

Creative Brief

8/24/16

Rebrand: Logo

Kevin Dahlke Insurance Brokerage

Current Logo:



in print



on website

Goal

Kevin Dahlke Insurance Brokerage has expanded and continues to grow. The company needs an updated, more sophisticated logo that it can grow with to bring it to the top level of its industry.

The winning logo will be required in PMS, CYMK, RGB and one color (black) in EPS or (Adobe Illustrator CS5 compatible). Must allow for infinite resizing as well as background transparency.

About the Company

Kevin Dahlke Insurance Brokerage sells insurance to all kinds of businesses, but they specialize in insuring insurance agents/agencies in particular.

Kevin Dahlke Insurance Brokerage offers clients a wide array of competitively priced insurance lines and protection program options. In addition to those listed below, we routinely develop customized coverages based on specific client needs.

Business Professionals
Farmers Agents E&O
Insurance Agents E&O
Sober Living Homes
Technology Professional Consultants

Coverage customized for specific groups:

Sober Living Home Insurance Program
Telecommunications Consultants
Errors and Omissions Coverage for Farmers Agents Sponsored by the United Farmers Agents Association
Other Commercial Lines coverage descriptions may be accessed using Other Coverage Options.

Background:

Kevin Dahlke has over 35 years insurance career knowledge to share with you. He grew up in Nebraska, a Farmers agent's son, and began his career as a Farmers agent in 1981. In 1993, he founded KDIB as an independent insurance agency offering professional lines of coverage in 29 states.

Why we're here:

Our goal is to keep your business in business. We provide you with accurate and reliable information — the transparency you need — to make the best insurance coverage choices within your budget.

What makes us different:

We are looking out for you — to help you protect your business and save you money.

We take the time to educate insurance agents, which makes them better professionals, saves them money and helps them grow their businesses.

“If you take care of the insured, the rest takes care of itself.”

Voice & Tone:

KDIB is a respectful teacher. We don't talk down to anyone. We tell our clients what they need to know without being forceful or adding any fluff. We counsel with a wise yet kind tone.

We Are:

Instructive
Friendly
Responsible
Wise
Conversant
To the point

But Never:

Gossipy
Cheeky
Authoritative
Wily
Hip
Flip

Sample Logos for Business Insurance Companies:



Considerations:

- Conservative corporate colors may work best in this industry
- Would like to see “KDIB” as letter style logo
- Would like to see a new design of the archer symbol as a graphic style logo
- The words “Kevin Dahlke Insurance Brokerage” should be included in at least some variations, but should not be the main focus