DESIGN BRIEF: NEW LOGO

Business Name

Ministry Pacific Financial Insurance Services, LLC

Tagline

Your Protection is Our Ministry

The Goal

Procure a combination mark logo that poignantly and accurately reflects the heart of our company and ministry.

Who We Are

We help non-profits transform the world by providing them specialized insurance & risk management services, allowing them to take on more risk, mitigate their overall liability exposures and focus on their mission of changing lives. Expansion plan for 2016 includes insuring non-religious organizations.

What Sets Us Apart

Ministry Pacific takes a unique approach in developing its commercial property and liability insurance products for church organizations, which allows them to secure comprehensive coverage at discounted rates.

Desired Imagery

Please incorporate the image of a lighthouse

Word Association/Feelings to Convey

* Integrity
* Protection
* Responsibility
* Consistency
* Diligently works to protect what’s most important to churches/ministries
* Deeply concerned with the overall health of churches/ministries
* Mindful of limited budgets, fiscally responsible
* “We’re looking out for you”
* “We have selected the best products, so you don’t have to”

Target Audience

Churches, Non-Profits/Ministries & Non-Religious Businesses

Color Palette

Open

Font Preferences

Aileron, Roboto, Leaugue Gothic, Calluna Sans, Avenir, Futura PT Book, Oslo, Examiner NF

Image Needs/Use

Logos will be used across all channels of communication, including website, social media, email signatures, email campaigns/newsletter, and print.

Requesting a standard package of images including:

EPS

PDF

JPG (color, b&w, grayscale)

PNG

GIF

Desired Variations

* *Main Logo:* Combination Mark “Ministry Pacific”
* *Variant:* Text-Only
* *Variant:* Symbol-Only
* *Variant:* Square Adaptation of Logo
* *Variant:* Main Logo with “Financial Insurance Services, LLC”
* *Variant:* Main Logo with Tagline: “Your Protection is Our Ministry”