

DIRECT[®] TO POLICYHOLDER

Direct To Policyholder specializes in the acquisition, conversion and retention of policy holders via copyrighted eCommerce marketing and fulfillment intellectual property and technologies.

Story / Point of View

Core Values: Traditional direct response marketing in combination with latest digital marketing techniques with these 3 goals:

- Acquisition
- Conversion
- Retention

Vision: To use the proprietary integrated direct response marketing protocol we've developed, to grow brands, convert and retain insurance customers.

Print Logos

DIRECT[®] TO POLICYHOLDER

Logo - CMYK

DIRECT[®] TO POLICYHOLDER

Logo - BW

DIRECT[®] TO POLICYHOLDER

Logo - REVERSE
(Grey Box Not To Be Used.)

Online Logos

DIRECT[®] TO POLICYHOLDER

Logo - RGB



Logo - FAV

Typography

Eurostile Demi (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

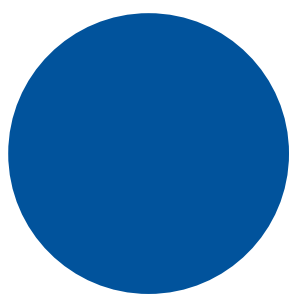
GUNSHIP CONDENSED (logo & special use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

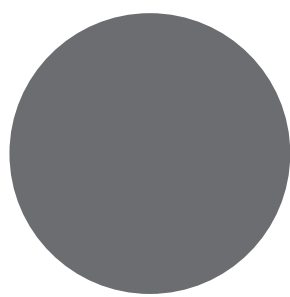
Montserrat Regular (Paragraph Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette



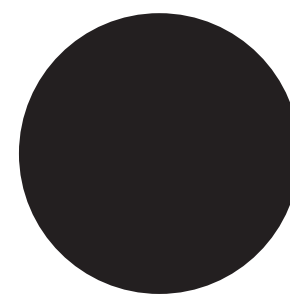
C100,M75,Y8,K0
R0,G71,B147
#00549c



C0,M0,Y0,K70
R109,G110,B113
#6d6e71



C0,M,Y,K0
R255,G255,B255
#ffffff



C0,M,Y,K100
R0,G0,B0
#000000

Types Of Imagery

