



Brand Guidelines

January 2025

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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.

Imi'Ike

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

Alaka'i

We are leaders who guide by example.

Ho'okele

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*

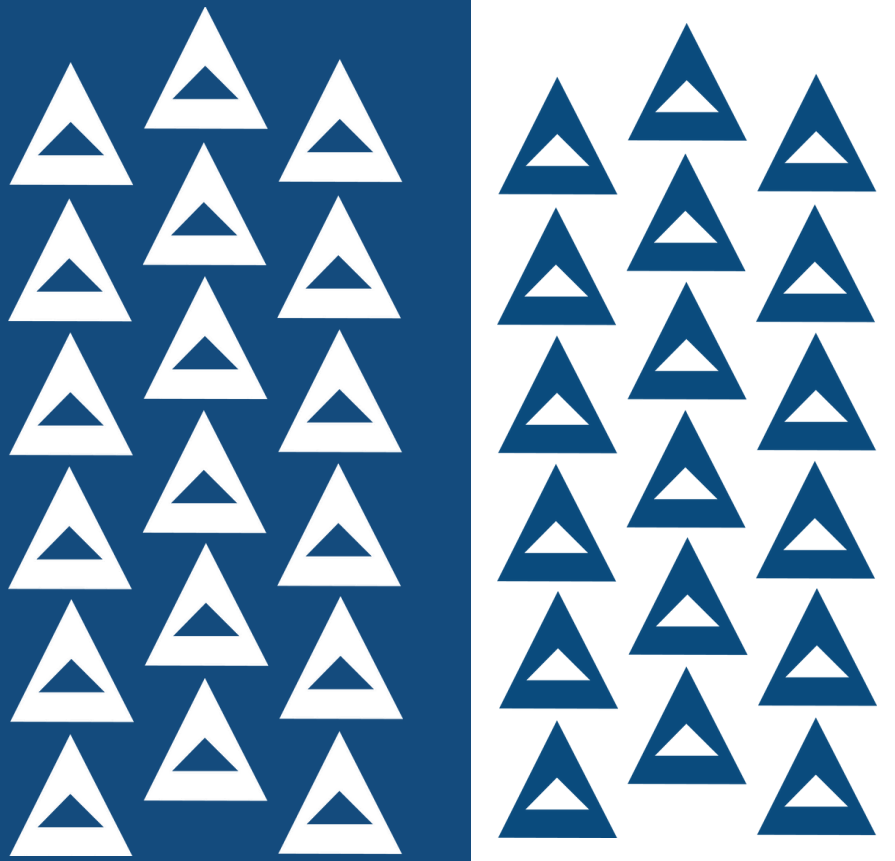
Letter Mark Logo Usage



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.

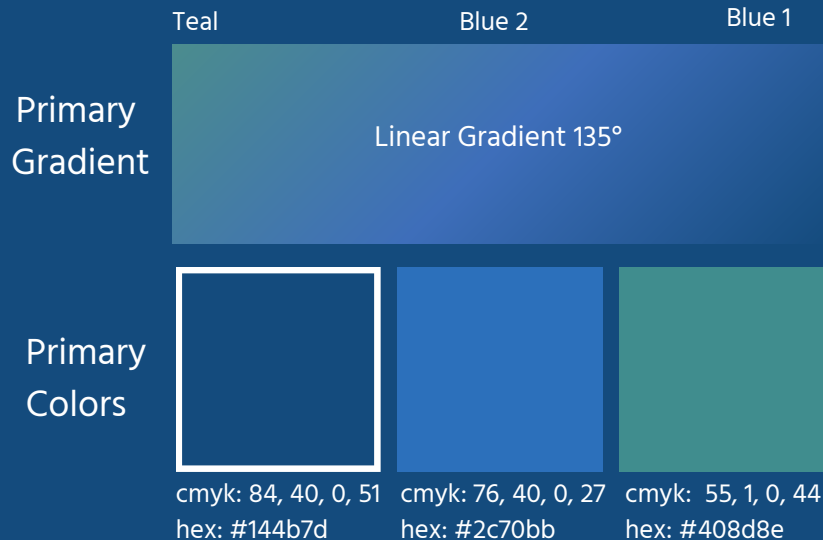
Logos can be found on the Atlas intranet.

Social Profile Variations

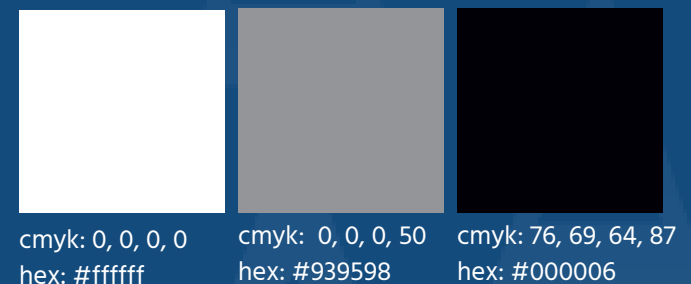
The approved variations of Atlas Insurance Agency's logo for social profiles.



Brand Colors



Grayscale Colors



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



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.



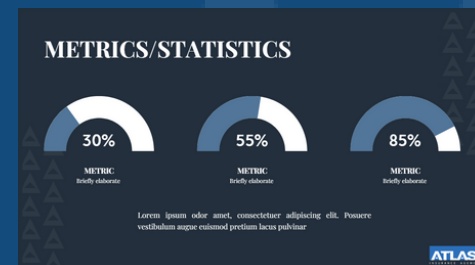
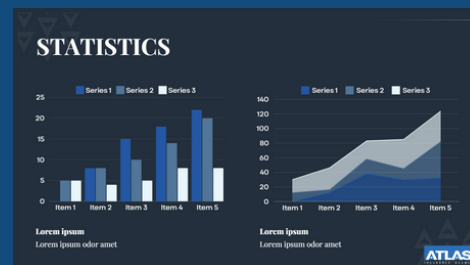
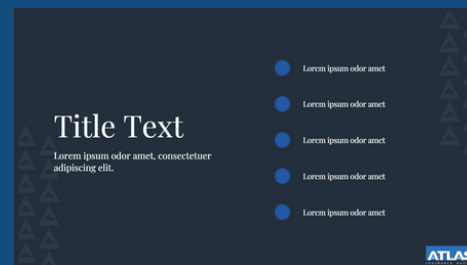
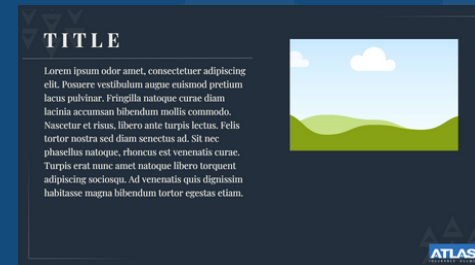
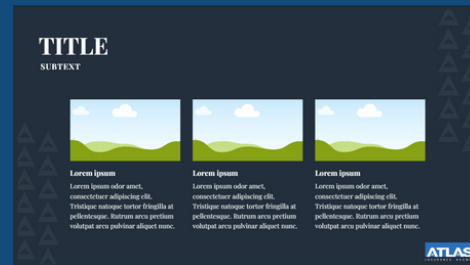
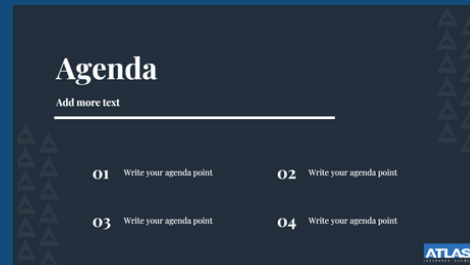
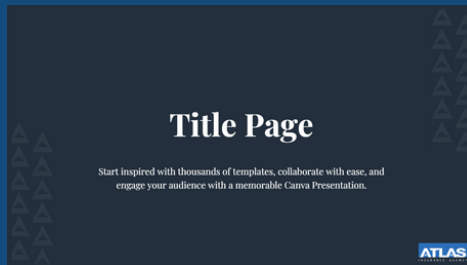
Virtual Backgrounds



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

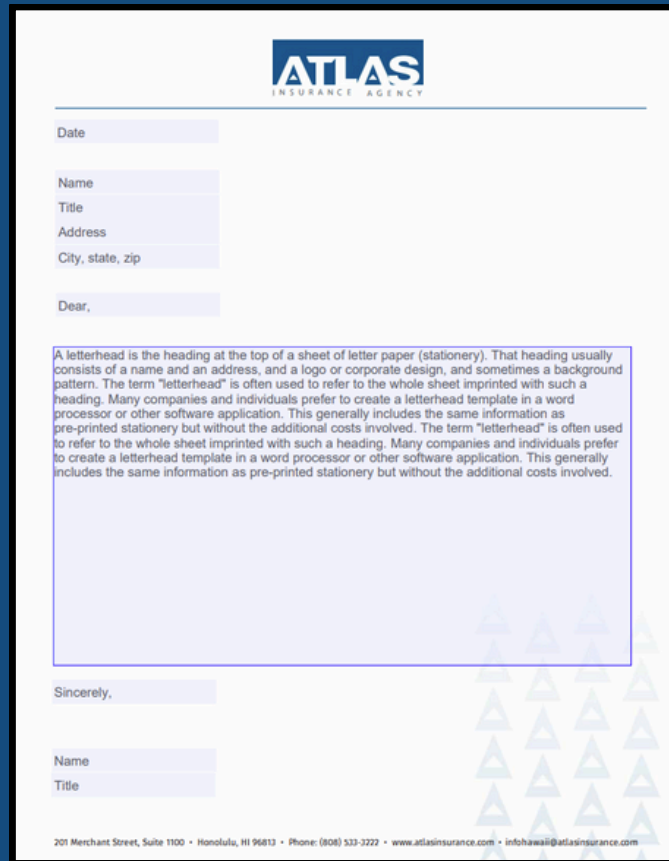
Presentation Templates

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



Letterhead Template

Current Letterhead Design



The current letterhead design features the ATLAS Insurance Agency logo at the top center. Below the logo, there are input fields for Date, Name, Title, Address, City, state, zip, and Dear, followed by a large rectangular box for the letter body. At the bottom, there are input fields for Sincerely, Name, and Title, and a footer with contact information.

ATLAS
INSURANCE AGENCY

Date

Name

Title

Address

City, state, zip

Dear,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Sincerely,

Name

Title

201 Merchant Street, Suite 1100 • Honolulu, HI 96813 • Phone: (808) 533-3222 • www.atlasinsurance.com • infohawaii@atlasinsurance.com



New Letterhead Designs



The new letterhead design features the ATLAS Insurance Agency logo at the top left. To the right of the logo is the company address and contact information. Below the logo, there is a date field for November 4, 2024. The letter body is divided into sections for To: (Name, Title, Address, City, State, Zip), Dear, and a large rectangular box for the letter body. At the bottom, there are input fields for Sincerely, Signature, Name, and Title, and a footer with contact information.

ATLAS
INSURANCE AGENCY

201 Merchant Street, Suite 1100,
Honolulu, Hawaii 96813
(808) 533-3222
www.atlasinsurance.com
infohawaii@atlasinsurance.com

November 4, 2024

To:
Name
Title
Address
City, State, Zip

Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet sem nec risus egestas accumsan. In enim nunc, tincidunt ut quam eget, luctus sollicitudin neque. Sed leo nisl, semper ac hendrerit a, sollicitudin in arcu. Duis pulvinar condimentum elit quis dignissim. Maecenas euismod at risus ut dignissim. Donec pharetra condimentum augue sit amet volutpat. Aliquam luctus, massa eu consectetur rutrum, leo felis imperdiet turpis. Imperdiet auctor tellus diam id lectus. Aliquam sollicitudin eros pulvinar, mollis felis eu, molestie mauris. In ut felis enim. Sed pulvinar sapien nec blandit dictum.

Præsent cursus tincidunt mi, et imperdiet dolor. Fusce in accumsan justo. Maecenas faucibus leo vel vestibulum porta. Vivamus consectetur quis massa et interdum. Phasellus pellentesque nibh ac urna finibus, at consectetur libero ornare. Nam molestie tempus nisi, a fermentum nisl tristique quis. Cras malesuada vel enim vel finibus.

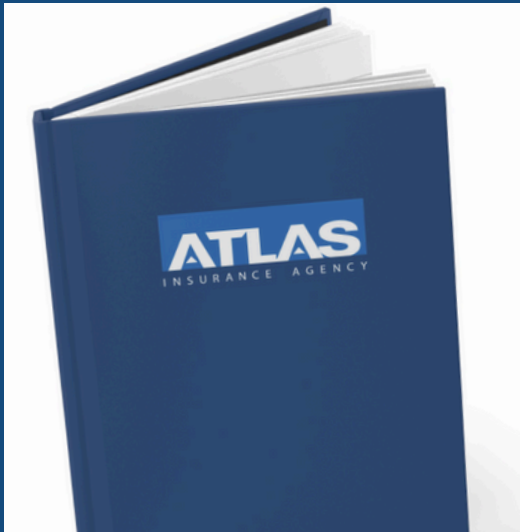
Sincerely,

Signature

Name
Title

201 Merchant Street, Suite 1100 • Honolulu, HI 96813 • Phone: (808) 533-3222 • www.atlasinsurance.com • infohawaii@atlasinsurance.com

Atlas Merch





Mahalo

Questions? Email Christen Tominaga
ctominaga@atlasinsurance.com