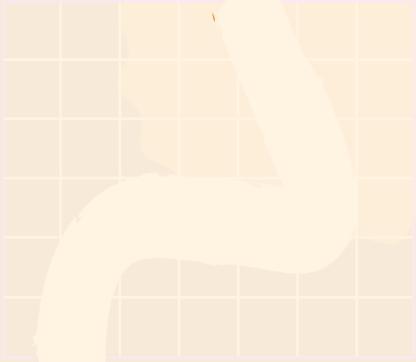




PIE INSURANCE

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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PIE INSURANCE

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

Contrast rating	AA 14.52	AA 12.23	AA 9.87	AA 7.87	AA 5.13	AA 6.95
Color Name	Pumpkin 50	Pumpkin 100	Pumpkin 300	Pumpkin 500	Pumpkin 800	Pumpkin 900
Hex value	#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:

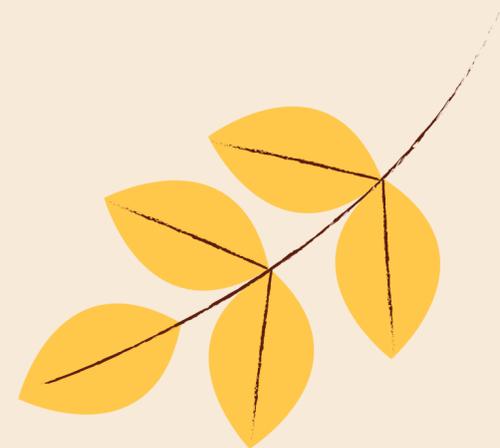
- The authority of an expert perfectly balanced with warm approachability
- Clever observational humor blended with astute word choice
- The voice of innovation skillfully mixed with a stable foundation of trust and experience

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

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

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!