

What Are the Values of the Sweet Claims Company?

Company values: Quality, Integrity, Experience

“A trusted partner in the insurance industry for over 50 years”

Value Statement: The Sweet Claims Company provides the highest quality adjustment expertise and administrative systems to produce the highest quality deliverables possible. With over 60 years of successful business, the legacy of our high standards and professionalism sets us apart from our customers. Every claim matters to us; we stand for excellence and keen attention to detail to provide our clients with information that they can trust. We add ease to your job, no matter what area of expertise you require, we will go above and beyond for our clients

Buzz Words for Sweet Claims Company (words that emphasize the values and missions)

- Trust
- Professionalism
- Value/Care
- Sophistication
- Timeliness
- Quality
- Integrity
- Longevity
- Attention to Detail
- Expertise
- Stability
- Accuracy
- Efficiency

What Does Our Client Need From Us/ What do We Want to Communicate in Our Branding?

- To know that the company has high standards of integrity
- To have pressure taken off of them
- Timely deliverables and audits to respond to their own customers efficiently as possible
- Confidence in our ability to produce accurate and high quality work
- Superior expertise in our field
- Steady and consistent deliverables
- A legacy for excellence in our field

What Are our Competitors Doing?

note that this section may not contain all of your competitors or may contain competitors out of your region. However, this will let us know what other professionals in your field are doing to emphasize some of the same values as your company

Competitors in your field are most often communicating the ideas of direction and guidance in their visual assets (i.e. branding and images) and communicating the idea of stability or professionalism in their text.

Some Competitors:

- Vanguard <https://www.vanguardclaims.com/>
 - **Territory:** Though situated in New Jersey, their territory extends from the North Eastern States to the MidWest as well as Texas\
 - **Specialty:** Property Claims, Liability Claims, Workers Comp
 - **Visual Language:**
 - Logo: Lighthouse: represents care, guidance, and quality nods to beginning in New Jersey
 - Logo Font: Sans-Serif, Bold, Sturdy, Trustworthy
 - Color Scheme: Solid, professional blues
- ICA Adjusters <http://icaadjusters.com/>
 - **Territory:** Nationwide
 - **Specialty:** Property, Catastrophe, Liability, Third-Party
 - **Visual Language:**
 - Logo: Compass: communicates the idea that they will get you wherever you need to go, offer correct guidance and accuracy
 - Logo Font: Serifed: Communicates professionalism
 - Color scheme: Blue and Gold: once again the blue and gold communicates the idea of professionalism and high standards
- Compass Adjusters <http://compassadjusters.com/about.html>
 - **Territory:** Nationwide
 - **Specialty:** Personal, Commercial , Catastrophe
 - **Visual Language:**
 - Logo: Greek Column: communicates professionalism, structure, order, longevity, and attention to detail
 - Logo Font: Serifed: communicates order, structure and professionalism
 - Color scheme: Monochrome (Blue)

What Are The Objectives in the Rebrand

1. First and foremost, we need to respect the legacy of Sweet Claims Company. Because of their high standards and expertise, the brand has been around for close to 70 years. We need to respect both the past and the future of the brand.
2. Make the Sweet Claims Company look as big, or bigger, than their largest competitor.
3. Communicate the core values of experience, quality, and integrity through visuals.
4. Creating a visual identity looks sophisticated, trustworthy, and luxurious.

Brands That Use A Similar Visual Language to Our Objectives:

Brands listed here won't necessarily be from your field of practice, but rather they communicate similar ideas that your brand holds (i.e. experience, high standards, integrity)

- **Infinity**
- **QVC**
- **Micheal Kors**
- **Louis Vuitton**
- **Mercedes**
- **Emirates Airlines**
- **Estee Lauder**

Visuals That The Client Liked

- Water
- The Brooklyn Bridge
- Lifehouses
- New York-style Professionalism

What the Client Would to Keep in Tact

- Legacy (of Micheal Sweet)/ his father/ her own
- Color scheme
- Heritage