

BRAND PRESENTATION

by Smart Marketing LLC.

BRAND INTRODUCTION



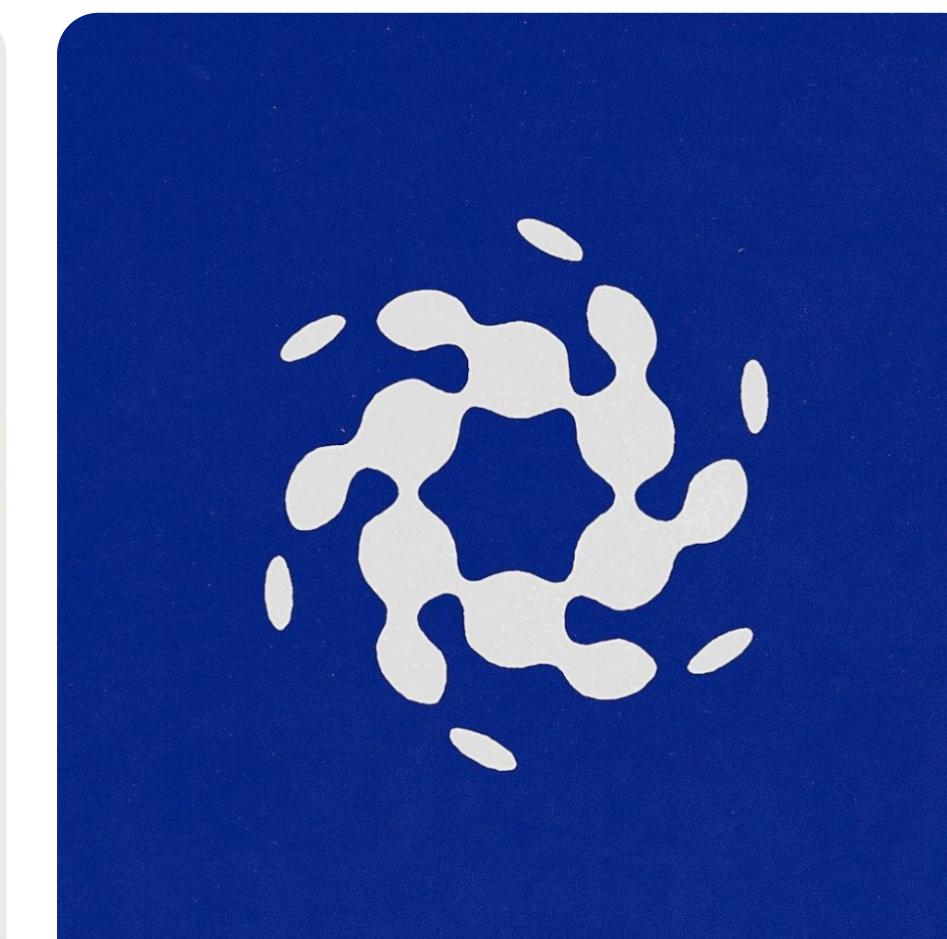
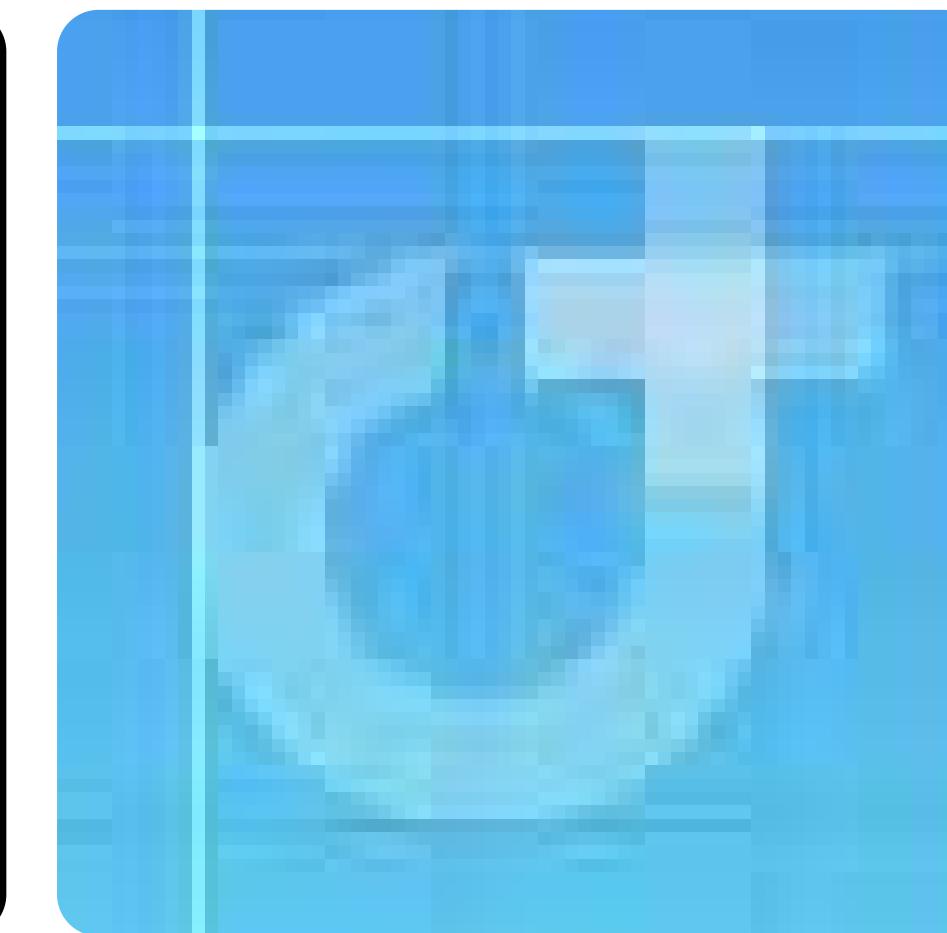
EXPERIENCED

LOCAL

INTUITIVE

TRUSTED

Client First Insurance Advisors has been dedicated to providing professional and knowledgeable services to clients throughout Upstate South Carolina for over a century. Working with top insurance companies, their experienced and licensed advisors are committed to finding you the best insurance rates to effectively cover all aspects of your life. Client First puts **YOU FIRST**.



CREATIVE DIRECTION

- Blue hues with a technical and professional edge.
- Logos that use both icon and logotype.
- Simple, effective, and creative use of icon.
- Branding will evoke feelings of dependency, trust, and professionalism.

LOGO DESIGN

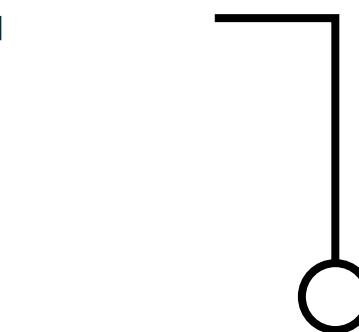
PRIMARY LOGO

Your primary logo will be the heart of your brand. This logo reflects a professional tone with calm blue and green hues.

A play on C & 1, as a recall to 'Client First'



CLIENT FIRST
INSURANCE ADVISORS



Clean sans serif font that captures audiences immediate recognition of the brand name

SECONDARY LOGO

Your secondary logo and logomark are a variation to your primary logo. They are applicable to brand assets that your primary logo may not fit on, aesthetically.



LOGOMARKS

 Lorem ipsum dolor sit
 amet, consectetuer
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat
 volutpat. Ut wisi enim ad
 minim veniam, quis



TYPOGRAPHY

The typography used in the branding is a geometric and symmetrical sans serif. It is no nonsense and visual pleasing. The accent font will be used in contract to the clean Europa fonts to present the brand with a refreshing flair.

Aa

TITLE

EUROPA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bb

BODY

EUROPA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Cc

Accent

IVY DISPLAY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



RELIABLE BLUE

#00323E

LIGHT BLUE

#4B8185

MISTY GREEN

#D7E2DC

SAGE

#93AD99

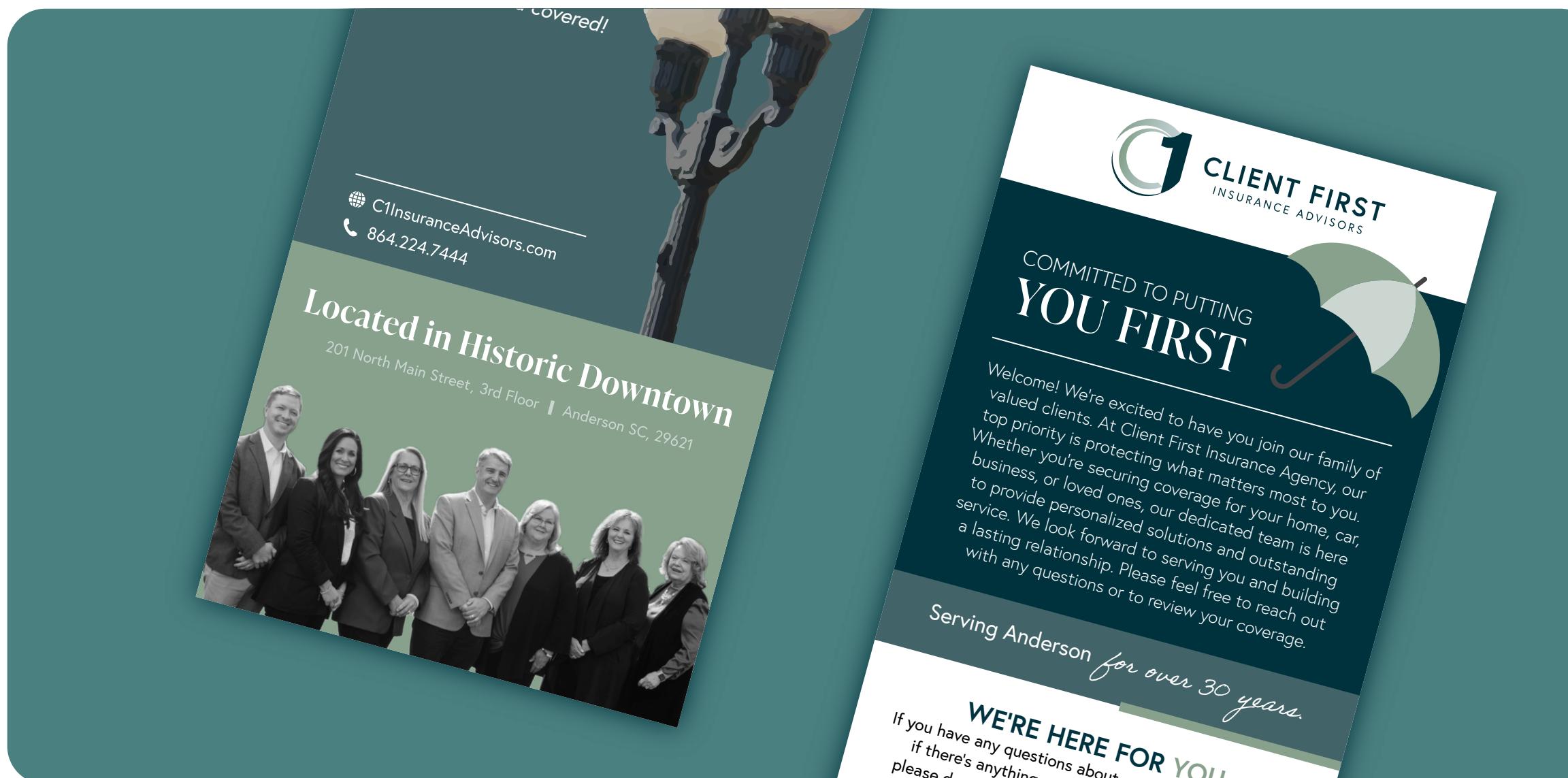
COLOR PALETTE

This color palette tells your audience you are trustworthy, dependable, and cool. These colors are calming, which give your audience a sense of ease and trust in your abilities.

BRAND APPLICATION

Always Putting The
Client First.

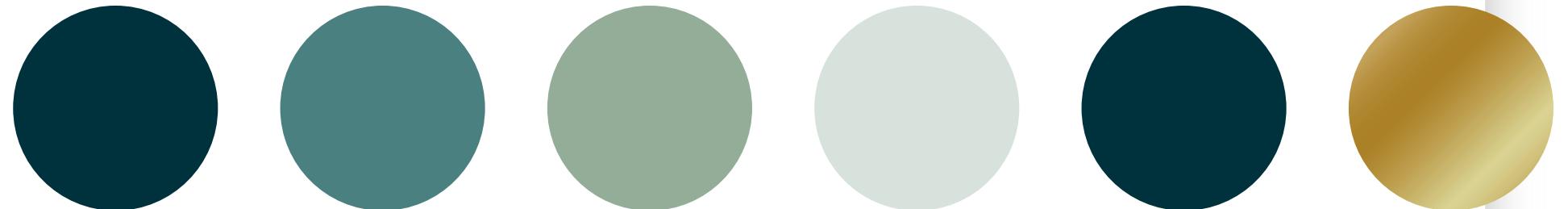




c1insuranceadvisors
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Client 1st Insurance Advisors





Client First Insurance Advisors
@c1insuranceadvisors

Guess who can help you with all of your insurance needs?
Look between Q and R on your keyboard.



Hey There,
NEW DRIVERS.
Let us welcome you to the road!



DID YOU KNOW?

55% VS 95%

Only 55% of renters in the U.S. have renters insurance in 2024.
Compared to 95% of homeowners who have homeowner's insurance.



CLIENT FIRST
INSURANCE ADVISORS



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Experienced a
**HOLIDAY COOKING
DISASTER?**
Protect your home from damages - explore our [Home Insurance coverage](#).



YOU'RE GOOD AT WHAT YOU DO,
**WE'RE GOOD
AT PROVIDING
THE BEST
INSURANCE
for you.**
Protect Your Assets & Revenue



Hey There,
**BUSINESS
OWNERS.**
Protect Your Assets & Revenue



**HOME IS
WHERE THE
HEART IS.**
Let us help you protect it, and



**IF YOU CARE
ABOUT IT,
we care
about it.**
Serving Upstate
South Carolina
for over 20 years.