

**BLUEWATER**  
I N S U R A N C E

## About Us

It's all about one word - passion. Our team values the connection between an owner and their prized items. We have built an insurance company dedicated to the client experience, product quality and supporting a community we adore – the collector community.

Collectors trust us with their most prized possessions because we understand their needs. It all starts with the memories, drive and bond: admiring the works of Thomas Moran (*Feudal Castle*, 1905, Oil on Canvas) that inspired you to start collecting impressionist landscapes; remembering the first Carson City Morgan you collected, which took you on a journey into numismatics. Perhaps it was the 1938 baseball signed by Babe Ruth, as a Brooklyn Dodger, that you inherited from your grandfather. We protect precious physical pieces, which are the best moments in a collector's life.

## Brand Attributes

What are brand attributes? The characteristics that make up the personality of Bluewater.

A specific set of characteristics that identify the visual, verbal, and behavioral traits of the brand, much in the same manner that physical, character and personality attributes allow us to consistently identify individuals

## Our Value

Quality of coverage | Authenticity | Trustworthy

## Our Product

Product is a good match for the collector

## Our Service

Efficient processes | Enthusiastic | Friendly | Commitment | We Do More

## Our Leadership

Dedication to the collector market | Knowledgeable

## Our Umbrella Logo

The umbrella logo lists Bluewater's services below the wordmark. This logo should be used whenever possible, in regards to Bluewater overall.

Exemptions from using this logo would include product specific materials and materials with space restraints.



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## Our Tag Lines

To allow for our audience to identify with our brand and types of collecting interest aligned with our product offering a tag line will bridge the brand identity gap.






Examples

{  
For collectors who value their prized pieces  
Insurance for the collector

Ex. Logo w/ tag line



# Our Brand Platform | Color Palette – Option 2

Theme Name	Navy	Logo Blue	Ice Blue	Slate	Olive
RGB	28, 39, 92	6, 164, 221	133, 219, 242	77, 146, 180	120, 141, 65
Hex	#1C275C	#06A4DD	#85DBF2	#4D92B4	#788D41
CMYK	100, 94, 34, 27	74, 18, 0, 0	42, 0, 4, 0	71, 31, 18, 0	56, 29, 93, 9
					

## Our Brand Platform | Font options – headlines & quotes

# Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Headlines = Adobe Caslon Pro Semi-bold  
Callouts and quotes = Adobe Caslon Pro Italic

**Adobe  
Caslon  
Pro**

Buy this package:  
**\$169.00**

Designer:  
Carol Twombly – 1990

Famous Appearances:  
Declaration of Independence  
United States Constitution

*abcdefghijklmnopqrstuvwxyz*  
*abcdefghijklmnopqrstuvwxyz*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

!@#\$%^&\*()\_+~[]\{}|;':",./<>?~`  
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ADOBE CASLON PRO was developed in England by William Caslon in 1722. It is based on 17th century Dutch type designs. It was used as the type for the Declaration of Independence for the United States in 1776. In England Caslon's roman type was called "the script of kings" and reportedly Benjamin Franklin's favorite typeface. Carol Twombly designed a revived Caslon in 1990 for Adobe. She studied Caslon's specimen sheets from the eighteenth century. The most recognizable letter of the Adobe Caslon is Q. The entire alphabet retains its almost floral elegance from colonial days. Adobe Caslon is an industry standard and considered a classic typeface for printers and typographers.

THIS IS A SOLID, DEPENDABLE SERIF TYPEFACE. It is perfect for publication in books and magazines. The smoothness of the serifs give the reader peace of mind. This is a classic typeface that is easy on the eyes and meant to be read. Adobe Caslon Pro is designed to be read in sizes ranging from 6- to 14- point. Adobe Caslon is the typeface of choice for *The New Yorker*. When in doubt, choose Adobe Caslon for your publication needs. Evoke the spirit of the founding fathers with Adobe Caslon.

*Quick fox jumps nightly above wizard.*

## Our Brand Platform | Font options – body text



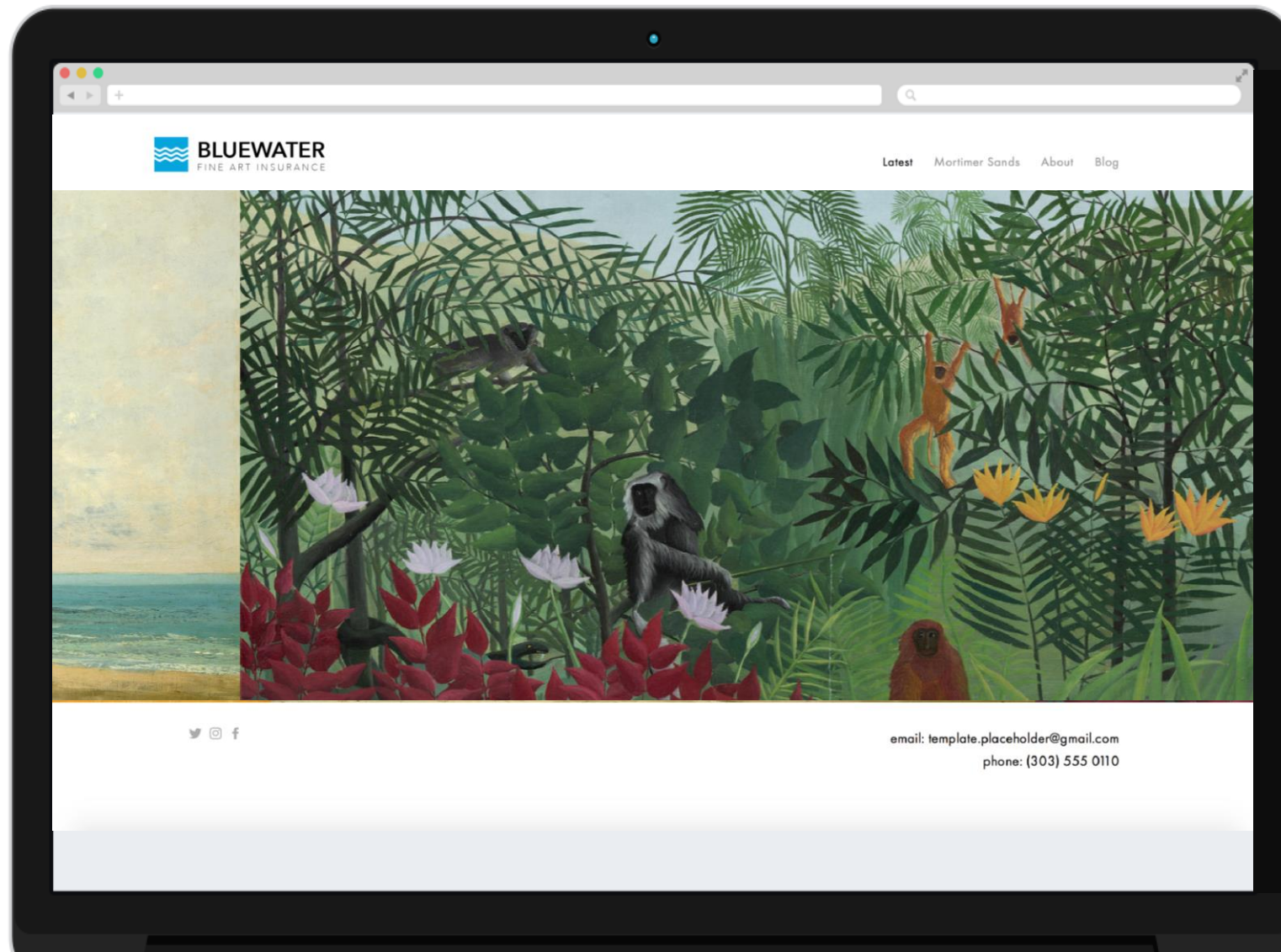
## Source *Sans*

user interacts with information by manipulating *visual widgets* that allow for interactions appropriate to the kind of data they hold. The widgets of a well-designed interface are selected to support the actions necessary to achieve the goals of the user. A *model-view-controller* allows for a flexible structure in which the interface is independent from and indirectly linked to



Text body = Source Sans Pro Light, Source Sans Pro Light Italic, Source Sans Pro Semibold





## Our Imagery

Bluewater brand imagery should be experience driven, and full of positive energy capturing imagination and emotion. Our photography style is important in conveying our brand personality to our audience. Whether it be through subject matter, a dynamic and impactful angle, or through an element of emotion, the photos we use should get to the heart of the collector experience.





Our Imagery: Photos Cont.

