be used most frequently.

Examples:

If using people in your composition aligning faces on two rules creates a natural place for the eye to rest.

It won’t always be possible to get all elements to align to multiple guidelines depending on the size/type of your media.

The space highlighted in green shows the space that is considered “active” space. You can easily see this piece obeys the 1/6th rule.
Don’t create information jams. Be more concise.
PHOTOGRAPHY GUIDELINES

Great photography sends a message by itself. Our photography should always send the same message: “Real Life, Real People, Real Expertise”

Keeping It Real

There are a few ways to keep our photography from falling into that dreaded category of “looking stock.” One of the simplest is to keep it black and white. Even a stock image gains a level of realism when treated in black and white. Secondly, use real images of our clients and our team. An image can’t seem stock when the viewer knows the person or place in real life. Lastly, clever cropping can always make photography look better.

Rules

Always try to use images of people. We’re trying to create a sense of humanity, that’s hard to do without people. Portraits are preferred, compositionally they tend to be uncluttered but have the ability to express a wide breadth of emotions.

Use black and white as much as possible. Black and white visually differentiates us from other agencies while sending a clear message unobstructed by colors that may not match our color pallet. If you absolutely have to use color images never mix them with black and white images; that becomes distracting.

Stock photos are a last resort. If you do have to use a stock image spend the time it takes to find a good one; they are out there.
PHOTOGRAPHY EXAMPLES

The left image is the original. The right image is the edited version that matches our standards.
ICONOGRAPHY GUIDELINES

Our iconography guidelines were created to achieve two of our look and feel goals, humanity and clarity.

Speed and Meaning
While we do our best to communicate with our words, sometimes a visual representation is faster at conveying meaning. We’ve curated a set of icons that we can use when we need to guide our clients through complex information. Stylistically our icon set feels more personal because they are hand-drawn. The contrast between our otherwise streamlined look and feel will add an unexpected touch of humanity to our communications. Like a gentle pat on the shoulder to guide a client into your office, these icons will help humanize the search for information.

Rules
Icons should be used to guide our clients through our communications. They should never be larger than 32px by 32 px (.5”x.5” in print). Icons are a double edged sword; too many icons can become confusing instead of helpful. If you’re using more than 6 icons in a single communication think about how you could be more concise. Since our icons are meant to be utilitarian they should only be used in our branded gray tones, or white if they appear on a color flood. When choosing an icon make sure they accurately represent what you’re trying to convey.
Iconography Example

Price is what you pay.
Value is what you get.

- We are insurance agents, not repos.
- We take the time to understand what is important to you and why it is important, and what the value of it is to you.
- We are not the lowest cost option, but we are the best option.
- We are not the lowest cost option, but we are the best option.
- We are not the lowest cost option, but we are the best option.
- We are not the lowest cost option, but we are the best option.
FOUNDATION OF TONE

Compassionate
Insurance is expensive and you will never find an agent at Berry pretend not to understand that. Spending the time explaining the value behind coverages as they relate to what are realistic risks in a clients’ life -- that’s the difference.

Honesty
Knowing your customer is the difference between honest and open communication and a 1-800 number. Allows us to be seen as real people. When you call, you talk to us. You get the help you need right away and you get an honest answer to your questions.

Conversational
People want to be talked to in a way that they can understand - that can be difficult when tackling complex insurance jargon. We take the time to make sure our clients understand what they are buying. A conversation is a two way street, which is why we also take the time to listen to our clients to quote a policy that fits them. It’s about the art of conversation, not the art of the sale.
OUR VOICE IS:

Relatable

We want to be relatable. When we accomplish a relatable voice we will reinforce the idea that we’re Real People, who tackle your Real Risks, to get you Real Results.
UNITY & MESSAGING

Insurance is not the only thing going on in our clients’ lives. In fact, it may not even be a top priority for many of them. We know that they have big things going on.

They have lives -- and instead of ignoring that, Berry wants to be a part of that. Doing this makes you not just an insurance agent, but a person that your client can trust, confide in, and of course, relate to.

Our conversations with each and every client should tell a story built on honesty and compassion. When you add that together, you have the formula to be relatable.