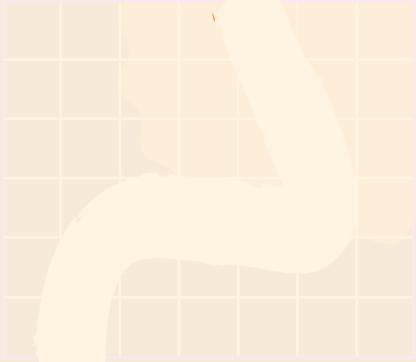




# PIE INSURANCE

Brand Guidelines



# 01

Brand Guide

## Brand Story

Our brand story is anchored on the belief that small business owners deserve an insurance partner that cares about them and their employees. Pie was purposely built for that reason. Our brand is an evolving system, built with care and craft, that aims to transform that belief into a promise. Wherever our customers see our brand they should see our values - integrity, ownership, simplicity and service. Because we're in the business of giving them peace of mind - and our brand is the vehicle to deliver on that promise.



# 02

Brand Guide



## Logo

A subtle refinement that builds on the friendly nature of our design by bringing the angular edges closer to the foundational shape. \*Only use these color combinations

[Download Pie Logos here](#)



PIE INSURANCE



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# 03

Brand Guide



## Colors

Fully meeting accessibility requirements with a new accent color that gives the brand flexibility and action. \*Using Gray 900 & white for text.

### Primary Palette

<i>Contrast rating</i>	AA 14.52	AA 12.23	AA 9.87	AA 7.87	AA 5.13	AA 6.95
<i>Color Name</i>	Pumpkin 50	Pumpkin 100	Pumpkin 300	Pumpkin 500	Pumpkin 800	Pumpkin 900
<i>Hex value</i>	#F8EAD8	#F4D5AB	#FFB653	#FF9619	#D57300	#954011
	AA 14.71	AA 9.52	AA 4.81	AA 6.33	AA 9.45	AA 12.76
	Blackberry 50	Blackberry 100	Blackberry 300	Blackberry 500	Blackberry 800	Blackberry 900
	#FBE8F7	#DFB4D6	#BE6BAC	#A0318C	#742176	#5D0D52

### Primary Accent

	AA 15.93	AA 14.58	AA 8.34	AA 5.05	AA 5.16	AA 8.78
	Green 50	Green 100	Green 300	Green 500	Green 800	Green 900
	#EDFAEB	#DAF3DB	#88C1A2	#539973	#197D48	#28533B

### Base and Grays

	AA 15.58	AA 15.35	AA 12.29	AA 5.81	AA 5.09	AA 17.81
	Doughboy Light	Gray 100	Gray 300	Gray 500	Gray 800	Gray 900
	#F4F4F0	#F1F2F6	#D9DADD	#95969A	#6D6E71	#1B1B1E



## Tone of Voice

The Pie voice is more than just a way of speaking; it's the embodiment of who we are at our core, weaving together our mission, values, and our brand story into a recognizable tone.



### Pie's updated tone of voice is designed to:

- Establish trust through honest and reliable communication
- Empower the partner and customer with easy, conversational language
- Create approachability and humanize small business insurance

### What you can expect:

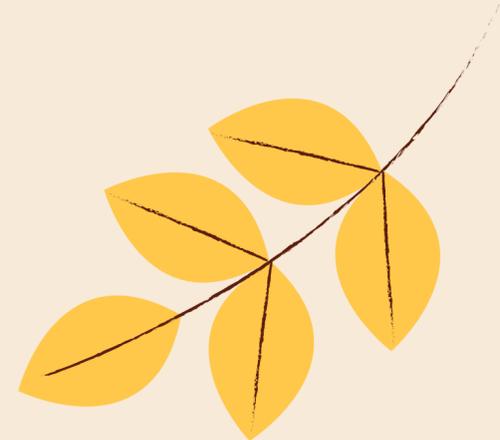
- The authority of an expert perfectly balanced with warm approachability
- Clever observational humor blended with astute word choice
- The voice of innovation skillfully mixed with a stable foundation of trust and experience

Partner Ad

**With savings up to 8% and even more appetite, our upgraded pricing has all the ingredients to help your agency win. Submit a quote today.**

Direct Ad

**Grab a slice of savings with Pie's cutting edge pricing. Get a quote in 3 minutes and save up to 8% on coverage for your small business.**



Museo Slab

A small business  
insurance partner  
that **works for you.**



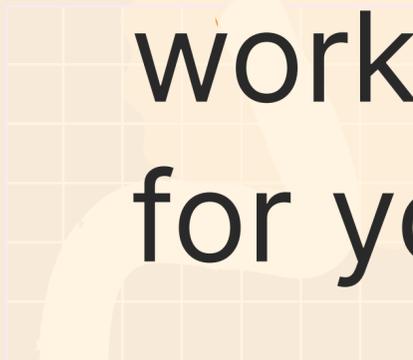
## Typography

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Our typefaces are built to give us a modern edge in a world of antiquated messages while making sure what we say is easy to comprehend.

Inter

Pie empowers small businesses by partnering with agents to provide workers' comp insurance that's easy for you and easy for your clients.





## Typography

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Museo Slab is a unique display typeface with long term value that builds brand equity into our headlines.

Museo Slab 100

Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.

Museo Slab 300

Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.

Museo Slab 500

Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.

Museo Slab 700

**Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.**

Museo Slab 900

**Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.**

Museo Slab 1000

**Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.**



## Typography

---

Inter is one of the most readable rounded sans serif typefaces in the world. Combined with Museo it gives our written word a functional yet memorable look.

### Museo Slab 700

**Pie empowers small businesses to thrive by making commercial insurance affordable and as easy as pie.**

### Inter Light

Pie Insurance has flipped traditional business insurance on its head. Getting a workers' compensation quote is now just 3 minutes away—and at a major savings. We've designed everything from quote to claim with small business owners in mind.

### Inter Regular

Pie Insurance has flipped traditional business insurance on its head. Getting a workers' compensation quote is now just 3 minutes away—and at a major savings. We've designed everything from quote to claim with small business owners in mind.

### Inter Medium

Pie Insurance has flipped traditional business insurance on its head. Getting a workers' compensation quote is now just 3 minutes away—and at a major savings. We've designed everything from quote to claim with small business owners in mind.

### Inter Semi Bold

**Pie Insurance has flipped traditional business insurance on its head. Getting a workers' compensation quote is now just 3 minutes away—and at a major savings. We've designed everything from quote to claim with small business owners in mind.**

### Inter Bold

**Pie Insurance has flipped traditional business insurance on its head. Getting a workers' compensation quote is now just 3 minutes away—and at a major savings. We've designed everything from quote to claim with small business owners in mind.**



### Illustration Style

Our illustration style is built on a commitment to storytelling that develops moments of delight and understands that the little details matter. Our aim is to make commercial insurance relatable and maybe even fun.



Small Business Owners



Piece of Mind



Workers' Compensation



Workers' Comp



Easy



Commercial Auto



Coverage



Carpentry



Rating



Plumbing



Smart Pricing



### Illustration Style

We also like to explore the ingredients of what makes a really good recipe.



# 10

Brand Guide



## Iconography

Over 100 custom made icons for general insurance terms as well as Pie specific categories. Try to use this library as much as possible - new use cases can be easily created.



Audit



Educational  
Childcare



Claim



Retail



Submit



Liability



Remediation  
Services



Affordable



Quote



Broad Risk  
Appetite



Grocery Store



Injury



Bars



Hotel



Support



Automatic Bind



Payment Options



No Hidden Fees



Manufacturing



Loss Ratio



Auto Shop



Painter



HVAC



Cement



Workers' Comp



Easy



Commercial Auto



Coverage



Carpentry



Rating



Plumbing



Smart Pricing



## Photography

**Direct Small Business**  
Narrative driven with an emphasis on small business owners - and the actions that drive their passions.





## Photography

### Agent Partners

Insurance agents work hard every day for their clients. We lean on imagery with an emphasis on an agents day-to-day work and how Pie makes things easy so agents can have their best year.





## Photography

### Flourishes

Our library is stock for now, so in order to make our imagery more Pie specific we sometimes modify images with a Pie pattern overlay or apply patterns cleverly within the composition. For images that need to be part of the background we can add a 20% overlay of Pumpkin 500.





## Video

Our logo is animated for ultimate friendliness and should not be scaled larger than these examples. using a pattern as a background is ok as long as proper contrast ratios are met. Ok to use just the face in certain social channels where the identity is already supported.





### In Marketing

#### The new pieinsurance.com (direct audience)

The new visual system comes together in the most visible arena for Pie audiences.



## Your partner for small business insurance

Pie's data-driven insurance technology ensures you get excellent coverage at competitive prices.

[Learn more](#)



**"Working with Pie has been a dream come true, and I really feel that they have my best interests at heart."**

Mike Lozier



### In Marketing

#### The new pieinsurance.com (partner audience)

The new visual system comes together in the most visible arena for Pie audiences.



## Your partner for small business insurance

Pie's data-driven insurance technology helps you better serve your small business clients with workers' comp insurance and commercial auto insurance.

[Learn more](#)



"Working with Pie has been a dream come true, and I really feel that they have my best interests at heart."

Tony Gonzalez



Thank You!