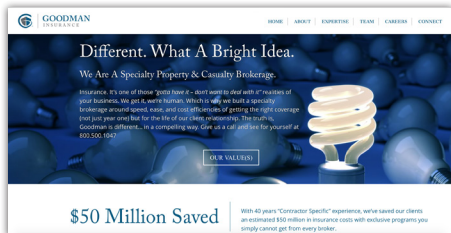
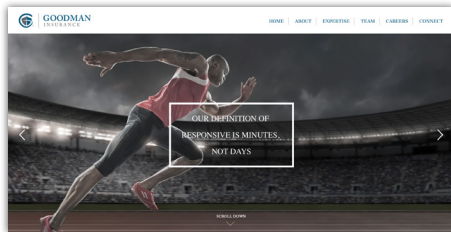
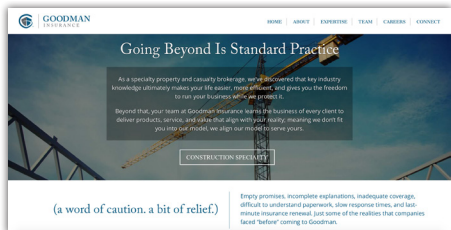




TO [THE POINT] BRANDING



PAIN POINT:

A vision to grow into new markets.

With key construction insurance expertise, Goodman insurance was looking to expand into new markets and their current website was focused on construction only. We redesigned their logo, tagline, proposal systems and marketing materials including writing and *designing a new website to reflect their move into general markets. At the same time we kept brand elements that resonated with their main base.

“ Breviti did an incredibly good job capturing the essence of who we are as a company and produced a total brand that is working extremely well with our prospects and clients. They also crafted our mission, vision and values into compelling and memorable statements that are having a strong effect on our culture. They were more expensive than others, but well worth it. ”



Jordan Goodman, CEO, Goodman Insurance

*Breviti wrote, designed and conceived the brand look and feel and architecture for the site, which was finished off by an in-house developer.