Brand Guidelines

January 2025

Table of Contents

Mission Statement

We are a local company that does what's right for our Hawaii.
It's not just a place where we do business... it's our home.

Core Values

Who we are and what we stand for

Pono

We always act with integrity, doing what is right for our clients' well-being and success.

Lōkahi

Collaboration is our foundation, working in harmony with client and team members alike.

Kākou

The power of "we" is our strength and teamwork enables us to accomplish even the most difficult tasks.

Imiʻlke

We are seekers of knowledge who are always learning and seeking to provide solutions.

Alakaʻi

We are leaders who guide by example.

Hoʻokele

As navigator or master of the ship, we chart a path and travel alongside our clients on their journey.

Brand Tagline

The brand tagline encompasses our core values and should be used in marketing and promotional pieces.

Your Navigation Partner.

Brand Tagline Explanation: We are not just insurance agents or providers; we are your insurance collaborators. You set your goals—for your business and your life—and with our team's extensive knowledge, experience, and tools, we chart a path and journey alongside you. We can course-correct as conditions change, guide you through challenges, and help you navigate obstacles.

Logo Usage

Use this logo on a white background

Attached are the primary logos for Atlas Insurance Agency. Please select the appropriate logo based on the background to ensure optimal visibility and brand consistency.

Logos can be found on the Atlas intranet.

Logo Clear Space

Clear space around the logo should be at least 25% of the width of the logo.

Logo Don'ts

Do not distort the logo

Do not warp the logo

Do not use a pixelated logo

Do not rotate the logo

Do not crop any part of the logo

Do not change the font

Do not use nontransparent logo

Do not add dropshadows to the logo

Do not use unapproved colors

Do not use old logos

Use correct logo based on background. The correct logo in this case would be the white Atlas text logo

Do not use white or black logo*

Letter Mark Logo Usage

Attached is the secondary Atlas letter mark logo. These logos can be used for branding materials, digital platforms, and other applications; however, we prefer that you utilize the primary logo whenever possible.

Logos can be found on the Atlas intranet.

Background Element Usage
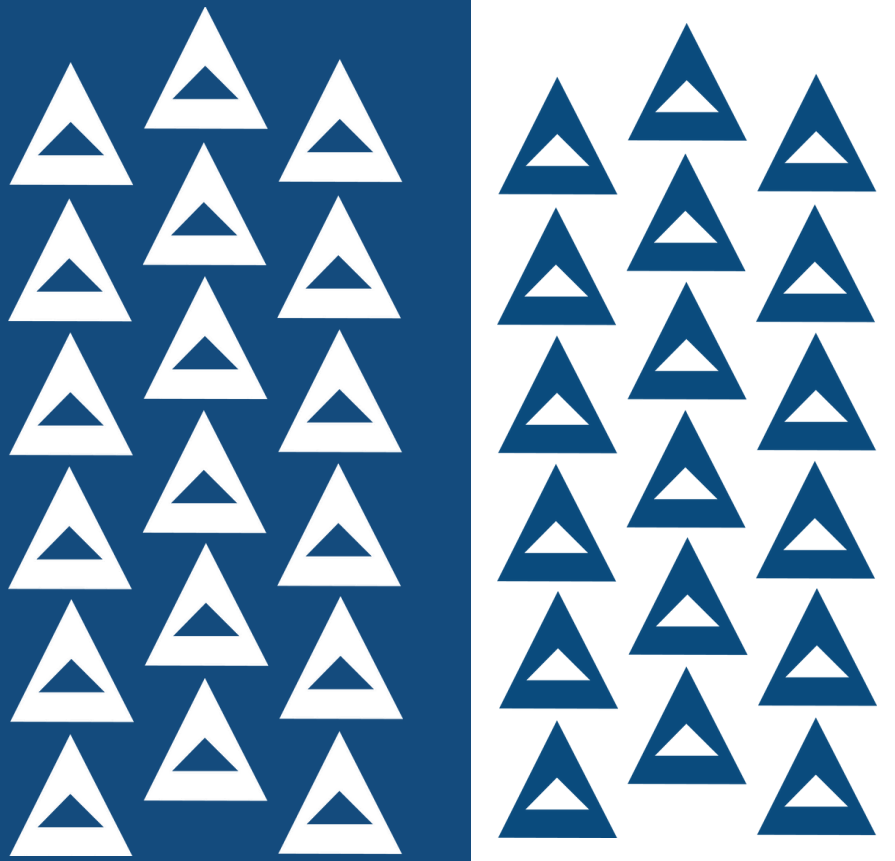
Attached are the primary background elements, which are primarily used in backgrounds or as complementary features alongside the Atlas logo.
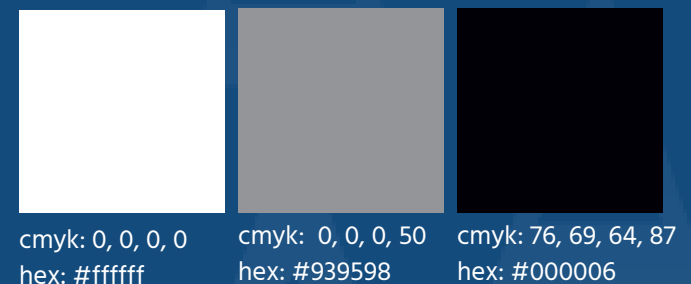
Logos can be found on the Atlas intranet.

Social Profile Variations

The approved variations of Atlas Insurance Agency's logo for social profiles.

Brand Colors

Primary Gradient

Teal	Blue 2	Blue 1

Linear Gradient 135°

Primary Colors

cmyk: 84, 40, 0, 51
hex: #144b7d

cmyk: 76, 40, 0, 27
hex: #2c70bb

cmyk: 55, 1, 0, 44
hex: #408d8e

Grayscale Colors

cmyk: 0, 0, 0, 0
hex: #ffffff

cmyk: 0, 0, 0, 50
hex: #939598

cmyk: 76, 69, 64, 87
hex: #000006
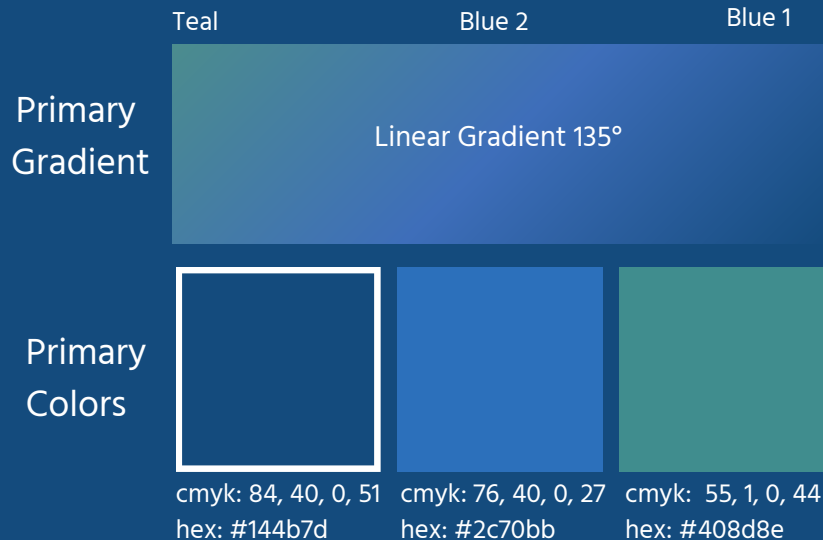
Blue symbolizes the Pacific Ocean surrounding the Hawaiian Islands, reflecting stability and reliability in our relationships. Teal embodies harmony, trust, and loyalty, highlighting our dedication to the people and communities of Hawaii.

Together, these colors also represent the earth, emphasizing the connections within our communities and our commitment to harmony and stability in Hawaii.

Brand Typeface

Heading
Montserrat | Bold

Subheading
Montserrat | Semibold

Body
Hind | Regular

Atlas Insurance Agency uses **Montserrat** for display and heading text and **Hind** for body text.

A link to download these fonts can be found on the Atlas Intranet.

Brand Logo Typeface

Atlas Insurance Agency uses **Helonik Extended Heavy** and **Rolphie 04 Semibold SC** for brand logo typeface.

Helonik Extended Heavy

Rolphie 04 Semibold SC

Brand Writing

Keywords to use when describing Atlas:

- Navigator
- Collaborator
- Comprehensive
- Proactive
- Responsive
- Trustworthy
- Integrity

- Teamwork
- Local
- Guide
- Knowledgeable
- Community-focused
- Advocate
- Leader

Samples of our writing style can be found on the Atlas Intranet.

Brand Writing

Words and phrases to AVOID:

Abbreviations
- (P&C, D&O, PEO, WC, etc.)

Avoid using the word "I" and shift to "we" and client-focused language.

Industry jargon without proper explanation
- EX: (broker, umbrella coverage, indemnity, etc.)

Insurance can be complicated, so keep your language clear and concise.

Samples of our writing style can be found on the Atlas SharePoint.

Examples of
Brand Usage

Email Signature

Cale Guillermo
Agency Marketing Project Specialist

ATLAS ▲ Your Navigation Partner.
INSURANCE AGENCY

201 Merchant Street, Suite 1100 Honolulu, Hawaii 96813
Direct Line: (808) 628-5314 | Fax: (808) 533-8777
Email: cguillermo@atlasinsurance.com
Visit us on the web: www.atlasinsurance.com

Email signatures should be consistent and standardized, as shown. Please use black Fira Sans 10-point font and adhere to the format provided in the samples.

A template for this Email Signature can be found on the Atlas Intranet.

Virtual Backgrounds

Please use one of the Atlas templates below whenever you are using a virtual background. Backgrounds are available on the Atlas Intranet.

Virtual Backgrounds

Remove and phase out of this virtual background as it is not consistent with the updated brand standards.
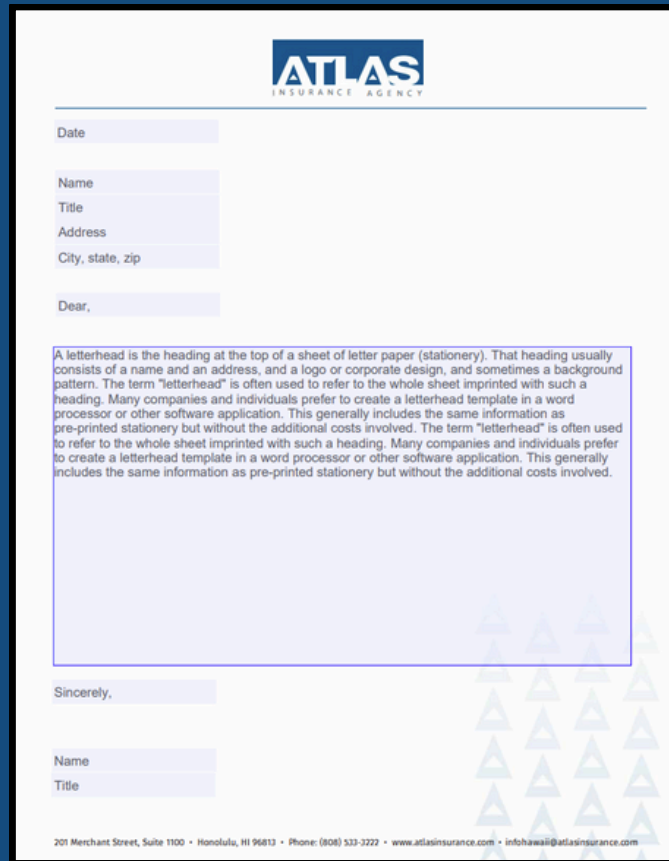
Presentation Templates

Editable and pre-populated presentation templates are available on the Atlas Intranet.
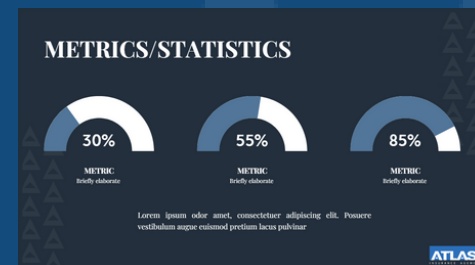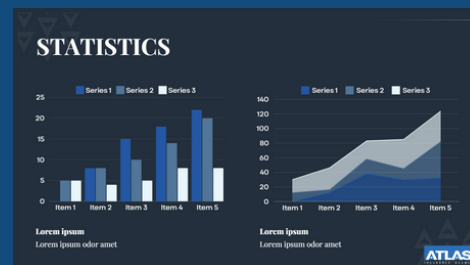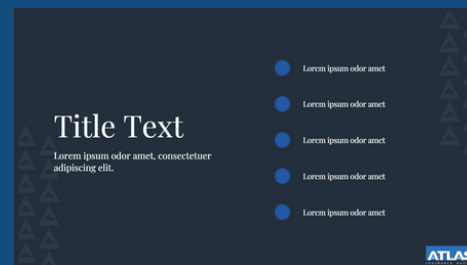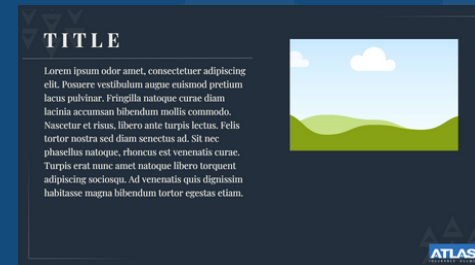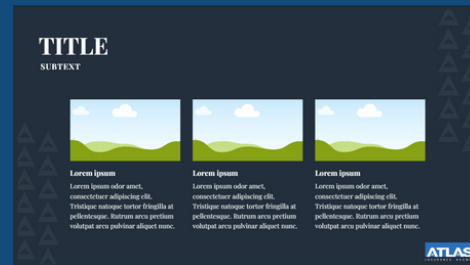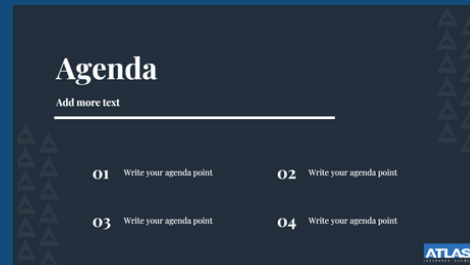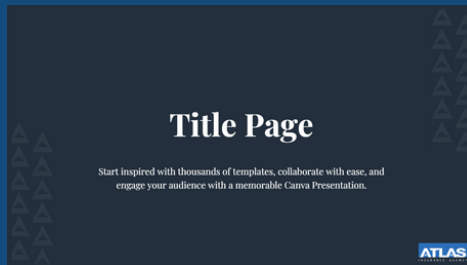
Letterhead Template

Current Letterhead Design

New Letterhead Designs

Atlas Merch

Mahalo

Questions? Email Christen Tominaga
ctominaga@atlasinsurance.com