

BINDABLE BRAND BOOK

Version 0



Welcome to the Bindable Brand Book. The Bindable brand is more than our logo and colors, it's the personality of our business. It's vital to our success that we represent the brand in a consistent manner at all times. Everything we do, and don't do, is a reflection of our brand. From every email and website, to how we talk about the business to others. By being consistent with the Bindable brand, our customers will come to know who we are and what we represent.

That's a brand.

There is a companion website with downloadable logos, templates and rules at style.bindable.com.

BRAND VISION

MANIFESTO 6

ATTRIBUTES 8

LOGOS AND USAGE

LOGO 12

SIZING 14

SPACING 16

COLORS 18

BAD THINGS 20

TYPOGRAPHY

MONTSERRAT 24

VISUAL HELPERS

IMAGERY 28

ICONIC 30

OTHER LOGOS

POLICY CRUSHER 34

MYLIFEPROTECTED 36

MASSDRIVE 38

BRAND VISION

Bindable™
insurance. technology. affinity.

MANIFESTO

Don't worry, we're not forming a cult. Our Manifesto are our values, written out in plain English.

Kool-Aid and pudding? Anyone?

WE BELIEVE IN A FEW SIMPLE TRUTHS THAT ARE THE BASIS OF OUR VALUES.

ALWAYS DO THE RIGHT THING

It's not always easy, but it's vital to our business. If that means delivering bad news, do it. If something doesn't 'feel right', it probably isn't, so stop. A good reputation is far easier to set than it is to repair.

DO THE THINGS YOU SAY YOU'LL DO

If we say we're going to do something, we will get it done. We don't miss deadlines.

MEET UNREALISTIC EXPECTATIONS

It's what we do.

ASK WHY, A LOT.

Everything we do should have a purpose. If you don't know what that purpose is, ask.

ALWAYS STRIVE TO BE THE BEST, ESPECIALLY WHEN YOU'RE NOT, BUT EVEN MORE SO WHEN YOU ARE.

If we're not the best, we're trying to be. If we are the best, we keep working.

Everyone is coming for us.

HAVE FUN IN WHAT YOU DO, IT'S CONTAGIOUS

Insurance is serious business, but that doesn't mean we can't have some fun along the way.

ATTRIBUTES

This is a list of attributes we want associated with Bindable.

ADVANCED
TRUSTWORTHY
EFFECTIVE
FRIENDLY
EXPERT

LOGOS AND USAGE

Bindable™
insurance. technology. affinity.

LOGO

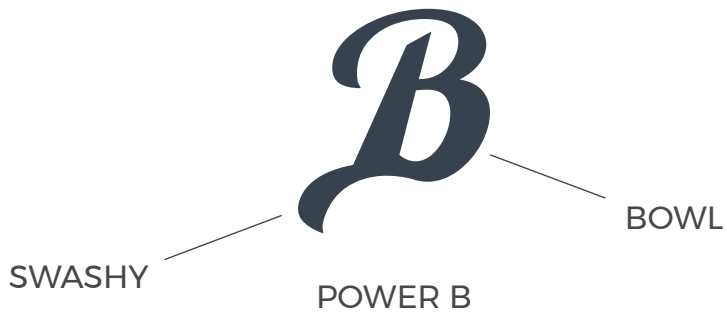
The Bindable logo is a combination of the typefaces Lobster (main word-form) and Montserrat (tagline). The B and the ascenders of the b, d and l are customized from the original typeface. It comes in two flavors, Tagged with the “insurance. technology. affinity.” tagline and Sans Tag. Tagged should be used in instances where the audience might not be familiar with us and where legibility permits. The Power B should be used where an icon or square brand representation is required. It should be positioned slightly off center to accommodate visual weight of the bowl.



TAGGED



SANS TAG



SIZING

The Tagged logo has a minimum width of 2" before legibility of the tagline is compromised. Sans tag has a minimum width of 0.75". Below that, the Power B should be used.



3"



2.5"



2"



1.5"



1"



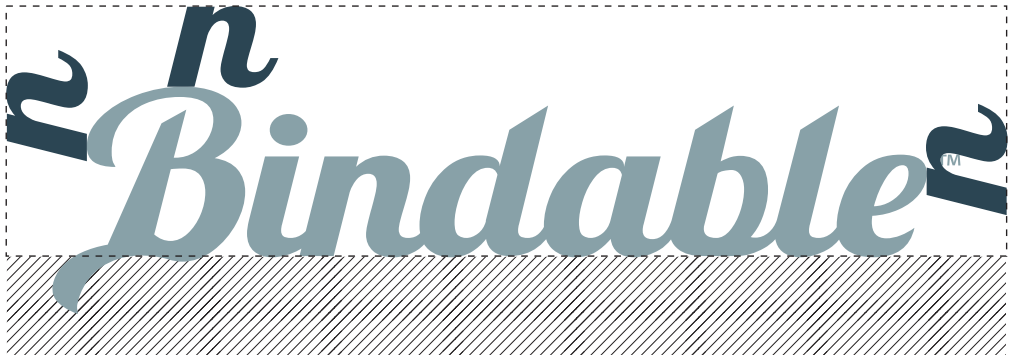
0.75"



0.5"

SPACING

The Tagged logo should be given some breathing room, at least the height of the 'n' in the logo. The allowable space for the Sans Tag is the same on the left, right and top. Note the Creative Overlap Matrix, the swashy can break out of spaces, as long as it's still visible.




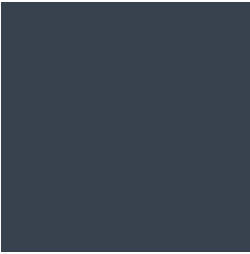
CREATIVE
OVERLAP
MATRIX

COLORS

The logo has a number of color variations that should be used interchangeably. Rage'n Red is our 'main' color combo, but doesn't need to be used any more than any of the other color sets. The 'Bind' and tagline should always be in Bindable Blue, unless run as 1 color.

Pantones®? We don't need no stink'n Pantones®.

Convenient 1 color usage. 



BINDABLE BLUE

RBG: 44, 69, 83
CMYK: 79, 55, 42, 45
HEX: #2C4553



RAGE'N RED

RBG: 237, 27, 52
CMYK: 0, 100, 85, 0
HEX: #ED1B34



CLASSY CRIMSON

RBG: 166, 30, 34
CMYK: 23, 100, 100, 18
HEX: #A61E22



OUTLIERS ORANGE

RBG: 242, 104, 34
CMYK: 0, 74, 100, 0
HEX: #F26822



YELL... OW

RBG: 244, 171, 29
CMYK: 3, 36, 100, 0
HEX: #F4AB1D



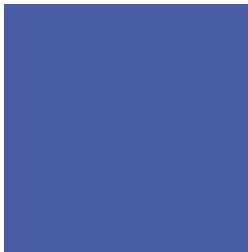
PURE PLUM

RBG: 159, 33, 105
CMYK: 37, 100, 31, 7
HEX: #9F2169



SAFETY SKY

RBG: 68, 173, 221
CMYK: 66, 15, 2, 0
HEX: #44ADDD



BASELINE BLUE

RBG: 14, 103, 178
CMYK: 91, 61, 0, 0
HEX: #0E67B2



GENERATION GREEN

RBG: 111, 164, 66
CMYK: 63, 16, 100, 2
HEX: #6FA442

BAD THINGS

Don't do these things. Ever. Mess up bad enough and you might make the next version.

DON'T SWITCH THE COLORS



DON'T STRETCH THE LOGO



MAKE SURE THE LOGO IS LEGIBLE



I BETTER NOT HAVE TO EXPLAIN THIS



TYPOGRAPHY



MONTSERRAT

Montserrat is a highly versatile, sans-serif typeface with a variety of weights and a full set of alternates. We use it for all headings and sub-headings to maintain a consistent and unified look. Other typefaces may be used in conjunction with Montserrat depending on the needs of the piece. Montserrat is also available through Google Fonts to add continuity between any print and online work. Alternates can be used to add interest to the type, but shouldn't be used for an entire piece.

We use Montserrat for the tagline in the logo (but you already knew that).

MAIN CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEIGHTS

Thin

Semi-Bold

Extra-Light

Bold

Light

Extra-Bold

Regular

Black

Medium

VISUAL HELPERS



IMAGERY

Images used for Bindable and its products should be high-quality. When people are the subject, choose images that appear to be candid. Avoid people looking directly at the camera if possible. Do not use images from Google Image Search, we must have rights to any pictures we use.



GOOD COMPOSITION



CANDID



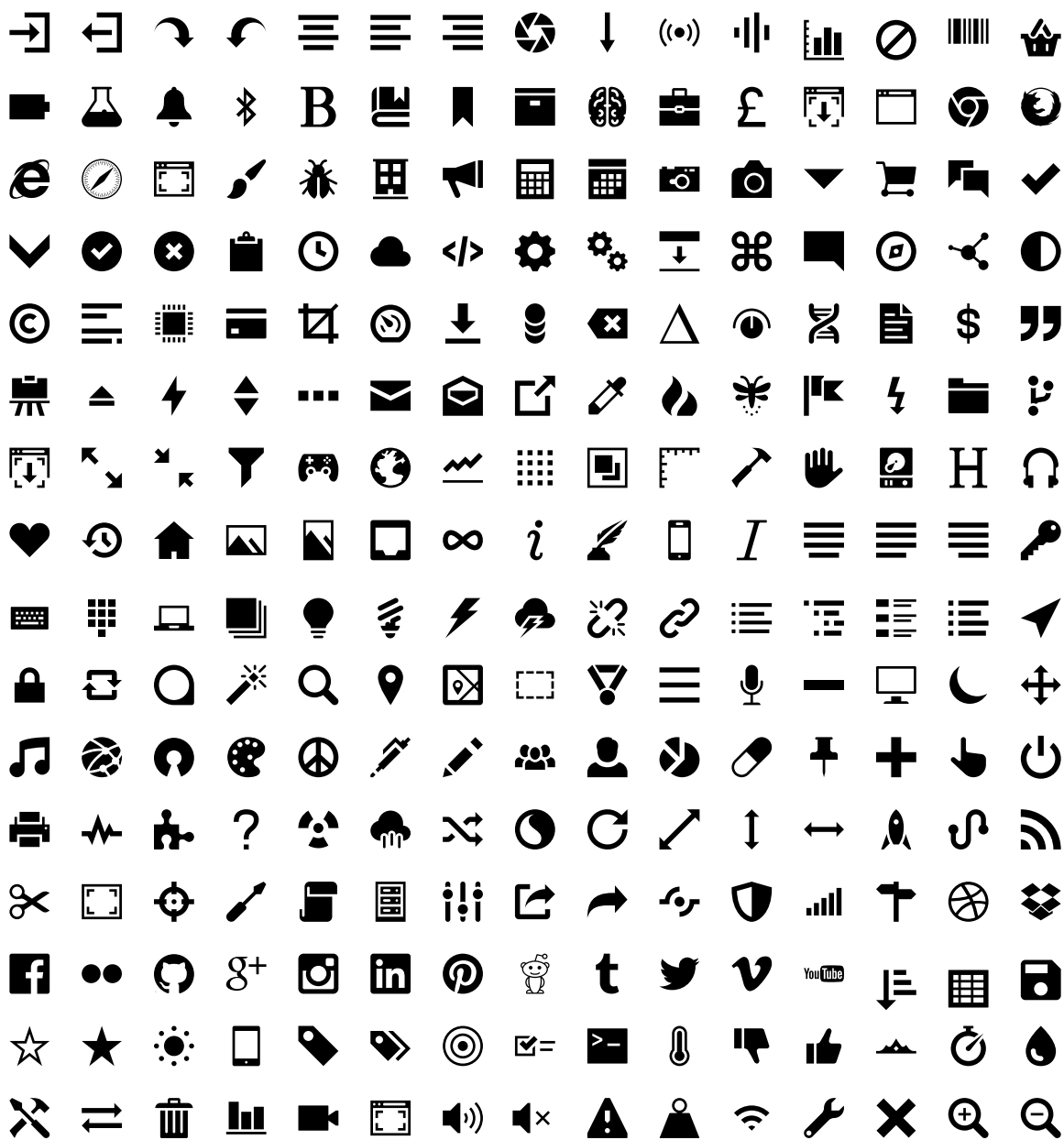
POOR QUALITY



NOT CANDID

ICONIC

We bought an icon set, called Iconic. The icons come in three sizes, with varying amounts of detail.



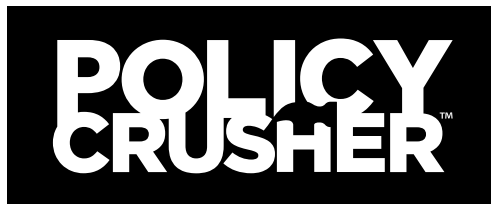
OTHER LOGOS



POLICY CRUSHER

Policy Crusher, our agent facing customer management system, has its own set of guidelines. The logo rules are provided here for simplicity.

**POLICY
CRUSHER™**

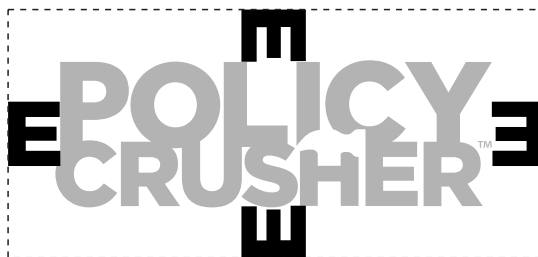


**POLICY
CRUSHER™**

----- 2" -----

**POLICY
CRUSHER™**

----- 1.5" -----

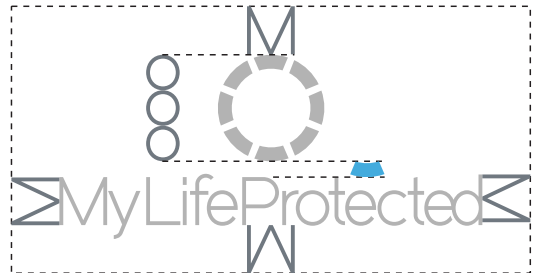


**POLICY
CRUSHER™**

----- 1" -----

MYLIFEPROTECTED

Our white-labeled customer facing website built for affinity marketing . MyLifeProtected is a customer facing brand for our 50 state P&C agency. It is purely a B2C brand.



MASSDRIVE

MassDrive is the original name of the company and is still the name our agency's license is filed under. MassDrive is a B2C name that serves the Massachusetts market.



BOOK BRAND BINDABLE

Version 0