
Brand Guidelines

PASCAL BURKE INSURANCE BROKERAGE



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Logo



A vertical version of the logo is visually effective on collaterals such as vertical banners, two-fold brochures, on a tall building or to any type of ad and narrow dimensions. We use this vertical logo as a standard element on the header for all of our email templates.



It is important to have variations of logo orientations to maximize the exposure of your company's presence in any type of marketing material you might use for a specific purpose. We use horizontal format for most of our marketing materials like Website, Social Media Post and other Wide Format Ads.



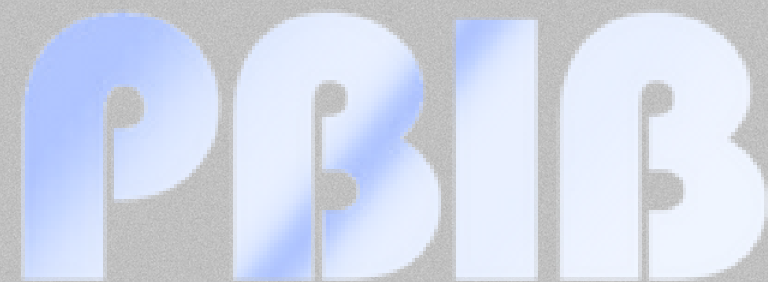
PRIMARY



VERTICAL



CIRCLE ICON



LIGHT VERSION



HORIZONTAL



CIRCLE ICON LIGHT

Typography **B / b**

FONT

Avenir LT Std 95 Black

Avenir LT Std 45 Book

Alfa Slab One

Helvetica



FONT SIZE

Header 1 - 14

Body - 11

Header 2 - 12

Footer - 9

Typography

A

Avenir LT Std 95 Black

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

a

Avenir LT Std 45

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

B

Alfa Slab One

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

b

Helvetica

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

BRAND COLOR

0 6 4 3 6 7



0 1 7 0 A 8



3 9 9 8 D 9



2 5 2 B 3 B



8 0 8 0 8 0



F F B D 5 9



Color Usage

Color psychology is the study of how colors affect perceptions and behaviors. In marketing and branding, color psychology is focused on how colors impact consumers' impressions of a brand and whether or not they persuade consumers to consider specific brands or make a purchase.



BLUE

Competence, Intelligence, Communication, Trust, Efficiency, Duty, Logic



GOLDEN TANIOI

Optimism, Joy, Energy, Friendship, Happiness, Hope



MIDNIGHT EXPRESS

Elegance, Sophistication, Premium, Timelessness, Strength



CEMENT GREY

Balanced, Neutrality, Stability, Sophistication, Strength, Maturity, Wisdom

Email Marketing

HEADER 1



This is a new Text block. Change the text.

This is a new Text block. Change the text.

HEADER 2



This is a new Text block. Change the text.

This is a new Text block. Change the text.

This is a new Text block. Change the text.

Content

Email Marketing

FOOTER

At PBIB, our commitment is to offer insurance solutions that align with the needs of contractors.

[Get Quote](#) [Insurance Needs Survey](#)


Take 2 minutes to complete the insurance needs survey and you will receive a free no-obligation report detailing ALL the insurance you'll need for your business!

PBIB PASCAL BURKE INSURANCE BROKERAGE, INC
2102 Business Center Drive, Ste. 280 Irvine, CA 92612
(877)-8937-629 buildersartisans.com #OL98468

[Facebook](#) [Twitter](#) [Instagram](#) [Email](#)

Email Marketing

SAMPLE EMAIL LAYOUT



Thank you for your hard work and dedication.

Hi [First Name],


Thank you for choosing our insurance services. We value your business and would appreciate your help in referring some of your contractor friends who could benefit from our low prices and excellent service.

For every successful referral, you will earn a \$25 Amazon electronic gift card, and I will also receive a bonus. All I need is the name and phone number of any of your contractor friends you have in mind and your permission to mention that you referred me.





At PBIB, our commitment is to offer insurance solutions that align with the needs of contractors.


[Get Quote](#)[Insurance Needs Survey](#)

Take 2 minutes to complete the insurance needs survey and you will receive a free no-obligation report detailing ALL the insurance you'll need for your business!



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2102 Business Center Drive, Ste. 280 Irvine, CA 92612
(877)-8937-629 buildersartisans.com #OL98468





Thank you for your hard work and dedication.

Hi [First Name],


Thank you for choosing our insurance services. We value your business and would appreciate your help in referring some of your contractor friends who could benefit from our low prices and excellent service.

For every successful referral, you will earn a \$25 Amazon electronic gift card, and I will also receive a bonus. All I need is the name and phone number of any of your contractor friends you have in mind and your permission to mention that you referred me.

At PBIB, our commitment is to offer insurance solutions that align with the needs of contractors.

[Get Quote](#)[Insurance Needs Survey](#)

Take 2 minutes to complete the insurance needs survey and you will receive a free no-obligation report detailing ALL the insurance you'll need for your business!



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