



Brand Guidelines

Understanding and Managing Our Identity

Welcome

As an ALKEME employee, partner, or customer you play a pivotal role in developing and shaping our brand.

Our reputation and brand are extremely important to us. We want our partners and customers to have a positive and enjoyable experience when working with ALKEME, and we need to ensure that we protect our reputation and brand accordingly.

We created the ALKEME Brand Guidelines to provide our employees, partners, customers, and other parties wishing to use the ALKEME brand elements clear standards and guidelines for communicating about our company, our services, and our partners. Our goal is consistent representation of our brand identity no matter where in the world we reach or what media we use to communicate. Let's work together to uphold these standards and keep the ALKEME brand strong.

If you have any questions about this guide or need templates or assets not included in this book, please contact us..

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1.0 The Brand

Together we are driving the next wave of industry disruption by creating a new breed of insurance brokerages that are better equipped to grow and succeed in the digital age.

Who We Are

What makes us unique?

- We are inspired to change the insurance industry for the better through innovation
- We do not accept the status quo
- We are inherently fanatical problem solvers
- We push boundaries
- We embrace challenges
- We aren't just looking to solve today's problems, but those of tomorrow as well



Corporate Boilerplate

ALKEME is a full-service insurance agency providing businesses and individuals with an extensive array of commercial and personal insurance, employee and executive benefits, retirement and wealth management services. Since its founding in 2020, ALKEME has completed over 40 acquisitions and serves its customers from over 35 locations in 16 states. ALKEME is ranked by Insurance Journal one of the top 40 largest agencies in the United States and by Business Insurance as the #5 fastest growing broker. Founded by owner/operators with a unique vision, ALKEME is fueled by its proven operating methodologies providing its partner agencies with the autonomy, resources and support to grow and thrive in an everchanging insurance landscape.

Brand Attributes

An organization's brand influences all its communications, designs, discussions, and plans. The way in which we speak, write and interact with one another is a reflection of the ALKEME brand. Our brand attributes describe how we want our partners and customers to perceive our company.

Innovative

We are changing how insurance companies operate, market, grow and eventually succeed in a new world.

How to be innovative:

- Be clear in explaining what ALKEME does
- Share ideas/experiences about what we do and how we do it
- Show lots of enthusiasm
- Show lots of use cases and partner examples

Creative

We like to look at things a bit differently and take a unique approach to solving problems.

How to be creative:

- Talk about new ideas and ways to solve problems
- Be unique
- Find new ways to communicate mundane topics
- Keep the reader engaged

Authentic

Even though we are disrupting an industry with innovative technology and operational efficiencies, we know where we came from and everyone who works with us trusts us and believes in our leadership and insurance and financial services.

How to be authentic:

- Write conversationally
- Be friendly, not phony
- Use words that everyone understands
- Use humor – appropriately

Adaptable

We are constantly moving forward and adapting to new market opportunities to take advantage of a stagnant industry. We aren't afraid to make changes to better meet the evolving needs of our partners and customers.

How to be adaptable:

- Push a “can-do” attitude
- Show potential for doing things differently
- Converse, don't tell
- Be emotional, real

2.0 The Messaging

Spelling

When written, ALKEME is a single word with all uppercase letters. It is always written as ALKEME, never as Alkeme or alkeme.

ALKEME

CORRECT

~~Alkeme~~

INCORRECT

~~alkeme~~

INCORRECT

Tone & Voice

When writing for ALKEME, it is important to think and talk like a human. We like to avoid too much "industry" or technical jargon, keeping things conversational, to the point, and even injecting a bit of humor when appropriate.

Communicating the ALKEME Brand

While our voice will remain consistent, our tone may change depending on the context. For example, the tone on our insurance/financial services collateral will be different than the tone of partner material, or an engagement or awareness asset.

Uncomplicated: We write succinctly and get to the point

- Our sentences should be short, no more than 25 words
- Paragraphs should be short and to the point, no more than 4-5 sentences
- We keep technical, insurance or financial jargon and acronyms to a minimum

Voice Guidelines

- Innovative but not out of touch
- Conversational but still professional
- Honest but not aggressive
- Helpful but not overbearing
- Fun but not silly
- Informal but not sloppy

Our Tagline

The ALKEME tagline is “Insurance everything.”

Used properly and consistently, our tagline will stay in the mind of each person who comes into contact with ALKEME.

Our tagline is not used as a lock-up with the master logo. The standalone tagline shown is a graphic file that is used on its own. Do not try to re-create the tagline and never alter it in any way.

Use of the tagline is generally determined on a project-by-project basis, depending on available space, audience, and objectives. We leave it to the discretion and judgment of a project owner/developer.

Insurance ***everything.***

Core Messages

Our core messages are the most succinct verbal expressions of our brand. They are intended to capture the essence of what we do and why we do it. Always honor their integrity & never adjust the wording, tense or change the meaning.

Lead Message

Shaping the future of insurance. One partner at a time.

Supporting Message

More than just an insurance agency, we're a single solution for all of your needs in the #insuranceverse.

3.0 Logos

ALKEME Logo

The ALKEME logo is the key building block of our brand and the primary visual element that identifies us. It embodies commitment to innovation and growth. To maintain its integrity, the logo should always be used according to these guidelines.

In addition the logo symbol (or logo bug) can be used when there is sufficient context for the viewer to know that it represents ALKEME.

Horizontal Logo

ALKEME

Logo Bugs



Logo Clear Space

To preserve the visual impact of the ALKEME logo, always maintain a buffer of space around it. This clear space insulates the logo from distracting graphic elements such as other logos, copy, etc.

Minimum padding guidelines for clear space:

- Keep area around logo completely clear
- Minimum clear space, Vertical Logo: use the logo bug arrow as a guide
- No other logos, type, or any other graphic elements should infringe on the clear space



To determine the minimum clear space, use the ALKEKE growth arrow height as a guide (essentially equal to the height of the logo.)

Minimum Size

Using the appropriate size of a logo ensures that it will be legible. The minimum width of the logo is 1.5 inches for print and 110 pixels for digital applications. This minimum isn't applicable to the logo use in partner logos.

ALKEME

1.5 in

MINIMUM PRINT SIZE

ALKEME

110 px

MINIMUM DIGITAL SIZE

Incorrect Usage

The ALKEME logo should never be compressed, stretched, altered, or otherwise manipulated. Keep the logo consistent throughout communications. Here are some examples of how the logo **shouldn't** appear.



Do not use excessive drop shadows or other effects



Do not rotate logo



Do not outline the logo



Do not stretch, modify or distort the logo



Don't use the bug and the logo together



Do not change the color of the logo.



Do not place the logo on distracting backgrounds



Do not put traditional logo on colored backgrounds

ALKEME

ALKEME

Correct Usage

There are 2 primary ways to use the ALKEME logo: the traditional colorway on a white or light-colored background or set in white on a dark-colored background.

The logo may also be set in white or traditional ALKEME colors on a brand approved image with adequate contrast settings.

ALKEME

ALKEME

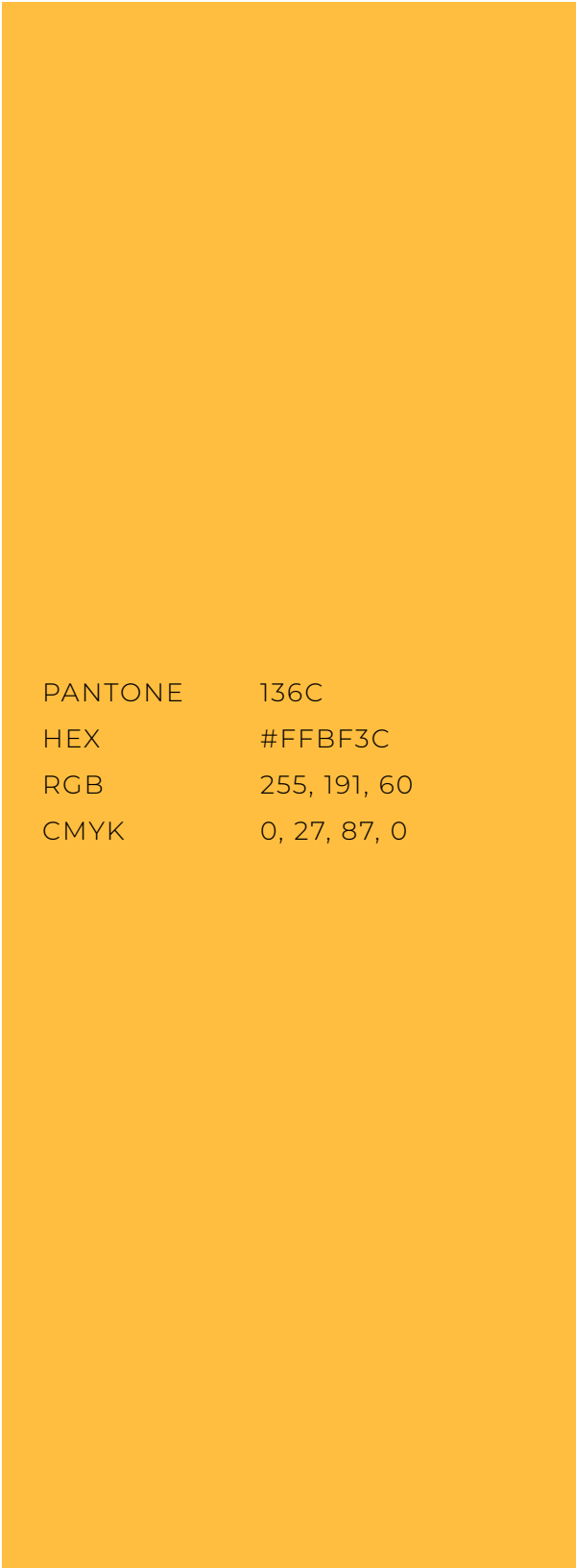
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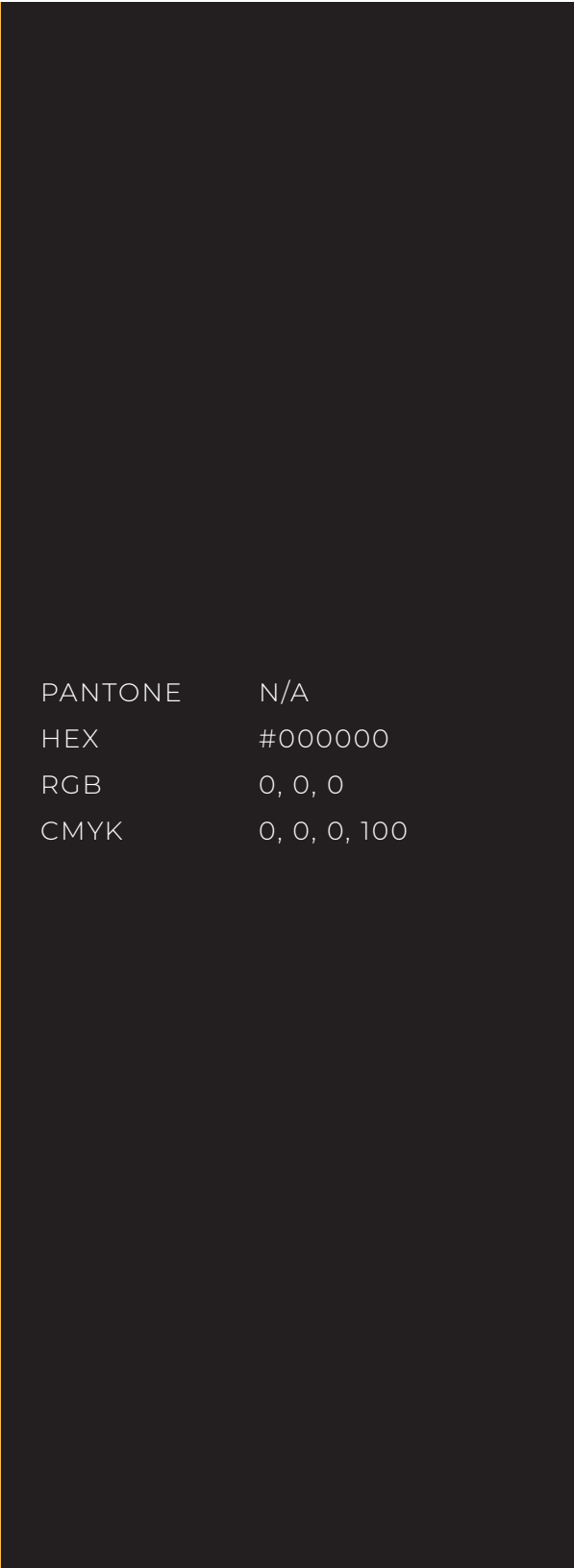
4.0 Colors

Primary ALKEME Colors

Our primary colors are Yellow and Black as specified to the right.



PANTONE	136C
HEX	#FFBF3C
RGB	255, 191, 60
CMYK	0, 27, 87, 0



PANTONE	N/A
HEX	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100

Secondary ALKEME Colors

These supporting colors are to be used for separation, and emphasis of content.

PANTONE	N/A	PANTONE	N/A
HEX	#5387AC	HEX	#91CBEF
RGB	83, 135, 172	RGB	145, 203, 239
CMYK	71, 31, 19, 1	CMYK	40, 6, 0, 0
PANTONE	N/A	PANTONE	N/A
HEX	#5F6060	HEX	#F0F3F5
RGB	95, 96, 96	RGB	240, 243, 245
CMYK	62, 53, 53, 24	CMYK	5, 2, 2, 0

5.0 Typography

PRIMARY TYPEFACE

Poppins

Our typeface is a visual expression of our voice. Poppins possesses a plainspoken sophistication that has an honest tone. You will see this font used everywhere from headings to body copy in a variety of media types.

The Poppins font family may be downloaded free from Google here: <https://fonts.google.com/specimen/Poppins>

Ad

PRIMARY TYPEFACE DEFAULT WEIGHT

Poppins
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

SUPPORTING WEIGHTS

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Open Sans

Open Sans is used whenever Poppins is not available – for presentations, web, documents, etc. it is considered a safe font because it is widely available and can be downloaded from Google fonts.

SECONDARY TYPEFACE

SECONDARY TYPEFACE DEFAULT WEIGHT

Open Sans
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

SUPPORTING WEIGHTS

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?@!&@*%)

Balance

Please use balance to effectively speak clearly, confidently and to make an impact.

Aa

Aa

Aa

Intentional bolding applies **emphasis** in the right places.

We like to mix things up a bit with different weights to help get points across, with a consistent lightweight for supporting copy.

6.0 Partner Branding

Fusion Partner Logo

We value our partner's brands and want you to be able to leverage everything you have worked hard to build. For partners that don't adopt the ALKEME brand, we have created a co-brand approach to displaying both the partner logo and our name. This represents both the exchange of credibility and value between both brands, giving current and prospective clients a feeling of collaboration, trust and partnership.

This is our co-branded logo design which should be used wherever your logo is used. Please follow this guideline when using your new logo – if you have instances where you question if this will work, please contact us and we can look into alternative options.

