

Oakbridge

INSURANCE

BRAND IDENTITY GUIDELINES

5 / 19 / 2021



BRAND STRATEGY

This is the foundational document of the brand to provide shared understanding and focus for all initiatives.

The Big Idea

A *people* and *process* focused regional insurance brand with a clear *purpose* of helping people while elevating the respect for the Insurance Profession.

KEY ATTRIBUTES

Excellence
Collaborative
Opportunity
Community

KEY STAKEHOLDERS

Customers
Employees
Acquisitions
Investors

CORE PURPOSE

It's really simple. We do insurance to help people.

BRAND VISION

To become the insurance advisor brand people of the Southeast United States think of, admire and trust the most.

BRAND FOCUS

People
Process
Purpose

BRAND POSITION

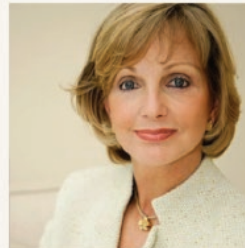
Project SEC is the only insurance brokerage that combines Purpose, Process and Professional Development so our people can help people, because our leaders believe the Purpose of Insurance is People.

Targets

VALUE PROPOSITION

Opportunity lies in plain, simple and transparent language. If we clearly communicate and deliver on the People, Process and Purpose promise, we will stand out from the general cynicism and tap into those emotional drivers of Anticipation, Joy, Fear, Trust and Surprise.

(*Stand Out*)



Sheryl



Zoey



Chad

CUSTOMERS

Sheryl

- Age 45 - 65 aka Gen X & Boomers
- A Business Owner
- C-Suite professional, most likely a CFO
- Well connected in the community through civic and social organizations.
- Active in her industry through trade associations.

EMPLOYEE TARGETS

ACQUISITION TARGETS

Zoey & Chad

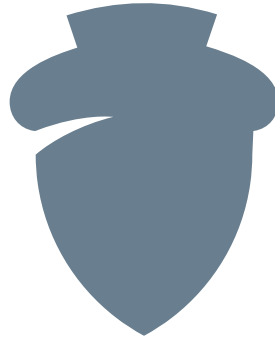
- Age 25 - 40 aka Millennials
- Young, aggressive professional
- Attach social status to purpose / beliefs.
- Drawn to companies/brands that associate with causes and charities.
- Connects with brands through online research, websites and social media.

EMOTIONAL DRIVERS

Anticipation All of the emotional drivers center around the idea of
Joy Access. Access to the best
Fear solutions for a Client's needs,
Trust and Access to the best
Surprise career and economic growth
for Acquisitions and Recruits.

(*Access*)

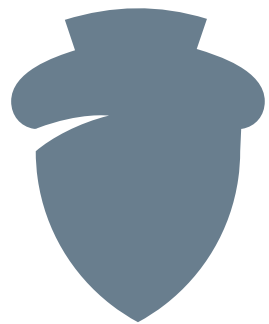
Logo



Oakbridge

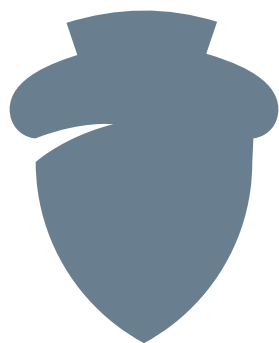
INSURANCE

PRIMARY LOGO (WITH TAGLINE)



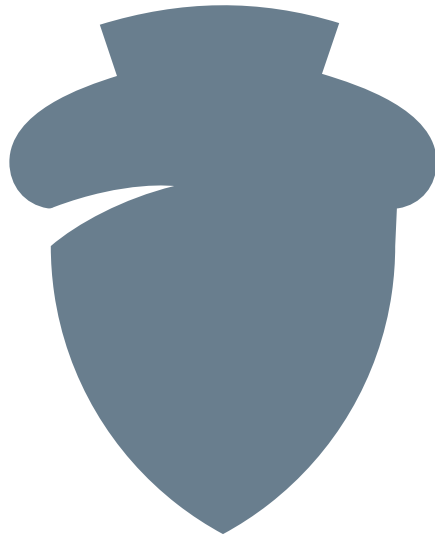
Oakbridge
INSURANCE

HORIZONTAL LOGO



Oakbridge

WORDMARK ONLY



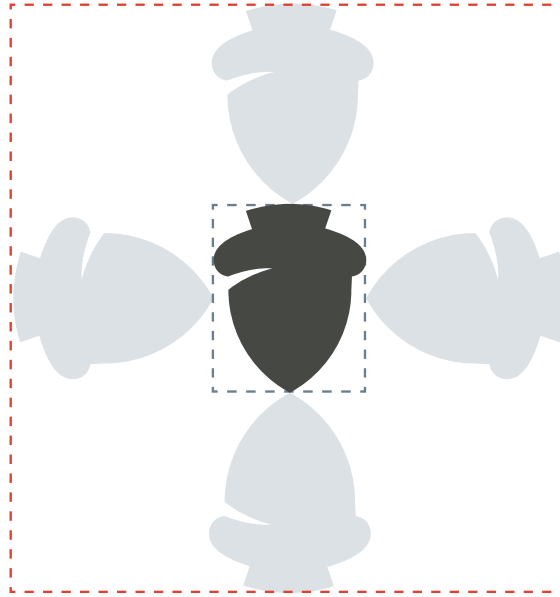
ACORN SHIELD ICON



Maintain an Acorn height of Clear Space around Logo



Maintain an Acorn height of Clear Space around Logo



Maintain an Acorn height of Clear Space around Logo



ACORN SHIELD PATTERN



The Acorn Pattern is the only time the outlined version of the Acorn should be used. The filled in Acorn Shield should NOT be used in the pattern.

Transition Logos...

Until a founding firm or new firm fully transitions to the Oakbridge name and brand identity, we recommend using the Oakbridge Gray for your previous logo, with “An Oakbridge Partner” graphic below it. See the following pages for examples.



HUTCHINSON
TRAYLOR

AN Oakbridge PARTNER

WAITES
& FOSHEE

AN Oakbridge PARTNER

MCGINTY-GORDON
& ASSOCIATES

AN Oakbridge PARTNER



AN Oakbridge PARTNER

Colors & Typography

OAKBRIDGE GRAY

HEX #697c8d

RGB 105 / 124 / 141

CMYK 63 / 44 / 34 / 6

OAKBRIDGE BLACK

HEX #464742

RGB 72 / 71 / 66

CMYK 65 / 57 / 62 / 43

OFFWHITE

HEX #fdfaf5

RGB 253 / 250 / 245

CMYK 1 / 1 / 3 / 0

ALMOND

HEX #edddcc

RGB 237 / 221 / 204

CMYK 6 / 11 / 18 / 0

PANTONE 7544 C

PANTONE 446 C

PANTONE 7506 (25%)

PANTONE 7506 C (75%)

WHITE

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

GREEN

HEX #9aa639

RGB 153 / 167 / 53

CMYK 45 / 21 / 100 / 2

DARK GREEN

HEX #687131

RGB 101 / 11 / 48

CMYK 59 / 40 / 99 / 23

RED CLAY

HEX #db4334

RGB 219 / 67 / 52

CMYK 9 / 88 / 89 / 1

WHITE

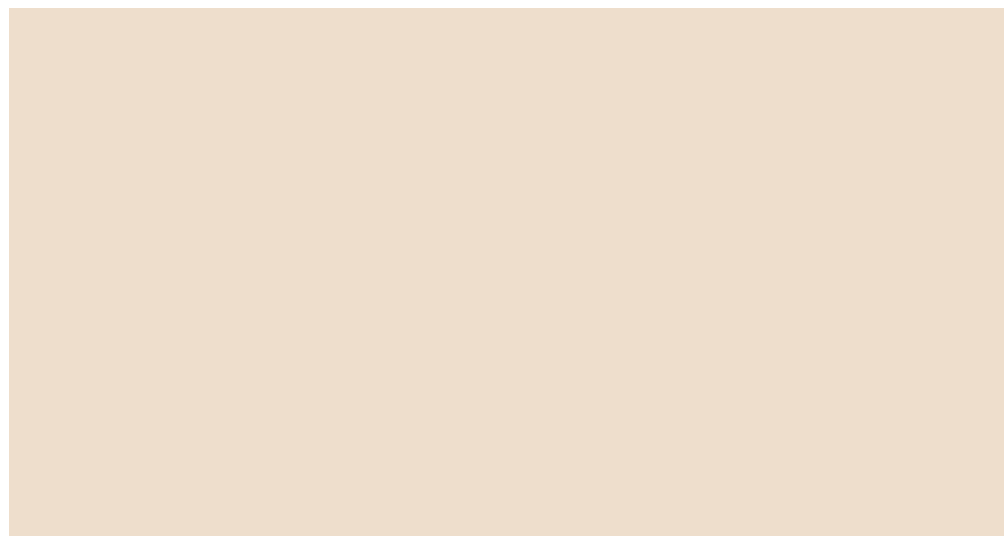
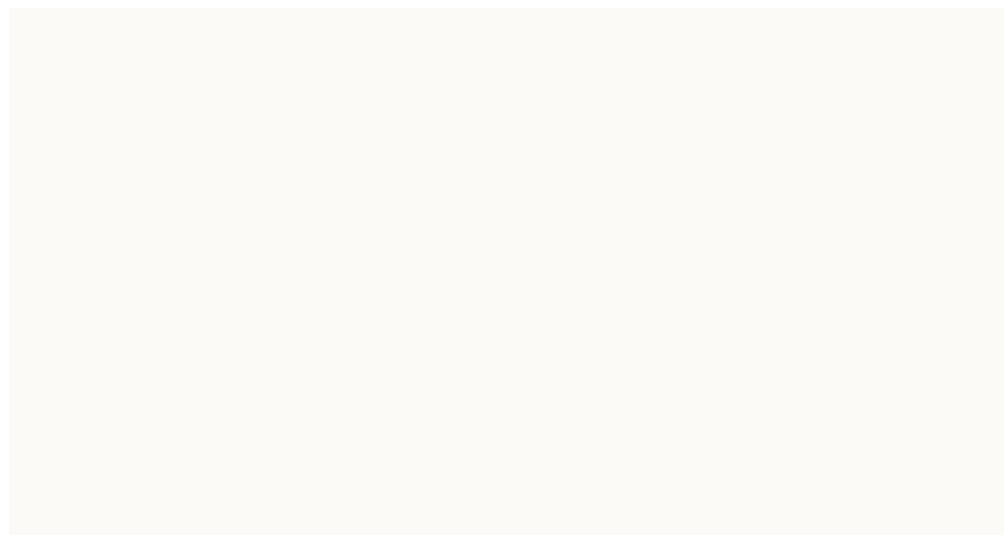
PANTONE 7746 C

PANTONE 5757 C

PANTONE 179 C



Color Emphasis Guide



 Oakbridge

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Primary Color Combo Suggestions
Logo Reversed out of each Brand Color



Acorn Shield Pattern
& Color Suggestions



Acorn Shield Pattern
& Color Suggestions

PRIMARY FONTS:

MORET MORET MORET

<https://fonts.adobe.com/fonts/moret>

Acumin Pro

Acumin Pro

Acumin Pro

<https://fonts.adobe.com/fonts/acumin>

Acumin ExtraCondensed

Acumin ExtraCondensed

Acumin ExtraCondensed

SECONDARY FONTS:

Only for online use.

Butler Light Butler Regular

<https://fablandesmet.com/portfolio/butler-font/>

Avoid...

For More Brand Impact, Avoid...



Do Not Use Different Colors of Acorn and the Wordmark



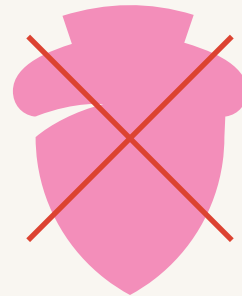
Do Not Use Non-Brand Colors for the Logo



Do Not Use ALL CAPS or Any Other Type Case for the Wordmark



Do Not Use Gradated Colors within Any Parts of the Logo



Do Not Use Non-Brand Colors for the Acorn Shield



Do Not Place Any Type within the Acorn Shield

Try not to use other type treatments or color combinations for the logo.

Avoid...

For print and digital promo imagery, do not use imagery that communicates clutter or unprofessionalism.

Professional photography is preferable, but high quality stock photography can work as long as it complies with the parameters of the Brand Strategy.



 Oakbridge



 Oakbridge

Suggestions...

For print and digital promo imagery, keep the imagery as simple, clean and cheerful as possible. This will emphasize how easy, beneficial and trustworthy Oakbridge is for all it's target customers.



Main



Alternative



Alternative

Social Media Profile Pics/Icons



Oakbridge
INSURANCE





DEEPLY ROOTED

Oakbridge, one of the country's "Top 100" Agencies* with a combined 250 years of service, is deeply rooted to serve clients across the Southeast.



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Email Signature



Email Signatures

IF BRAND FONTS ARE NOT AVAILABLE
AND YOU MUST USE SYSTEM FONTS
USE THE BELOW:

HEADLINES: GARAMOND

BODY: NARROW

1. OAKBRIDGE STANDARD

Donna M. Davis, CISR

Director of Marketing

Direct 912-638-3313 Mobile 912-223-0719

ddavis@oakbridgeinsurance.com

oakbridgeinsurance.com

MORET BOLD - 16 PT | HEX CODE: #697C8D

ACUMIN PRO CONDENSED BOLD - 12 PT | HEX CODE: #697C8D

LINE EXTENDS TO END OF PHONE NUMBER - HEX CODE: #697C8D

ACUMIN PRO CONDENSED REGULAR - 12 PT | HEX CODE: #697C8D

ACUMIN PRO CONDENSED REGULAR - 12 PT | HEX CODE: #697C8D

MORET BOLD - 12 PT | HEX CODE: #697C8D



LEFT ALIGNED WITH PADDING ON RIGHT - HEX CODE: #697C8D

2. OAKBRIDGE STANDARD + ADDRESS

Donna M. Davis, CISR

Director of Marketing

Direct 912-638-3313 Mobile 912-223-0719

ddavis@oakbridgeinsurance.com

225 Marina Drive St. Simons Island, GA 31522

oakbridgeinsurance.com

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3. OAKBRIDGE + PARTNER LOGO + ADDRESS

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**WAITES
& FOSHEE**
AN Oakbridge PARTNER

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4. OAKBRIDGE + PARTNER LOGO + ADDRESS

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**MCGINTY-GORDON
& ASSOCIATES**
AN Oakbridge PARTNER

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