

TWO THOUSAND TWENTY

Canal  
INSURANCE



BRAND GUIDELINES

# TABLE OF CONTENTS

---

3 OVERVIEW

4 MISSION STATEMENT

5 BRAND VALUES

6 THE TONE

7 THE LOGOS

*- treatment, minimum size, logo misuse*

12 ADDITIONAL LOGOS

*- treatment, minimum size*

16 PRINT TREATMENT

*- letterhead, document treatment*

19 DIGITAL TREATMENT

*- ad treatment, social media treatment, email treatment*

24 COLORS

*- reversed color options*

26 TYPOGRAPHY

## OVERVIEW

---

This document addresses specific goals set forth by Canal Insurance to reinforce your brand image and increase our business.

- Be more assertive and creative in our marketing outreach.
- Elevate our communications with current agency partners, potential agency partners, and our end users / consumers.
- Enhance our reputation by highlighting our industry strengths and our community involvement.
- Create a tighter relationship between the company and our agency partners.

It helps create a clear picture of our brand, conveys our mission and brand values, and establishes the tone and methods of communication with our employees, agency partners and the end users / consumers

This document is just the beginning, and it should change over time as our marketing goals evolve.

## MISSION STATEMENT

---

A FAMILY OF SHAREHOLDERS, EMPLOYEES, AND PARTNERSHIPS,  
FUELED BY DECADES OF MOTOR CARRIER EXPERTISE AND  
RESOLVE, AND DRIVEN BY UNLIMITED VISION, OPPORTUNITY,  
AND INNOVATION, TO DELIVER FIRST CLASS PROTECTION AND  
SERVICE TO OUR CUSTOMERS.

# BRAND VALUES

---

Considering the company's business and marketing goals, and the audience you wish to reach for future business, Canal Insurance's brand messaging should speak to one or more of the following core values at all times.

## INTEGRITY AND COMMITMENT

- Dedicated to honesty, transparency, and sincerity.

## TEAMWORK AND AGILITY

- Embracing unity and pivoting strategy when necessary.

## INDUSTRY EXPERTISE

- Providing steadfast and comprehensive industry knowledge.

## ENTREPRENEURIAL MINDSET

- Pioneering the future of trucking insurance.

## RESILIENCE AND RELIABILITY

- Trustworthy professionals with legendary tenure in our industry.

## THE TONE

PROFESSIONAL AND EXPERIENCED; PROVIDING  
COMPREHENSIVE AND RENOWNED EXPERTISE. GROUNDED  
IN OUR VALUES, WHILE CONTINUOUSLY DEMONSTRATING  
COMMITMENT TO INNOVATION AND GROWTH. TRUSTWORTHY  
AND CREDIBLE; ALWAYS CONVERSATIONAL AND  
APPROACHABLE.

---

# THE LOGOS

---

## THE LOGOS

---

**Canal**  
INSURANCE



## LOGO TREATMENT



The logo's clear space revolves around the "a" from the "Canal" part of the logo. This provides the proper spacing around the logo to give it room to breathe in any given layout or design. The area surrounding the logo should be free of graphics, text, or images. This ensures the visibility and impact of the logo. You should never recreate the logo and use only the one provided by Canal.



# MINIMUM LOGO SIZE REQUIREMENTS



## PRINT MINIMUM

1.5in wide (vertical logo)  
2.5in wide (horizontal logo)

## SCREEN PRINT MINIMUM

3.25in or 312px wide (vertical logo)  
5.5in or 528px wide (horizontal logo)

## EMBROIDERY MINIMUM

3.25in or 312px wide (vertical logo)  
5.5in or 528px wide (horizontal logo)

# LOGO MISUSE

These guidelines are in place to prevent brand confusion.



busy backgrounds



drop shadow



incorrect symbol placement



stretched



condensed



unapproved colors

---

ADDITIONAL LOGOS

---



Canal *TEST  
DRIVE*

Canal *CAM*

Canal *DRIVE*

## ADDITIONAL LOGO TREATMENT

a

The logo's clear space revolves around the "a" from the "Canal" part of the logo. This provides the proper spacing around the logo to give it room to breathe in any given layout or design. The area surrounding the logo should be free of graphics, text, or images. This ensures the visibility and impact of the logo. You should never recreate the logo and use only the one provided by Canal.



## ADDITIONAL LOGO TREATMENT

a

The logo's clear space revolves around the "a" from the "Canal" part of the logo. This provides the proper spacing around the logo to give it room to breathe in any given layout or design. The area surrounding the logo should be free of graphics, text, or images. This ensures the visibility and impact of the logo. You should never recreate the logo and use only the one provided by Canal.



all of the same logo misuse guidelines apply to these logos as well.

# MINIMUM LOGO SIZE REQUIREMENTS



2.5in

## PRINT MINIMUM

2.5in wide

## SCREEN PRINT MINIMUM

5.5in or 528px wide (horizontal logo)

## EMBROIDERY MINIMUM

5.5in or 528px wide



2.25in

## PRINT MINIMUM

2.25in wide

## SCREEN PRINT MINIMUM

4.5in or 432px wide

## EMBROIDERY MINIMUM

4in or 384px wide



2in

## PRINT MINIMUM

2in wide

## SCREEN PRINT MINIMUM

4in or 384px wide

## EMBROIDERY MINIMUM

3in or 288px wide



2.5in

## PRINT MINIMUM

2.5in wide

## SCREEN PRINT MINIMUM

5.5in or 528px wide (horizontal logo)

## EMBROIDERY MINIMUM

5.5in or 528px wide



2.25in

## PRINT MINIMUM

2.25in wide

## SCREEN PRINT MINIMUM

4.5in or 432px wide

## EMBROIDERY MINIMUM

4in or 384px wide

---

# PRINT TREATMENT

---

# LETTERHEAD TREATMENT



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ipsum consequat nisl vel pretium lectus quam id leo. Viverra nam libero justo laoreet. Amet venenatis urna cursus eget nunc scelerisque viverra mauris. Quam adipiscing vitae proin sagittis nisl rhoncus. Non sodales neque sodales ut. Sodales ut etiam sit amet nisl purus. Ut tortor pretium viverra suspendisse potenti nullam eu ac. Scelerisque eu ultrices vitae auctor eu augue ut lectus. Id cursus metus aliquam eleifend mi in nulla posuere sollicitudin. Viverra justo nec ultrices dui sapien eget mi proin sed. Amet porttitor eget dolor morbi non arcu risus quis varius.

Neque gravida in fermentum et sollicitudin ac orci. Interdum velit laoreet id donec. Dui faucibus in ornare quam viverra. In cursus turpis massa tincidunt dui ut ornare lectus sit. A lacus vestibulum sed arcu non odio euismod lacinia at. Semper feugiat nibh sed pulvinar proin. Posuere ac ut consequat semper viverra nam libero justo laoreet. Purus sit amet luctus venenatis. Purus sit amet volutpat consequat mauris nunc. Purus in mollis nunc sed id. Pharetra et ultrices neque ornare aenean euismod elementum nisi quis. Bibendum est ultricies integer quis.

Lectus sit amet est placerat in. Penatibus et magnis dis parturient montes nascetur ridiculus mus. Malesuada fames ac turpis egestas maecenas pharetra convallis posuere. Integer eget aliquet nibh praesent tristique magna. Ut aliquam purus sit amet. Gravida dictum fusce ut placerat orci nulla. Cras semper auctor neque vitae tempus. Dictumst quisque sagittis purus sit. Turpis massa tincidunt dui ut ornare lectus sit amet. Ac tortor vitae purus faucibus ornare suspendisse sed nisi lacus.

Neque gravida in fermentum et sollicitudin ac orci. Interdum velit laoreet id donec. Dui faucibus in ornare quam viverra. In cursus turpis massa tincidunt dui ut ornare lectus sit. A lacus vestibulum sed arcu non odio euismod lacinia at. Semper feugiat nibh sed pulvinar proin. Posuere ac ut consequat semper viverra nam libero justo laoreet. Purus sit amet luctus venenatis. Purus sit amet volutpat consequat mauris nunc. Purus in mollis nunc sed id. Pharetra et ultrices neque ornare aenean euismod elementum nisi quis. Bibendum est ultricies integer quis.

Lectus sit amet est placerat in. Penatibus et magnis dis parturient montes nascetur ridiculus mus. Malesuada fames ac turpis egestas maecenas pharetra convallis posuere. Integer eget aliquet nibh praesent tristique magna. Ut aliquam purus sit amet. Turpis massa tincidunt dui ut ornare lectus sit amet. Ac tortor vitae purus faucibus ornare suspendisse sed nisi lacus.

Lectus sit amet est placerat in. Penatibus et magnis dis parturient montes nascetur ridiculus mus. Malesuada fames ac turpis egestas maecenas pharetra convallis posuere. Integer eget aliquet nibh praesent tristique magna. Ut aliquam purus sit amet. Gravida dictum fusce ut placerat orci nulla. Cras semper auctor neque vitae tempus. Dictumst quisque sagittis purus sit.

PO Box 7  
Greenville, SC 29602

400 E. Stone Avenue  
Greenville, SC 29601

800.452.6911  
[canalinsurance.com](http://canalinsurance.com)

# DOCUMENT TREATMENT

## REASONS TO BELIEVE

467

Dollars of Surplus committed to paying Canal claims and supporting future investments in Motor Carrier insurance.

231

Employees invested in Best of Class Customer Service such as Underwriting, Claims, and Risk Management.

80

Years of unbroken company commitment insuring Motor Carriers.

33

General Agent Partners enrolled in our future and representing Canal with confidence and resolve in the market.

15.8

Percent consistent surplus growth over the past 7.5 years.

8.75

Years (and running...) delivering (1) improved operations, (2) strengthened reserves, (3) declared shareholder dividends.

5

Generations of proud and committed family ownership with unquestioned integrity and commitment to insured, general agents, employees and the Motor Carrier Industry.

1

United team of owners, employees and agents unconditionally invested in current obligations and future opportunities.



800.452.6911



400 E. Stone Avenue  
Greenville, SC 29601



canalinsurance.com



## KEY FINANCIAL HIGHLIGHTS

### CANAL HIGHLIGHTS YEAR-TO-DATE AS OF 09/30/2019

Gross Written Premium (\$000)	\$217,598
Net Written Premium (\$000)	\$215,203
Policy Holder Surplus (PHS) (\$000)	\$467,108
Surplus Growth since 2011	14.1%
Surplus Growth (excluding Dividends) since 2011	21.5%

### FINANCIAL STRENGTH HIGHLIGHTS AS OF 09/30/2019

Comparison to A- or better companies	Canal Insurance 9/30/2019	Median Value* (for companies rated A- or better)	Canal Insurance 12/31/2018
Policyholders Surplus (PHS) (\$000)	\$467,108	\$439,725	\$172,308
Net Premium Written to PHS	0.6	0.6	0.7
Overall liquidity (%)	208.1	215.8	190.0
Current liquidity (%)	183.0	180.0	161.0
Yield on invested assets (%)	3.3	4.0	2.5

Competitor Industry Data as of 12/31/2018 per AM Best Database.



800.452.6911



400 E. Stone Avenue  
Greenville, SC 29601



canalinsurance.com



---

# DIGITAL TREATMENTS

---

# DIGITAL AD TREATMENTS

## REQUIREMENTS

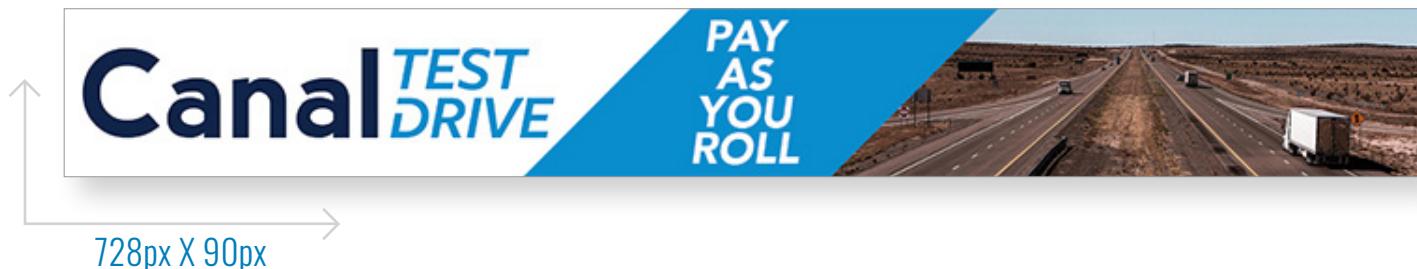
- Ads placed into programmatic networks need to utilize premium apps and publishers only.
- Ad placement needs to be viewable to user and have reporting from DSP (demand side platform) that verifies viewable placement
- Ad size needs to be minimum size 300x250 unless prior approval is given by brand management team
- Ad or ad template needs to be approved before paid placement
- All ads need appropriate tags (UTM) provided by data team before they are delivered
- All digital advertisements need to link directly to canalinsurance.com website or to authorized landing page specific to ad campaign



1200px X 628px



300px X 250px



728px X 90px

# SOCIAL MEDIA POST TREATMENTS

Examples of possible social media posts



Branded social media posts should have a similar look and feel in keeping with the brand standards set forth in this document.

# EMAIL TREATMENTS

Each email must include the appropriate disclaimers.

For information on appropriate disclaimers, refer to the disclaimer document.

example of possible email:



---

# THE COLORS

---

# THE COLORS



BRILLIANT BLUE

CMYK

90 . 24 . 1 . 3

RGB

0 . 141 . 201

WEB HEX  
#007DBA



DEEP BLUE

CMYK

100 . 63 . 12 . 6

RGB

0 . 37 . 73

WEB HEX  
#002849



COOL GRAY 10 C

CMYK

62 . 53 . 48 . 19

RGB

99 . 101 . 105

WEB HEX  
#636569



COOL GRAY 2 C

CMYK

39 . 31 . 31 . 0

RGB

162 . 162 . 164

WEB HEX  
#A2A2A4



BLUE GRADIENT

from Brilliant Blue  
to Deep Blue

## REVERSED COLOR OPTIONS

Primary Logo Colors



Reversed Color Options



---

# THE TYPE

---

# THE TYPE

---

## HEADINGS

---

Oswald - ExtraLight  
Oswald - Light

## SUB HEADINGS

---

Oswald - ExtraLight  
Oswald - Light  
**Oswald - Medium**

## BODY TEXT

---

FreightSansCndPro - Light  
FreightSansCndPro - Book  
FreightSansCndPro - Medium

## ACCENT FONT

---

*Puzzled - Regular*