

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.



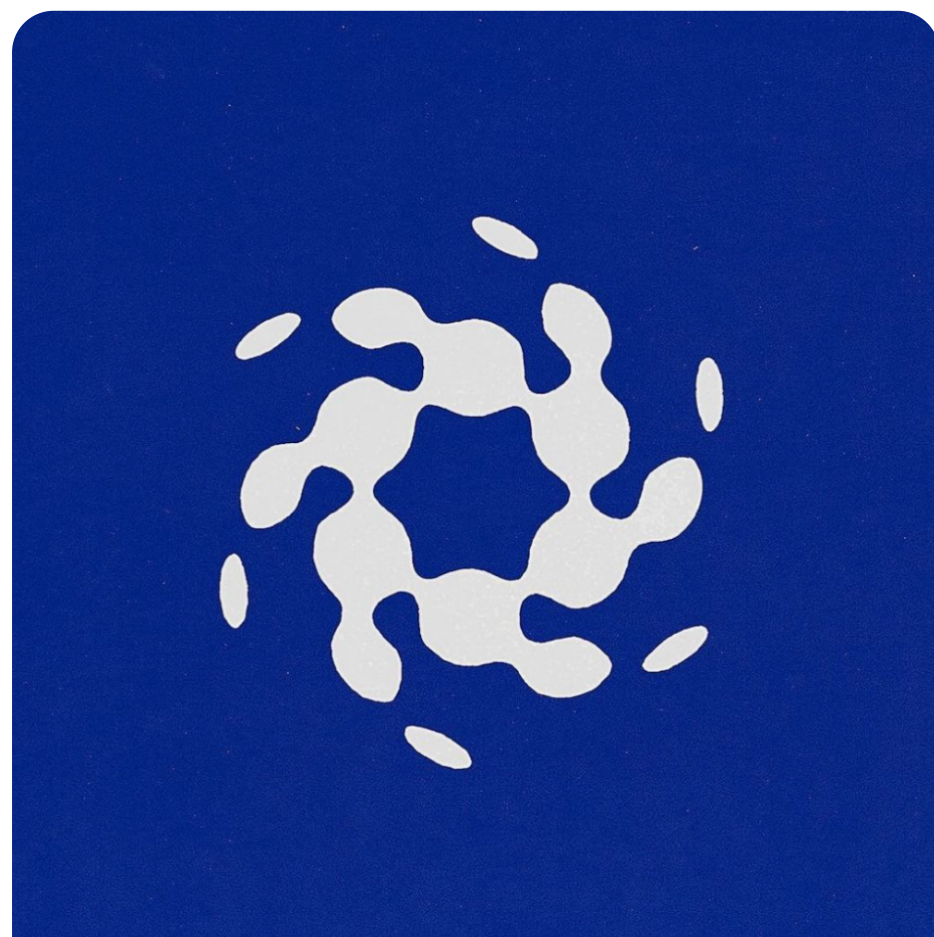
Logos that use both icon and logotype.



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, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis



TYPOGRAPY

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

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.

RELIABLE BLUE

#00323E

LIGHT BLUE

#4B8185

MISTY GREEN

#D7E2DC

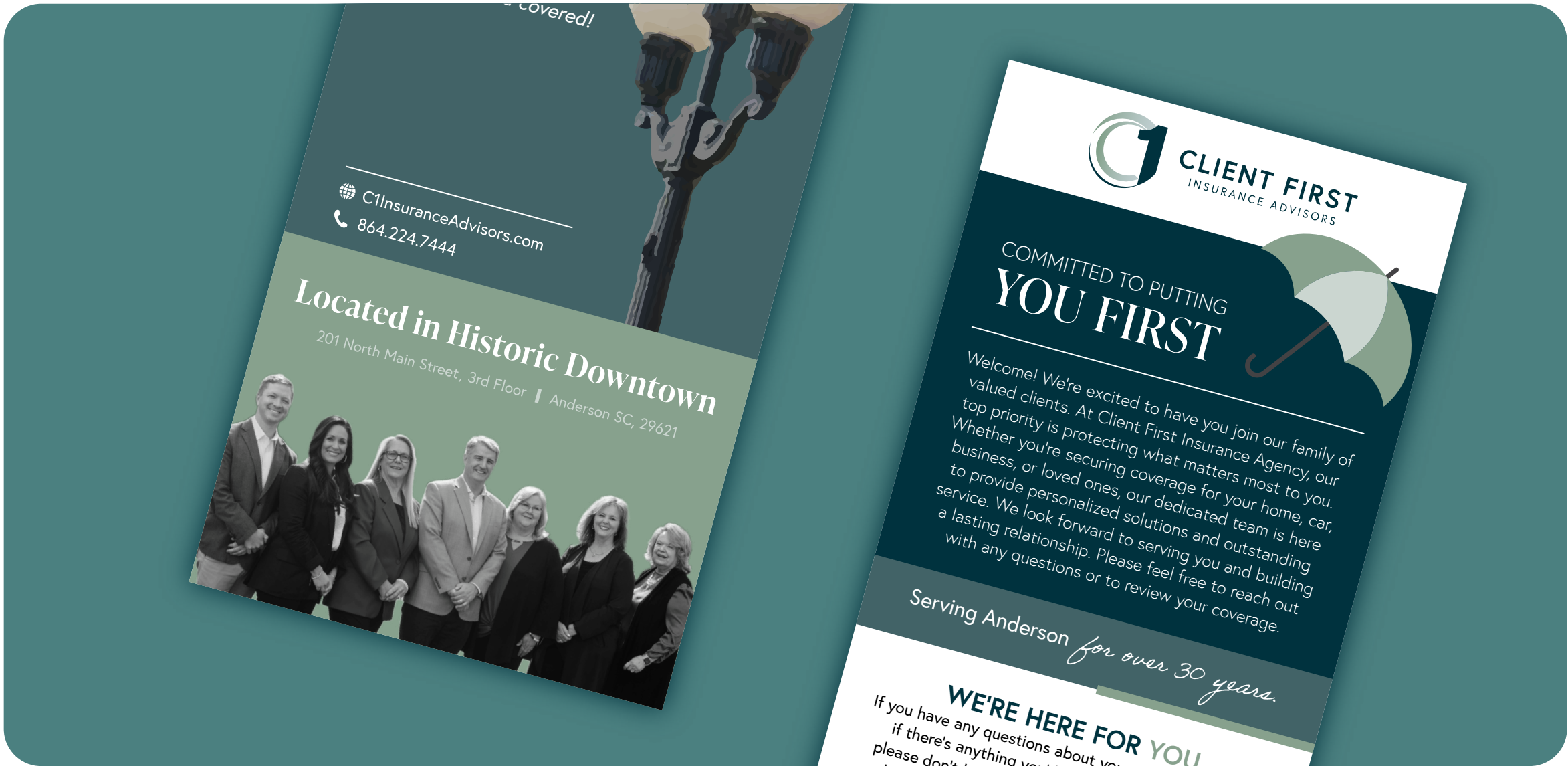
SAGE

#93AD99

BRAND APPLICATION

Always Putting The
Client First.





c1insuranceadvisors

Client 1st Insurance Advisors

Hey There,
NEW DRIVERS.

Let us welcome you to the road!



864.224.7444 | C1InsuranceAdvisors.com

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.

Hey There,
BUSINESS OWNERS.

Protect Your Assets & Revenue



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Experienced a
HOLIDAY COOKING DISASTER?

Protect your home from damages - explore our Home Insurance coverage.



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YOU'RE GOOD AT WHAT YOU DO,
WE'RE GOOD AT PROVIDING THE BEST INSURANCE for you.



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HOME IS WHERE THE HEART IS.

Let us help you protect it, and



IF YOU CARE ABOUT IT, we care



SERVING UPSTATE SOUTH CAROLINA for over 20 years.

