

PEOPLE'S TRUST INSURANCE

# Brand Style Guide



Better Prepared. Simplified Recovery.  
*Simply a Better Way*®

# ▶ Visual Style

The core of People's Trust Insurance (PTI) is confidence and betterment. Confidence that people's lives and homes can be made whole again. Betterment in the ways that business connects with people. These concepts cycle into one another. They allow PTI to exude friendliness and competence at the same time. They allow PTI to create a better way for home insurance in Florida.

The visual style allows for the brand to move into any area and still communicate its essence. Several elements combine to express this character including:

- ▶ Logo
- ▶ Colors
- ▶ Typography
- ▶ Photography
- ▶ Layout





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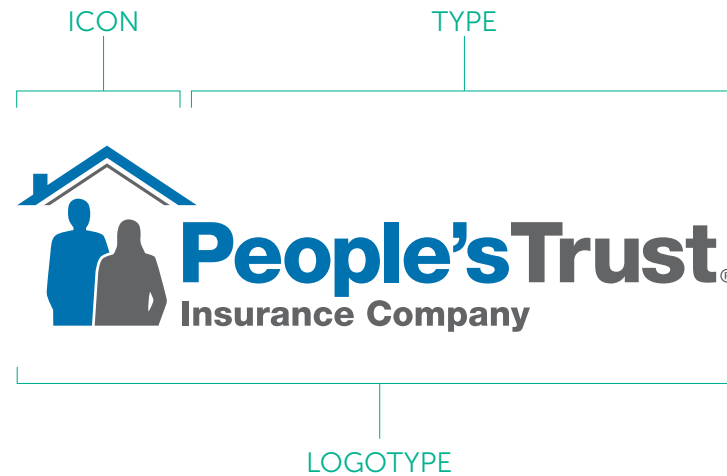
# A Logo

## Logo Construction:

Our logo is comprised of three distinct parts:

- ▶ The icon
- ▶ The type
- ▶ The logotype

*Use only the logotype unless you have approval from a marketing manager.*



## Logo + Tagline:

The tenets of the PTI Brand Promise are often summarized in a version of our logo that includes the tagline. This mark can be used interchangeably with the logo.



# A Logo

## Minimum Logo Size

The total width any mark should never be smaller than 1.25" in print or digital formats (at 100% screen size).



## Monochromatic Logo

While the color version of the logo should be used as often as possible, the monochromatic logo is used when color is unavailable. If only a single color can be used, please use the black version of the logo.



## Background Color

The mark should only be placed on a PTI blue, white or black background.

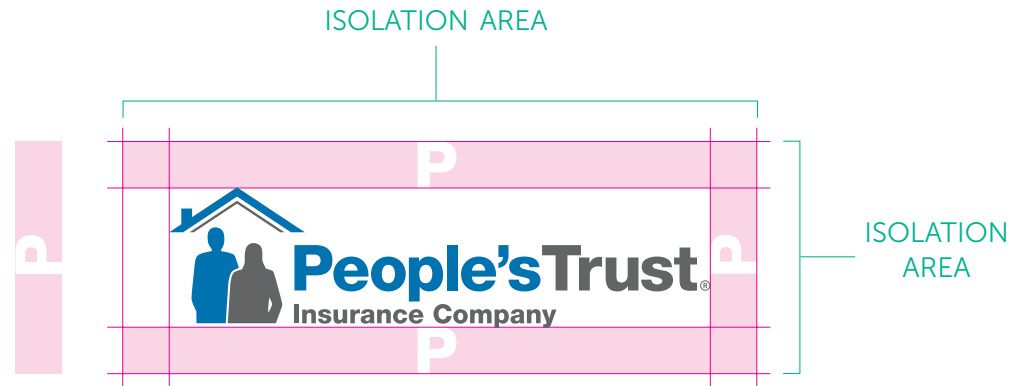


# A Logo

## Isolation Area

Regardless of the size of the logo, a buffer space should be placed around the edges of the mark to ensure that it remains prominent and consistent across all platforms.

Use the "P" in "People's Trust" to determine the isolation area when placing the logo.



The isolation area scales with the size of the logo:



# A Logo

## Logo Misuse

Always maintain the integrity of the mark by ensuring that no changes have been made to its appearance.



Don't squish it



Don't outline it



Don't eliminate parts of the logo



Don't rotate it



Don't use just the icon



Don't use on a busy background



Don't change the colors



Don't use just the text



Don't add effects to it

# A Logo

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## Logotypes

The following logotypes may be used depending on the design execution.



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Better Prepared. Simplified Recovery. *Simply a Better Way*



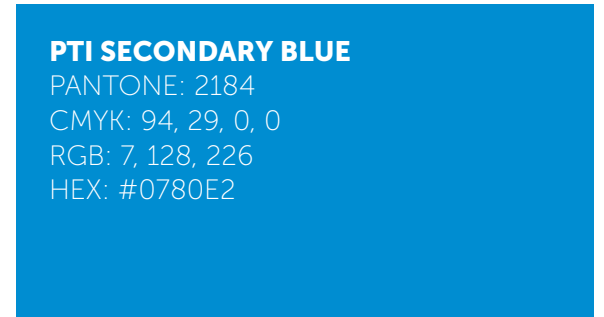
## ▶ PRIMARY COLOR



Our primary colors should always cover the largest area on all branded materials. This includes printed, digital and promotional items. If a given piece does not lend itself to using the primary colors, please contact the art director for approval before publishing a piece. Tints may not be used for PTI Primary Blue.

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## ▶ SECONDARY COLORS



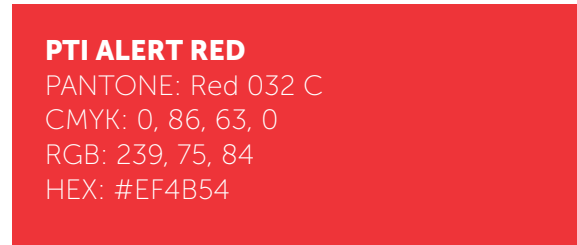
# B Color

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Secondary colors may be used to add emphasis or interest to a layout, but may never overpower the primary colors. Secondary colors must always cover less area than the primary colors on a piece.

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## ▶ TERTIARY COLORS



In specific branded messages and materials, the tertiary colors may be used to denote a strong emphasis on a layout element. The tertiary color may only be used very sparingly and should cover less area than both the secondary and the primary colors.

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## ▶ TINTS

### PTI HIGHLIGHT GREEN



Tints may be used in lesser amounts than secondary colors at the designer's discretion.

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### PTI SECONDARY BLUE



### PTI GREY



# B Color

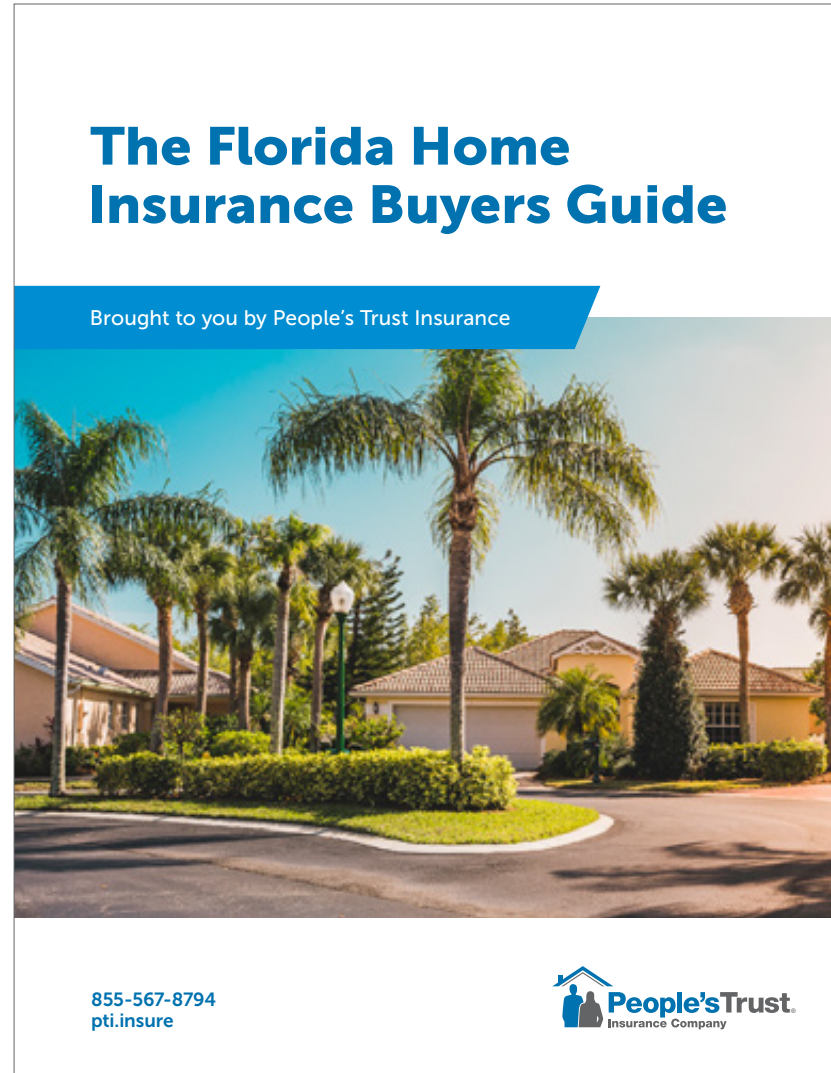
## Examples:

Each example displays the appropriate color proportions for our brand.

Print Blue Primary



Print White Primary



# © Typography

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## Typefaces

### ▶ **HEADER & BODY TYPEFACES**

Museo Sans 100 Regular

*Museo Sans 100 Italic*

Museo Sans 300 Regular

*Museo Sans 300 Italic*

Museo Sans 500 Regular

*Museo Sans 500 Italic*

**Museo Sans 700 Regular**

*Museo Sans 700 Italic*

**Museo Sans 900 Regular**

***Museo Sans 900 Italic***

Georgia Regular

*Georgia Italic*

## Styles

▶ **PAGE HEADER** • MUSEO SANS 100, PRINT: 44pt DIGITAL: 36px

# Header One

▶ **PAGE HEADER** • MUSEO SANS 300, PRINT: 36pt DIGITAL: 32px

## Header Two

▶ **PAGE HEADER** • MUSEO SANS 500, PRINT: 30pt DIGITAL: 24px

### Header Three

▶ **PAGE HEADER** • MUSEO SANS 700, PRINT: 24pt DIGITAL: 18px

#### Header Four

▶ **PAGE HEADER** • MUSEO SANS 900, PRINT: 18pt DIGITAL: 16px

#### Header Five

▶ **PAGE HEADER** • MUSEO SANS 900, PRINT: 10.5pt DIGITAL: 14px

**HEADER SIX**

# © Typography

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▶ **LARGE BODY COPY** • MUSEO SANS 100, **PRINT:** 13pt **LEADING:** 17pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin quis lacus sit amet pretium. Donec id tortor sed justo cursus hendrerit non sed ex. Integer scelerisque metus in arcu pharetra feugiat. Sed eros massa, varius sit amet bibendum vitae, pellentesque ut ante. Lorem ipsum dolor sit amet, consectetur.

▶ **SANS SERIF BODY** • MUSEO SANS 100, **PRINT:** 10.5pt **LEADING:** 13pt  
(Should be black or white and no smaller than 10.5pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin quis lacus sit amet pretium. Donec id tortor sed justo cursus hendrerit non sed ex. Integer scelerisque metus in arcu pharetra feugiat. Sed eros massa, varius sit amet bibendum vitae, pellentesque ut ante. Lorem ipsum dolor sit amet, consectetur.

▶ **SERIF BODY** • GEORGIA, **PRINT:** 10.5pt **LEADING:** 13pt  
(For Extended Body Copy Only)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin quis lacus sit amet pretium. Donec id tortor sed justo cursus hendrerit non sed ex. Integer scelerisque metus in arcu pharetra feugiat. Sed eros massa, varius sit amet bibendum vitae, pellentesque ut ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

▶ **PULLQUOTE** • GEORGIA REGULAR, **PRINT:** 18pt

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sollicitudin quis lacus sit amet pretium. Donec id tortor sed justo cursus hendrerit non sed ex. Donec mauris sollicitudin quis lacus sit amet grame pretium.”

▶ **BULLETS** • MUSEO SANS 100, **PRINT:** 10.5pt

- ▶ Lorem ipsum dolor sit amet, consectetur adipiscing elit ipsum dolor.
- ▶ Lorem ipsum dolor sit amet, consectetur adipiscing elit ipsum dolor.
- ▶ Lorem ipsum dolor sit amet, consectetur adipiscing elit ipsum dolor.

# D Photography

## General Considerations:

PTI imagery should present a warm tone as well as a serious demeanor. The blending of these two styles permeates the photography and should continue to be displayed going forward. The facial expressions of the models should generally be uplifting, happy and radiate an air of authenticity.

Generally, no on-camera flash photography or non-professional photography will be accepted. Color photography is preferred, but black and white imagery is acceptable with Art Director approval.

Keep the weight of photo to 1/3 of photo



Create shallow depth of field to avoid a busy background

Utilize negative space



# D Photography

## Technical Considerations:

To achieve the PTI look you may need to:

- ▶ Desaturate red a touch
- ▶ Bring local contrast up 2–3 points
- ▶ Bring overall saturation down 6–10 points



# D Photography

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## Closeups



## Mid range





# D Photography

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## Long range

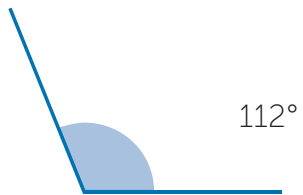
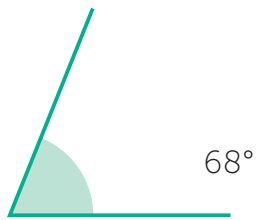
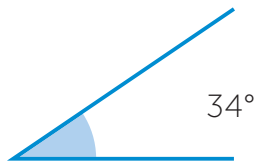


# E Layout

## Elements

### ▶ GEOMETRIC ANGLE

All brand shapes are created using the same basic angles.



### ▶ APPROVED SHAPES

Any shape that contains one or more of the basic angles is fair game for use in a layout.



# E Layout

## Elements

### ▶ PLACING PHOTOGRAPHY IN SHAPES

Always ensure that the subject of the photo is completely in view.



# E Layout

## Elements

### ► COLLAGES

Collages may be used to add visual interest to a layout, but must adhere to a few general rules.



CREATE COLLAGES USING BRANDED SHAPES



A STROKE SHOULD BE APPLIED AROUND ALL COLLAGE SHAPES. WHILE THERE IS NO UNIVERSAL STROKE SIZE, THE USE OF THE STROKE OR THE FLAT TRIANGLE IS UP TO THE DISCRETION OF THE DESIGNER.

ALWAYS ENCLOSE COLLAGES IN BRANDED SHAPES

# E Layout

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## Elements

### ► TRANSPARENT SHAPES

Transparent shapes can add interest to a layout, but must adhere to a few general rules.

SUGGESTED OPACITY FOR SHAPES 80%.



SUGGESTED KNOCKOUT TYPE MEDIUM MUSEO SANS FOR CLARITY.

# E Layout

## Elements

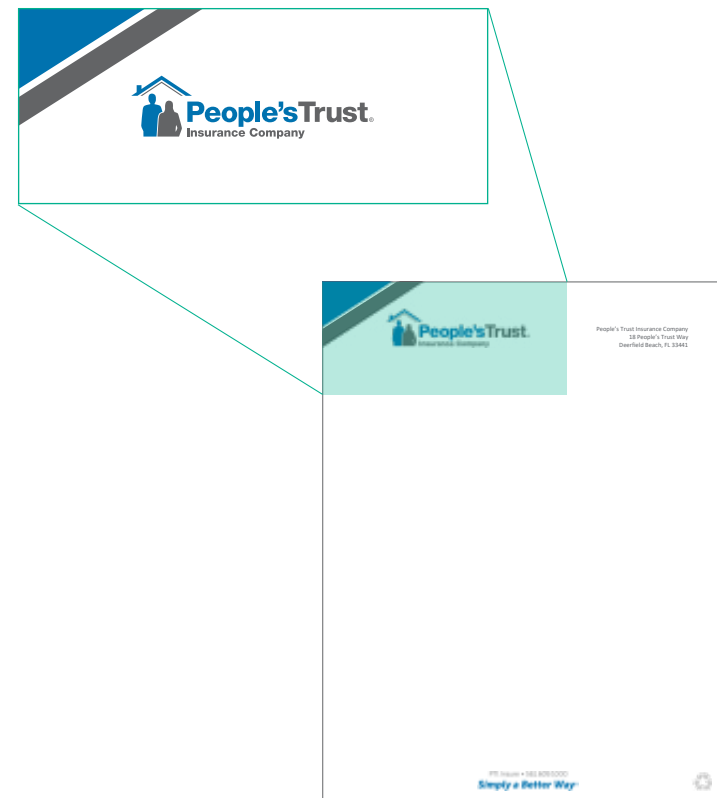
### ▶ CORNER TRIANGLES

Corner triangles may be used to anchor a page.



### ▶ BANDED TRIANGLES

Banded triangles may only be used for official corporate business materials. i.e. letterhead or business cards.



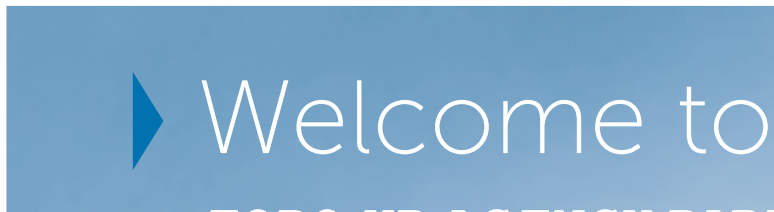
# E Layout

## Elements

### ▶ USE OF THE TRIANGLE ICON

A triangular bullet can be used to anchor the headline of a page. In print, either a sharp triangle or a rounded triangle may be used as a bullet. In the digital space, only the FontAwesome rounded triangle may be used.

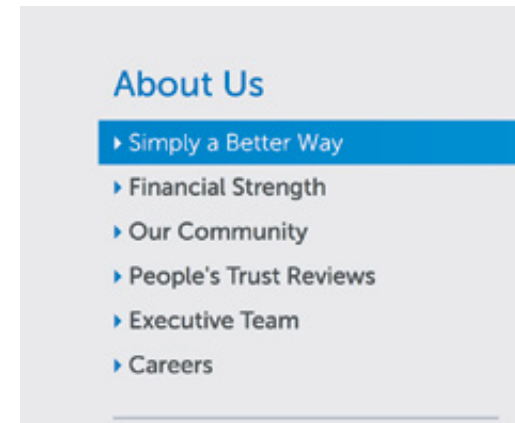
### ▶ PRINT



### ▶ Why People's Trust Insurance?

- Ranked as one of the top 10 carriers in the state
- Solid partnerships with highly rated reinsurance partners
- Financial Stability Rating® of A, Exceptional, from Demotech, Inc

### ▶ PRINT/DIGITAL



# E Layout

## Elements

### ► CALL-OUT BOXES

A call-out box may be used to highlight a phrase with either a fill or a stroke.

"In an era where exceptional one-to-one customer service excellence has virtually disappeared from the industry, the work that all of you do should be held up as an example for others to try to emulate."

Ana B.

By-lines should always adhere to the following convention:

**First Name, Last Initial**

"In an era where exceptional one-to-one customer service excellence has virtually disappeared from the industry, the work that all of you do should be held up as an example for others to try to emulate."

Ana B., Policyholder  
Miramar, FL

Depending on the scenario, the following information can be included:

**Policyholder  
City, Florida**



# E Layout

## Elements

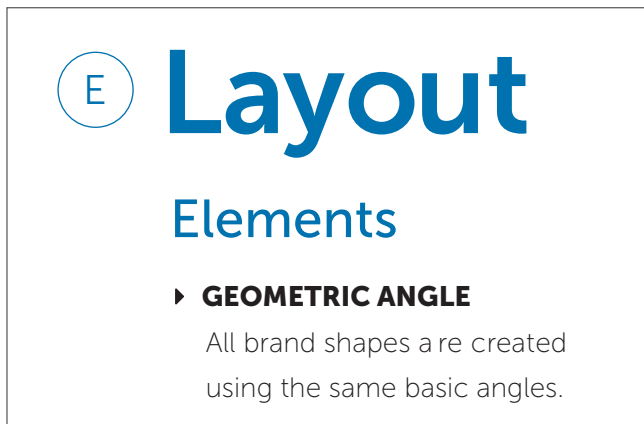
### ► USE OF ICONS

PTI uses the FontAwesome icon font created for Twitter Bootstrap in addition to a few custom icons for specific subjects areas.



### ► SECTION LETTERS

Large letters enclosed in circles may be used to label sections of a document.



### ► CONTACT INFORMATION RULES

- Use periods instead of hyphens for phone numbers (for instance, 850.727.3964)
- Include the extended zip code (for instance, 12345-1234)
- Capitalize first letter of each word in a URL (for example, PeoplesTrustInsurance.com.)

# E Layout

## Sample Layouts

Each layout shown correctly displays the layout elements for the People's Trust Insurance brand.



### Basic Choice

BY PEOPLE'S TRUST INSURANCE

#### Valuable Protection and Core Coverage for Less

Basic Choice offers core home insurance coverage at an affordable price. It can potentially lower your overall home insurance costs, compared with traditional homeowner's insurance, while satisfying most lender requirements.



#### THE BENEFITS OF BASIC CHOICE

- Helps lower monthly payments and satisfies most mortgage requirements
- Covers almost any dwelling
- Available for:
  - owner-occupied, tenant-occupied, or seasonal properties
  - properties in the name of a corporation, trust, or LLC
  - home values starting at \$50,000 or greater
- Covers most major perils: fire, smoke, lightning, windstorm, and hail
- Prevents paying for coverage that may never be needed
- Homes with polybutylene or galvanized water pipes are eligible for Basic Choice coverage
- 24/7 emergency mitigation services on covered claims at no cost to the consumer
- Simplified claims and recovery process

#### WHAT'S COVERED BY A BASIC CHOICE POLICY?

Fire • smoke • lightning • windstorm • hail • riot • explosion • civil commotion • catastrophic ground collapse • damage to your home caused by vehicles or aircraft • optional coverages such as personal property or liability may be available

#### BASIC CHOICE DOES NOT COVER THE FOLLOWING:

Water damage • theft • earth movement • flooding • vandalism and malicious mischief • neglect • war • nuclear hazard • and other additional perils that are outlined in the policy

\* All coverage is subject to provisions, limitations, and exclusions stated in the policy contract. Any claim will be evaluated on its merit. For a complete explanation of coverage, please consult a Customer Service Representative or your Independent Agent.

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## Simply a Better Way

### TO INSURE YOUR FLORIDA HOME



# E Layout

## Sample Layouts

**Better Prepared. Simplified Recovery.  
Simply a Better Way**

People's Trust has created a better way to deliver affordable home insurance protection, built on preparedness and rapid response. This award-winning approach provides Florida homeowners with a simplified recovery experience at the greatest value.

### A Message from our Chairman & CEO

Throughout my career, I have always had a passion for excellence and innovation.

Understanding the unique challenges in Florida, I co-founded People's Trust in 2008 with the mission to be Florida's best prepared home insurance company, delivering the greatest value and a simplified recovery experience to our policyholders.

In an industry not known for innovation, we have pioneered a solution that provides affordable rates and simplified recovery to homeowners. Built on preparedness and responsiveness, I am honored that our unique approach was recognized as the winner of the 2013 Enterprise Florida Innovators in Business Award.

With more than 600 employees in our family of companies, and more than \$260 million in direct written premium, People's Trust has emerged as an industry leader, currently providing protection to over 125,000 policyholders and ranked as one of the top 10 Carriers in the Sunshine State.

We aim to be the best, not the biggest. As a privately-owned company, our vision is to build a respected and superior organization that provides the best value and encourages employees to treat customers the way they would want to be treated. It's Simply a Better Way.



**George W. Schaefer**, Chairman & CEO



People's Trust is an Equal Opportunity Employer. Minorities and women are encouraged to apply. People's Trust is an Equal Opportunity Employer. Minorities and women are encouraged to apply. People's Trust is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

A partial view inside the Pompano Beach Response Center, operated by the Rapid Response Team.



People's Trust Insurance Company  
18 People's Trust Way  
Deerfield Beach, FL 33441

PTI Insure • 561.609.1000  
**Simply a Better Way®**



**PLEASE JOIN US FOR  
PEOPLE'S TRUST  
AGENCY FORUM!**

**THURSDAY, January 31, 2019**  
EITHER 9:00 a.m. – 12:00 p.m.,  
OR 1:00 p.m. – 4:00 p.m.

**Embassy Suites PGA Boulevard –  
Palm Beach Gardens**  
4350 PGA Boulevard  
Palm Beach Gardens FL 33410

At the Agency Forum, you will:



Learn tips & tricks  
of PTS



Meet your Underwriter  
and Claims Representative



Have all your  
questions answered

— Don't miss out on the education, food, fun and prizes! —

RSVP by January 25<sup>th</sup> to  
agencyadminrsvp@pti.insure



**People's Trust**  
Insurance Company  
Personalized Service. Customized Solutions.



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