

# QUOTE DETECTIVE



REBRAND PROJECT

SOLVING THE MYSTERY OF OUR GRITTY,  
NOIR AESTHETIC & UNIQUE BRAND IDENTITY

## CHAPTER 1 - WELCOME

### Introduction to Brand Guidelines:

#### Elevating Your Brand Identity

In the dynamic world of business, where every interaction is an opportunity to make a lasting impression, the importance of a consistent and powerful brand identity cannot be overstated. This is where brand guidelines step onto the stage. Think of them as the conductor's baton, orchestrating a harmonious and captivating symphony that resonates with your audience.

#### What are Brand Guidelines?

Brand guidelines are the compass that navigates your brand identity through the complexities of visual design, communication, and interaction. They serve as a comprehensive document that encapsulates the essence, personality, and values of your brand in a tangible form. These guidelines ensure that every facet of your brand, from the logo that graces your products to the tone of voice that speaks to your customers, maintains a unified, memorable, and authentic presence.

#### Your Path to Consistency and Success

Think of brand guidelines as a roadmap to success. They empower your team, whether in-house or external partners, to deliver a consistent brand experience across diverse platforms and mediums. By embracing these guidelines, you're not just creating a brand - you're crafting an unforgettable narrative that captures hearts, minds, and loyalty.

As we embark on this journey together, let's explore the intricacies of your brand, distill its essence, and create brand guidelines that empower you to shine brightly in a world where consistency is king.

## QUOTE DETECTIVE

### BRAND GUIDELINES - CONTENTS



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## INTRODUCTION

# THE QUOTE DETECTIVE STORY

In the heart of the bustling insurance industry, where algorithms and automated systems often dictate the fate of those seeking coverage, there emerged a brand with a different approach – Quote Detective. This is a brand born from the belief that insurance should be more than just a transaction; it should be an experience.

With a team of dedicated "detectives," Quote Detective ventured into the complex world of insurance risks, going beyond the surface to uncover the true story behind each customer's unique situation. They delved into the intricacies of age, occupation, driving history, and more, embracing the complexities that make individuals, well, individual.

This commitment to understanding the customer led to a significant milestone – over 100,000 motor insurance policies written, and a steady stream of satisfied customers who found their perfect insurance match when the algorithms said otherwise. And, unlike many competitors who rely on loans and debts to fuel their growth, Quote Detective proudly owns its business, making decisions based on what's best for the customers rather than external pressures.

Under the stewardship of a senior management team with over 20 years of insurance experience, Quote Detective set out to rewrite the narrative of the non-standard insurance market. Their vision is simple yet profound: to build a bigger, better non-standard broker. This vision is driven by a commitment to continued growth, with plans to serve 16,000 customers by September 2024, write £25 million of motor insurance annually, and expand the team to accommodate 120 dedicated professionals.

As Quote Detective embarks on this exciting journey, they remain true to their core values of trust, integrity, transparency, and dedication to customer satisfaction. They believe in the power of personal connections, making insurance not just a necessity but a partnership, a relationship built on trust and understanding.

This is the story of Quote Detective, a brand that understands insurance is about more than policies and premiums; it's about people, their stories, and a commitment to making insurance accessible, personalised, and engaging. Welcome to the world of Quote Detective, where insurance becomes an experience worth having.





# QUOTE

## DETECTIVE



## EXECUTIVE SUMMARY



Quote Detective is a dynamic and innovative player in the insurance industry, specialising in non-standard and specialist motor insurance.

With over 7 years of experience and a staff of 100+, we've established ourselves as a leading UK insurance provider. Our unique approach sets us apart from traditional insurers, as we employ a team of 'detectives' to thoroughly understand and assess risks, allowing us to provide tailored solutions for our customers.

We've written over 100,000 motor insurance policies and handle £30 million worth of insurance annually, showcasing our commitment to delivering results. Quote Detective is proud to be debt-free and independently owned, allowing us to make decisions that prioritise our customers. Our senior management team boasts over 20 years of insurance expertise, ensuring that our customers receive the best service and coverage available. We're dedicated to continuous growth and improvement, striving to build a bigger, better non-standard insurance brokerage that not only meets but exceeds the evolving needs of our diverse customer base.

## Brand Values

### Expertise

Unmatched industry knowledge and experience, ensuring tailored insurance solutions that fit your needs.

### Innovation

We're at the forefront of technology and strategies, constantly pushing boundaries to provide you with the best insurance options.

### Customer Focus

Your needs and satisfaction are our top priorities, driving us to go above and beyond to serve you, taking the time to understand their individual circumstances, delivering the best possible insurance solutions.

### Transparency

We believe in clear and honest communication. We allow our customers to make informed decisions, ensuring you always know what you're getting with Quote Detective.

### Integrity

We uphold the highest ethical standards in all our practices, earning your trust and ensuring your peace of mind to provide reliable insurance solutions.

### Inclusivity

We serve a diverse customer base and are dedicated to inclusivity. Our goal is to provide insurance options for all, regardless of their unique circumstances, ensuring that everyone has access to the coverage they need.

# CREATING



## Our Vision

At Quote Detective, our mission is to revolutionise the non-standard motor insurance market by offering comprehensive, tailored solutions to every driver, regardless of their unique circumstances. We're dedicated to breaking free from the constraints of algorithms and generic policies, instead employing a team of expert "detectives" to understand the intricacies of each case. Our commitment lies in providing the best possible insurance options, ensuring every customer gets the coverage they need and deserve. We aim to redefine the industry, making it more customer-centric, transparent and inclusive.

## Our Mission

Our vision at Quote Detective is to become the go-to destination for non-standard motor insurance, recognised for our innovative approach, exceptional customer service, and unwavering commitment to our clients. We aspire to be a leader in the insurance industry, setting new standards for personalised coverage and customer satisfaction. We envision a future where everyone, regardless of their unique circumstances, can access reliable and affordable insurance. Through cutting-edge technology, expert knowledge, and a strong ethical foundation, we strive to create a more inclusive and transparent insurance landscape that puts customers first.

## INTRODUCTION

# TO THE QUOTE DETECTIVE BRAND

### Building the Quote Detective Brand Successfully

Building the Quote Detective brand successfully has been a journey rooted in innovation and customer-centricity. Quote Detective emerged as a response to the inadequacies of the non-standard motor insurance market. Over the years, we've evolved into a dynamic force, specialising in providing tailored insurance solutions to individuals often neglected by traditional providers.

Quote Detective's success lies in our commitment to understanding each client's unique situation, eschewing generic algorithms for expert human insight. By embracing technology and harnessing our experienced "detectives," we've redefined insurance, making it more accessible, efficient, and customer-focused.

Our journey toward building the Quote Detective brand successfully continues, driven by the desire to offer every driver the insurance they truly deserve.

### Creating, Believing, Living, and Feeling the Brand Direction

Creating, believing, living, and feeling the brand direction at Quote Detective (QD) is not just a strategy; it's our way of life. We create by pushing the boundaries of traditional insurance, challenging norms, and consistently innovating to better serve our clients. We believe in the power of expertise, human connection, and transparency, underpinning our commitment to redefining non-standard motor insurance.

Living the brand direction means every member of the QD family embodies our core values, from our dedicated detectives to our technology-driven teams. We live through empathy, constantly striving to understand and address the unique needs of each customer. Feeling the brand direction is about fostering a sense of belonging, ensuring that every interaction with QD is marked by trust, support, and empowerment. Together, we forge a path toward a brighter, more inclusive future for motor insurance.





**QUOTE DETECTIVE:  
EMPOWERING DRIVERS  
WITH TAILORED  
NON-STANDARD  
INSURANCE,  
REVOLUTIONISING AN  
INDUSTRY THROUGH  
EXPERTISE, EMPATHY,  
AND INNOVATION.**

IDENTITY

QUOTE

DETECTIVE'S

CORPORATE

BRAND IDENTITY



Corporate Identity

Corporate Behaviour

Corporate Design

Corporate Culture

# Identity

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## Corporate Identity

Quote Detective's corporate identity is defined by its commitment to providing tailored non-standard insurance solutions. We strive to be recognised as the go-to brand for individuals facing insurance challenges, offering expertise, innovation, and a sense of empowerment.

# Behaviour

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## Corporate Behaviour

Our corporate behavior is guided by transparency, integrity, and a customer-centric approach. We aim to create meaningful relationships with our clients, treating each interaction as an opportunity to demonstrate our commitment to their financial security and peace of mind.

# Design

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## Corporate Design

Quote Detective's corporate design is characterised by a gritty noir aesthetic, featuring a detective figure that embodies our brand's values of vigilance, determination, and trustworthiness. This design reflects our dedication to standing out in the industry.

# Culture

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## Corporate Culture

Our corporate culture is built on a foundation of teamwork, continuous improvement, and a relentless pursuit of excellence. We foster an environment where employees are empowered to innovate, collaborate, and uphold our brand's reputation for superior service.

# THE QUOTE DETECTIVE PROJECT

## BRIEF, GOALS AND DELIVERABLES

### Brand's Brief

The brand's brief for Quote Detective was to undergo a transformation that would set it apart in the competitive insurance market. The challenge was to create a brand identity that would resonate with an alternative audience, including individuals with non-standard insurance needs, convicted drivers, and those in the modified car scene. The goal was to establish a unique and memorable brand persona, leaning into a gritty noir aesthetic with a detective protagonist, long trenchcoat, and fedora to convey an edgy, mysterious, and engaging brand image.

### Goals and Deliverables

The primary goal of Quote Detective's rebrand was to redefine its image and market positioning, appealing to a specific demographic while retaining its reputation for providing non-standard insurance solutions. The deliverables included the development of a new brand identity, incorporating a distinctive detective character and a grunge-style art aesthetic, creating a compelling narrative around the rebrand, designing marketing materials, and producing engaging content that resonated with the target audience.

Additionally, the rebrand aimed to enhance Quote Detective's online and offline presence, ensuring a seamless and consistent brand experience across all touchpoints.





**Uncover Savings, Ensure**

**Protection: Quote**

**Detective - Your**

**Trustworthy Insurance**

**Investigator.**

## VISUAL BASICS

# THE QUOTE DETECTIVE LOGO

### The Corporate Logo

The Quote Detective logo is the embodiment of our brand's essence, marrying the gritty, grunge noir aesthetic with a touch of vintage detective flair. Encapsulated within a shield-shaped design reminiscent of a real-life detective's badge, our logo sets the tone for our unique approach to insurance.

The detective figure in a long trenchcoat and fedora evokes a sense of mystery and intrigue, symbolising our commitment to uncovering the best insurance deals for our clients. The muted yellow tones and art style, characterised by brush strokes and paint splatters, infuse character into our brand, creating a visual identity that stands out in a sea of mundane insurance providers.

With the Quote Detective logo, we convey trustworthiness, professionalism, and a dedication to going the extra mile to safeguard our clients' interests. It's not just a logo; it's a promise of protection and savings, brought to you with a touch of noir sophistication.



# QUOTE

## DETECTIVE

# QUOTE

## DETECTIVE

Distinctive & Authoritative

Unconventional & Engaging

Unique & Captivating

Memorable & Impactful





**ANYTHING BUT STANDARD**





## TYPOGRAPHY

### PRIMARY FONT

# Courier New

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Courier New is the primary typeface used in Quote Detective's branding. This font was chosen for its distinctive and retro aesthetic, which adds a touch of nostalgia and authenticity to the brand. The typewriter-style characters of Courier New evoke a sense of old-school detective work, aligning perfectly with Quote Detective's gritty noir theme.

This font choice is a departure from the typical sleek and modern fonts used by many competitors in the insurance industry, emphasising Quote Detective's commitment to standing out and offering something unique.

Courier New's bold and monospaced characters make it highly legible, whether in print or on digital platforms. Its even spacing and clean lines ensure readability and professionalism, while its vintage charm injects character and personality into Quote Detective's communications.

The font's use of serifs adds a classic touch, reinforcing Quote Detective's dedication to combining traditional values with a contemporary edge. In summary, Courier New is the cornerstone of Quote Detective's visual identity, lending a sense of authority and authenticity that sets the brand apart in the world of insurance.




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**Bold**

A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

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**Regular**

A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

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**Numbers**

1 2 3 4 5 6 7 8 9 0  
 1 2 3 4 5 6 7 8 9 0

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**Special Characters**

! " £ \$ % ^ & \* ( ) - + = <  
 > , . ? /

## TYPOGRAPHY

# HEADINGS AND STYLES

**H1 - COURIER BOLD**

**H2 - COURIER BOLD**

**H3 - COURIER BOLD**

**H4 - COURIER BOLD**

**H5 - COURIER BOLD**

**H6 - COURIER BOLD**

**BODY - COURIER REGULAR**

For a consistent and visually engaging brand identity, the Courier New font is the cornerstone of Quote Detective's typography. Courier New's versatility allows for various headings and styles that align with our brand's values of modernity, clarity, and empowerment.

**Main Headings (Bold, All Caps):** Main headings in Quote Detective's branding are bold and in all capital letters, exuding a commanding presence. This style ensures that key information is instantly noticeable and makes a bold statement.

**Subheadings (Semi-Bold, Title Case):** Subheadings feature a semi-bold typeface in title case, offering a clear hierarchy and easy readability. This format guides readers through the content, making it easy to follow and engaging.

**Body Text (Regular):** The body text employs a regular font style, ensuring a comfortable reading experience for our audience. This choice prioritises legibility while maintaining a professional appearance throughout our communications.

**Accents and Highlights (Extra-Bold or Bold, Mixed Case):** Accents and highlights utilise an extra-bold or bold typeface in mixed case for emphasis and visual impact. These elements draw attention to important details, enhancing the overall clarity of our messaging.

The selected font weights and sizes ensure a harmonious visual experience across print and digital platforms, reinforcing Quote Detective's message with a modern, clear, and authoritative tone.

## Modern Aesthetics

The use of Courier New font in Quote Detective's branding brings a modern and unique aesthetic to the table. This departure from the conventional fonts commonly employed in the insurance industry sets Quote Detective apart, reflecting the brand's innovative and unconventional approach.

## Versatility

Courier New proves to be a versatile choice, suitable for various brand applications. Whether it's for digital or print materials, advertising, or internal documents, this font maintains a consistent and engaging appearance, aligning with Quote Detective's multifaceted communication needs.

## Legibility

One of the key strengths of Courier New is its exceptional legibility. In an industry where conveying complex insurance information clearly is crucial, this font ensures that all content is easily readable, making it accessible to a wide audience.

## Brand Consistency

Quote Detective recognises the importance of maintaining a consistent brand identity. By choosing Courier New, the brand reinforces its commitment to uniformity across all communications, reinforcing its core values and messaging consistently.

## Open-Source Accessibility

In line with Quote Detective's ethos of inclusivity and accessibility, Courier New is an open-source font that can be accessed and used by all, reflecting the brand's commitment to transparency and equal access to information.

In essence, Courier New embodies the essence of Quote Detective's brand - innovative, inclusive, transparent, and committed to empowering individuals on their insurance journey.

Its design elements perfectly resonate with the core values and goals we've discussed, making it an exceptional choice to represent Quote Detective's identity across its branding and logo.

## SECONDARY FONT

### To be used sparingly...

Incorporating "Philly Sans" as a secondary font adds character and a distinctive visual identity to Quote Detective, making it more appealing and relatable to its target audience.

"Philly Sans" should be used judiciously in Quote Detective's branding. While it adds character and playfulness to the brand, it's important not to overuse it. This font is best reserved for specific marketing collateral where a touch of quirkiness and uniqueness is needed. It can be a valuable asset for creating eye-catching headlines, banners, or promotional materials. However, for essential written content, such as policy documents or legal disclosures, it's advisable to stick with the primary font, "Courier New," for clarity and professionalism. This selective use of "Philly Sans" ensures that it remains a distinctive element of the Quote Detective brand without compromising readability and consistency in more formal communications.

#### PHILLY SANS

**QUOTE DETECTIVE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

#### PHILLY SANS

**QUOTE DETECTIVE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

## QUOTE DETECTIVE TO NOTE:

### COMMERCIAL FONT LICENSE PURCHASED

# WHY PHILLY SANS...

**Quirkiness and Playfulness:** "Philly Sans" has a quirky and playful appearance with irregular shapes and letterforms. This unconventional style contrasts with the more formal and structured look of "Courier New," adding a sense of fun and creativity to the brand.

**Uniqueness:** The use of "Philly Sans" sets Quote Detective apart from other insurance companies that often opt for more traditional and generic fonts. This uniqueness helps the brand stand out and be memorable to its audience.

**Youthful Energy:** The font's unconventional design can convey a sense of youthful energy and innovation. It suggests that Quote Detective is not a typical, stuffy insurance company but one that approaches insurance solutions with a fresh perspective.

**Visual Hierarchy:** By using "Philly Sans" for the word "Quote" in the logo, you create a visual hierarchy that highlights the core service the brand offers. It draws attention to the brand's primary function, reinforcing its identity as a detective in the insurance world.

## COLOUR CODES

# PRIMARY COLOUR

### The Colour Palette

The primary colours selected for the PCG brand form a purposeful palette that resonates with the essence of Quote Detective. These hues have been meticulously chosen to align with the brand's mission and values. Together, these colors create a cohesive and engaging visual identity for Quote Detective.



#### #EEB300: Quote Detective Yellow

This unique shade of yellow, custom to Quote Detective, adds a distinctive and memorable element to the brand. Yellow represents energy, optimism and warmth, qualities that resonate with Quote Detective's mission to make insurance more engaging and accessible.

**Uniqueness:** Quote Detective Yellow is custom-created for the brand, making it truly unique and instantly recognisable. This exclusivity sets Quote Detective apart from competitors and creates a memorable visual identity.

**Engaging and Optimistic:** Yellow is associated with energy, optimism, and warmth. It's a color that radiates positivity and enthusiasm. In the context of Quote Detective, this shade of yellow reflects the brand's commitment to making the often mundane and complex world of insurance engaging and approachable.

**Attention-Grabbing:** The boldness of Quote Detective Yellow ensures that the brand's logo and key elements catch the eye. In a crowded marketplace, this vibrant colour helps Quote Detective stand out and draw attention, making it more likely for potential customers to notice and remember the brand.

**Trust and Confidence:** Yellow, when used in the right shade, can also convey trust and confidence. Quote Detective Yellow, with its warm and inviting tone, reassures customers that they are in capable and trustworthy hands, encouraging them to engage with the brand.

**Versatile:** Quote Detective Yellow is versatile and can be paired effectively with other colours in the palette. It complements the gritty noir aesthetic and adds a touch of modernity, ensuring that it works well across various applications, from digital platforms to print materials.



# SECONDARY COLOURS

## #FFC814: Metallic Yellow

The metallic yellow adds depth and richness to the color palette. It conveys a sense of premium quality and reliability, emphasising Quote Detective's commitment to providing top-notch service and insurance solutions. This offers an additional shade to the Quote Detective yellow.

## #000000: Timeless Black

Black represents sophistication, mystery, and authority. It aligns with Quote Detective's gritty noir aesthetic, symbolising the enigmatic and professional nature of detective work. It's also a very versatile colour and a fundamental choice for any brand.

## #FFFFFF: Pure White

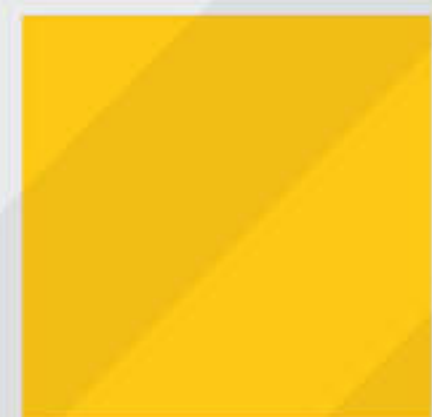
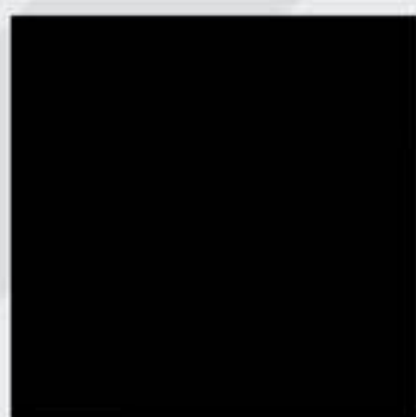
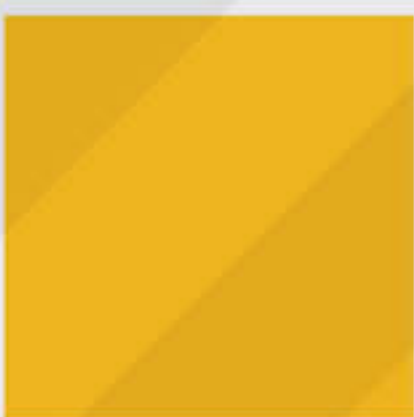
White is a symbol of purity and clarity. It provides a clean and neutral background, ensuring that other colors and brand elements stand out effectively. It also signifies transparency, aligning with Quote Detective's commitment to clear and honest communication.

## #DB1A1A: Maximum Red

Red represents urgency and action. It's used sparingly in the color palette to draw attention to critical elements, such as calls to action or important information, reinforcing Quote Detective's commitment to efficient service. This accent colour compliments to the yellow shades.

## #FFDE14: Vivid Yellow

Vivid yellow brings vibrancy and attention-grabbing qualities to the brand. It ensures Quote Detective stands out in a competitive market, symbolising the brand's bold and innovative approach. It also offers another shade of yellow to use in marketing collateral if needed.



Together, these secondary colors create a harmonious balance - a visual symphony that mirrors the multifaceted nature of Quote Detective. The palette speaks to the brand's commitment to authenticity, empowerment, and transformation, while also infusing a touch of vibrant energy. This collection of colours serves as a versatile toolkit that resonates with Quote Detective's diverse audience and allows for a captivating and consistent brand experience.

## COLOUR PALETTE

# COLOUR PSYCHOLOGY

### Why Is Colour Psychology Important in Marketing?

Colour evokes feeling. It incites emotion. And it's not any different when it comes to selecting colours for your business.

Choosing the right colours for your marketing efforts can be the difference between your brand standing out from the crowd or blending into it. By using colours strategically for your marketing efforts, you can get your audience to see what you want them to see and help them perceive you the way you aim to be perceived. This is why understanding colour psychology can be so useful for your marketing efforts. Because it can help you portray your brand the way you want to.

While choosing the right colours can enhance your brand perception, poor colour selection can do damage to your brand image. For instance, if you choose the wrong colours for your content or logo, it can turn out to be less readable, and hard for your audience to understand. Or you can risk being ignored all together.

Colour can be used to influence how people think and behave toward a brand, and how they interpret any information. The choice of colours can help people decide what is important.

**Primary Brand Colors:** Specify the main colors used in the logo and across brand materials. These colors form the foundation of the brand's visual identity and should be consistently used in all communications.

**Secondary Colors:** Additional colors that complement the primary brand colors and can be used for secondary elements, such as headings, call-to-action buttons, or highlights.

By using consistent colors, the brand becomes more recognisable and memorable to the target audience. These colors must be consistently used in all branded materials to maintain a cohesive visual identity.



## Red Colour Psychology

Marketing colours like red can capture attention. The red colour meaning is associated with excitement, passion, danger, energy, and action. You might've noticed that some brands use red for 'order now' buttons or for their packaging as a way to stand out on the shelf. In colour psychology, red is the most intense colour. And thus, can provoke the strongest emotions.

Red can also trigger danger so we want to use the colour sparingly - just as an accent colour. If we add the colour red to your website, save it for the call to action buttons if it'll contrast well with the rest of the site.

Red is the iconic colour used for brands like Coca Cola and YouTube. The colour red tends to encourage appetite hence why brands like Coca Cola use it often in their branding. They also use words like happiness in their branding so they use the colour red to build excitement. YouTube likely uses the colour red due to the excitement of watching videos online. Notice how the red part of their logo is the play button which can help compel someone into action. It encourages you to want to press play on their videos.

## Yellow Colour Psychology

In colour psychology, the colour meaning for yellow revolves around sunshine. It evokes feelings of happiness, positivity, optimism, and summer but also of deceit and warning. Some brands choose to use a cheerful yellow colour as the background or border for their website design. You can also choose to use yellow for your 'new customer offer' bar at the top of your website if it matches the rest of your website's design. A little touch of yellow can help your website visitors associate your site with something positive.

The colour yellow is used by brands such as Ferrari and Ikea. Many people dream of driving a Ferrari. The luxury brand is associated with this feeling of happiness, summer and a carefree lifestyle. The Ikea brand also uses the colour yellowing in their branding. What does buying furniture have to do with happiness? Well, let's look at who's likely buying those products. Many people who've just bought their first home or are moving out for the first time, will head to Ikea to buy products to furnish their home. This milestone is usually filled with happiness and optimism for the new change making yellow a great colour to associate with the brand.

## IMAGERY

# CAPTURING THE QUOTE DETECTIVE SPIRIT

At the heart of Quote Detective's brand imagery lies the enigmatic figure of the detective, shrouded in a noir-inspired aura. The imagery is a key element in conveying the essence of the brand, capturing the gritty, mysterious, and unconventional spirit that sets Quote Detective apart in the insurance industry.

**The Detective Persona:** The central focus of Quote Detective's imagery is the detective character, donned in a classic trench coat and fedora, evoking the iconic image of a noir detective. This character embodies the brand's commitment to investigating and understanding customers' unique insurance needs. The detective's silhouette often obscures the face, adding an element of intrigue and universality, allowing customers to project themselves into the role.

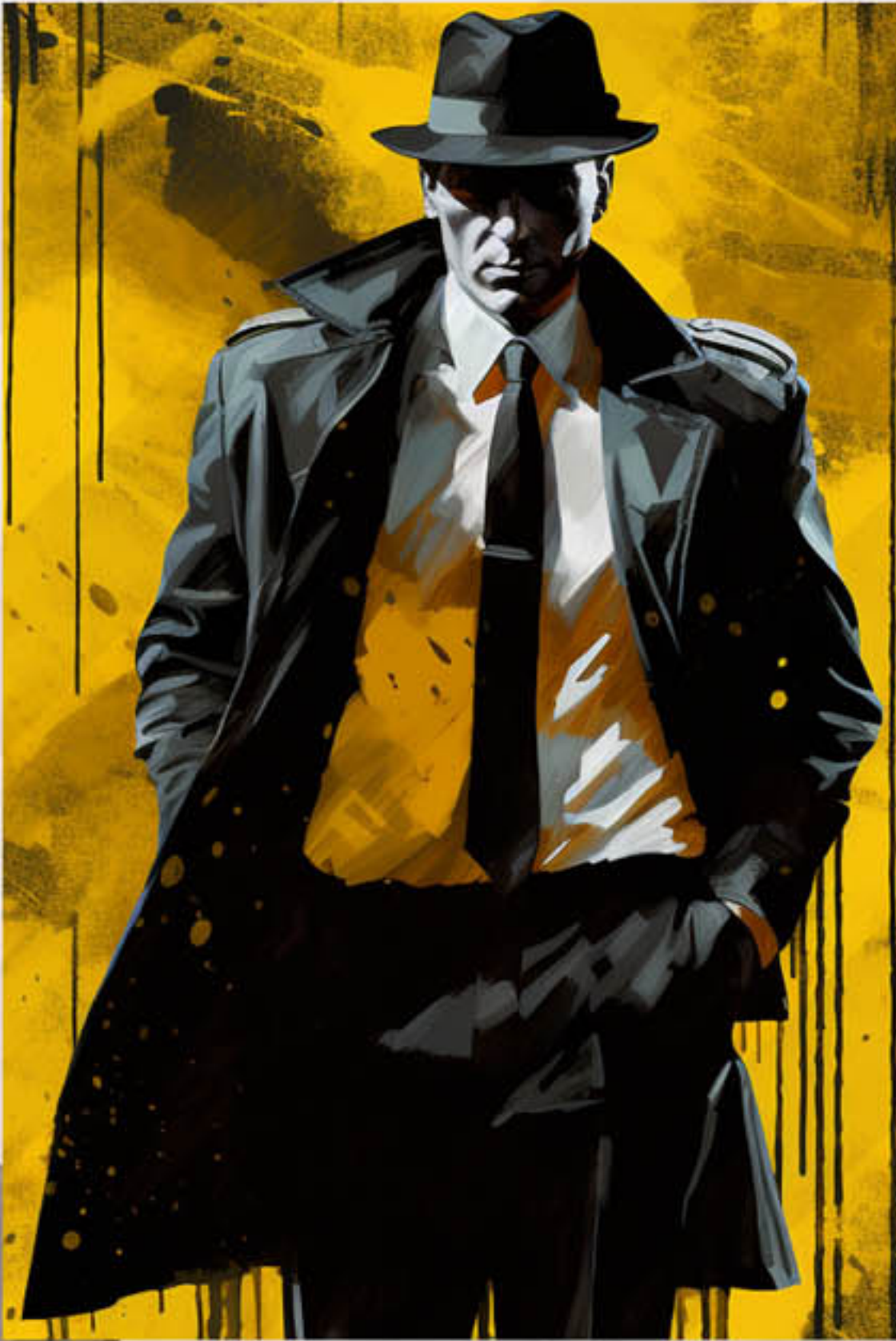
**Noir Aesthetic:** The choice of a gritty noir aesthetic is deliberate, as it not only pays homage to the detective genre but also emphasises Quote Detective's distinctive approach. Dark and moody backgrounds, along with dramatic lighting, create a visual narrative that reflects the challenges and uncertainties individuals face in the insurance world.

**Yellow Grunge Style:** The use of yellow in a grunge style adds a unique vibrancy to the imagery. Yellow signifies hope, clarity, and a guiding light amidst the darkness of insurance complexities. The grunge style infuses a raw, edgy quality, symbolising the brand's readiness to break free from the traditional mold and make insurance engaging and relatable.

**Art Style:** Quote Detective's art style is characterised by bold, expressive lines and a sense of motion. This art style captures the dynamism of the detective's actions, from poring over documents to piecing together solutions. It also reinforces the brand's commitment to providing customers with a hands-on, action-oriented approach.

**Authenticity:** Authenticity is key in Quote Detective's imagery. The detective character is not a stock image but a unique creation, aligning with the brand's mission to provide personalised solutions. Realism and attention to detail are paramount, ensuring that the detective feels like a genuine partner in the customer's insurance journey.

**Inclusivity:** While the detective character exudes a masculine vibe in line with the classic detective archetype, Quote Detective is committed to inclusivity. The brand recognises that its customer base is diverse, and the detective's anonymity and obscured features allow individuals from all backgrounds to connect with the character, emphasising that Quote Detective is here to serve everyone.



## IN SUMMARY

Quote Detective's imagery is more than just visuals; it's a storytelling tool. It encapsulates the brand's commitment to personalisation, customer - centricity, and breaking free from insurance stereotypes.

The detective character becomes a symbol of trust, reliability, and the unwavering dedication to solving customers' insurance puzzles.

The gritty noir aesthetic, yellow grunge art style adds layers of depth and character to the brand, ensuring Quote Detective stands out in a crowded insurance landscape.

## THE QUOTE DETECTIVE TAGLINE

# MOTOR INSURANCE SOLVED



Our tagline, "Motor Insurance... Solved," encapsulates the very essence of Quote Detective.

It signifies our commitment to providing clear, efficient, and hassle-free solutions for our customers' insurance needs.

In a world where insurance can often be complex and confusing, our tagline reassures clients that we're here to simplify the process.

It conveys our promise to resolve insurance challenges swiftly and effectively, putting the customer at ease.

This tagline isn't just a catchy phrase; it's a reflection of our brand's core values - transparency, reliability, and customer -entricity.

It serves as a constant reminder to our team that every interaction, every policy, and every claim should embody the spirit of "Motor Insurance... Solved."

## ANYTHING BUT STANDARD

The tagline 'Anything but standard' serves as an alternative but powerful representation of Quote Detective's brand identity. It encapsulates our commitment to providing specialised insurance solutions that defy industry norms. This tagline is a statement to both our customers and insurance partners that we excel in addressing non-standard insurance needs and consistently go the extra mile to ensure satisfaction. It reinforces our brand's distinctiveness and communicates our dedication to offering exceptional service and coverage. While our primary tagline is 'Motor Insurance... Solved,' 'Anything but standard' may also be used to emphasise our unique positioning in the insurance market, underlining our pledge to deliver outstanding results.





The word 'Solved' in our tagline 'Motor Insurance... Solved' is intentionally designed to resemble a red stamped mark. This choice draws inspiration from classic detective files and 'case solved' stamps often seen in investigations.

**It reinforces our brand's detective theme and the idea of successfully resolving challenges.**

The bold and vibrant red color not only adds visual interest but also signifies urgency and action, reflecting our commitment to swiftly and effectively address our customers' insurance needs. Just as detectives close cases with confidence, we approach insurance solutions with the same level of assurance and expertise.

The 'Solved' stamp is a symbol of our dedication to delivering results and ensuring that our customers feel secure and satisfied with their motor insurance experience.

**MOTOR INSURANCE .**

**ANYTHING BUT STANDARD**





## CHAPTER 2

Welcome to 'Chapter 2' of this booklet, where we delve into the intricate workings behind the scenes of Quote Detective's transformative rebranding journey. In this section, we invite you to explore the strategic thinking, creative insights, and meticulous planning that have shaped our brand evolution.

Embarking on a rebrand is not merely about refreshing our visual identity; it's a strategic decision deeply rooted in our commitment to better serve our clients and stakeholders. Throughout this chapter, you'll gain insight into the rationale behind every design element, colour palette choice, and messaging strategy, all meticulously crafted to resonate with our audience and reflect our values.

As you navigate through the pages ahead, you'll discover the collaborative efforts, innovative ideas, and creative solutions that have propelled Quote Detective into a new era of brand excellence. From conceptualisation to execution, we've poured our passion and expertise into every aspect of this rebrand, and we're excited to share the journey with you. So, let's dive in and uncover the story behind the transformation.



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# QUOTE DETECTIVE'S FRESH NEW LOOK

In a bold move to revolutionise the non-standard motor insurance market, Quote Detective recently underwent a transformative rebrand.

The brand's gritty noir aesthetic, featuring a trenchcoat-clad detective with a fedora, reflects its commitment to serving the non-standard motor insurance market.

With a colour palette dominated by black, white, and yellow, and a hint of red for accentuation, Quote Detective's new image is strikingly distinctive and memorable.

The essence of this rebrand is to cater to a niche audience, including convicted drivers and car modification enthusiasts, who have long sought an insurance provider that resonates with their unique lifestyle and preferences.

Quote Detective's dedication to providing trustworthy motor insurance solutions is now seamlessly fused with a captivating visual identity that stands out in a sea of traditional and uninspiring competitors.

This rebrand goes beyond aesthetics; it signifies Quote Detective's commitment to providing top-tier services to its customers. Under the hood, Quote Detective employs cutting-edge broker technology and multiple data validation tools to offer the best coverage at competitive rates.

With a team of highly skilled operatives, they cater to customers from all walks of life, ensuring they receive accurate information and make informed decisions about their motor insurance.

Quote Detective's dedication to making insurance easy and getting it right first time, combined with its expertise in van insurance, young driver insurance, high net worth car insurance, and modified car insurance, positions it as a trusted ally for those seeking unique and customised insurance solutions.



# QUOTE

## DETECTIVE



# MOTOR INSURANCE

**SOLVED.**



# THE QUOTE DETECTIVE TEAM'S BRIEF



David (top), Craig (middle) and Gareth (bottom) reached out to see what The DM lab could do for Quote Detective.

A rebrand is a strategic decision made by businesses for various purposes, including:

**Market Relevance:** To stay relevant in a changing market, businesses often rebrand to modernise their image and appeal to a new generation of customers.

**Differentiation:** In competitive industries, a rebrand can help a business stand out from the competition by showcasing what makes them unique or highlighting a new focus.

**Audience Expansion:** When businesses want to broaden their customer base, they may rebrand to reach a larger or different demographic.

**Crisis Management:** Rebranding can be a response to a public relations crisis or negative associations with the current brand. A fresh start can help rebuild trust.

**Strategic Shift:** Businesses that are changing their core products, services, or values may rebrand to reflect these changes accurately.

**Improved Communication:** Sometimes, a rebrand is about conveying a clearer message or value proposition to customers, partners, and employees.

**Digital Transformation:** With the growth of online and digital platforms, businesses may rebrand to optimise their online presence and user experience.

**Revitalisation:** For established brands, a rebrand can breathe new life into a tired or outdated image.

Ultimately, the purpose of a rebrand can vary widely depending on a business's specific goals, challenges, and opportunities. It's a strategic move aimed at reshaping the brand's identity to better align with its vision and connect with its target audience.





# QUOTE DETECTIVE

Quote Detective identified a gap in the underserved non-standard / specialist motor insurance market.

Here's what they found...

Limited choices for customers, poor understanding leading to policy cancellations, inflated premiums, and unpaid claims.

Specialist insurers struggled to reach customers. Leveraging our experience and cutting-edge tech, we offer an enhanced journey.

They work closely with each customer to ensure accurate information and uncover nuances beyond automated assessments.

## The Result

Market-leading quotes exclusive to them, fewer cancellations, reduced premiums, and claims that are promptly settled.

## WHAT QUOTE DETECTIVE OFFER...

Quote Detective saw a void in the non-standard / specialist motor insurance market, recognising that it was underserved and in need of a dedicated provider. This realisation stemmed from several key observations:

First, the market offered very limited options to customers, leaving them with few choices for their insurance needs.

Second, customers often found themselves navigating a frustrating maze of issues - from cancelled policies to inflated premiums and unresolved claims - underscoring a profound lack of understanding.

Third, specialist insurers struggled to bridge the gap between their products and the customers who needed them most. Leveraging our extensive experience and cutting-edge technology, Quote Detective decided to tackle these issues head-on.

Our approach involves working closely with each customer to gain a comprehensive understanding of their unique requirements, ensuring that all information is both accurate and fact-based.

Through careful detective work, we uncover details that computers may overlook, resulting in a more precise risk assessment.

This meticulous approach ultimately leads to providing our customers with market-leading insurance quotes that are exclusive to us, thanks to the diligence we put into every case.

Importantly, our process significantly reduces policy cancellations, lowers premiums, and, most importantly, ensures that claims are promptly and fairly settled, giving our customers peace of mind.

# THE SHIELD LOGO DESIGN



The decision to use a shield-shaped badge for Quote Detective's logo was rooted in the desire to imbue the brand with a sense of authority, trustworthiness, and character reminiscent of real-life detectives and their official issue badges.

The shield shape, a timeless symbol of protection and security, reinforces Quote Detective's commitment to safeguarding customers' interests. It evokes a feeling of reliability, much like the badge worn by a detective, signifying a professional who is dedicated to upholding the law and solving complex cases.

By incorporating this design element, Quote Detective not only pays homage to the world of detectives but also signals to its audience that they can rely on the brand as a trustworthy partner in navigating the intricacies of insurance.

The shield-shaped badge adds a layer of authenticity and gravitas to the brand, establishing a strong visual connection between the world of insurance and the world of investigative expertise.

## IMAGERY AND ART STYLE - A DEPARTURE FROM THE NORM!

The gritty noir aesthetic chosen for Quote Detective's rebrand is a deliberate departure from the conventional and often uninspiring corporate imagery associated with the insurance industry. By embracing the dark and brooding world of noir, complete with its signature trench-coated detective and fedora, Quote Detective injects a healthy dose of character and intrigue into their brand. This aesthetic is not just visually striking but also emotionally resonant, as it instantly transports audiences into the realm of mystery and suspense, akin to a classic detective story.



The muted yellow tones used in conjunction with the noir style serve multiple purposes.

Firstly, they create a sense of nostalgia, evoking the ambiance of vintage detective films and novels. This nostalgia taps into a shared cultural memory, instantly connecting with the audience on an emotional level.

Secondly, the yellow serves as a bold accent color against the dark backdrop, drawing attention to key elements and messages within the brand. This dynamic contrast not only aids in readability but also emphasises the brand's commitment to solving complex insurance cases.

Overall, the gritty noir aesthetic, with its distinctive art style and muted yellow tones, infuses the brand with character and depth. It breaks away from the mundane and invites engagement by promising a unique and immersive experience. It tells potential customers that Quote Detective is not just another faceless insurance provider but a partner on a thrilling journey to uncover the best insurance solutions. This engagement, whether through visual appeal or emotional resonance, is a powerful tool for brand differentiation and customer loyalty in an industry that often struggles to connect with its audience on a personal level.

**WE USED A MIXTURE OF COURIER NEW FONT (TO LOOK LIKE A VINTAGE TYPEWRITER) AND THIS FONT (KOMIKA AXIS) TO ADD TO THE COMIC BOOK STYLE AND KEEP THE ELEMENTS OF THE WEBSITE AND MARKETING COLLATERAL FRESH AND INTERESTING.**



# THE REBRAND PROCESS

The rebranding process for Quote Detective was a meticulous and collaborative effort aimed at transforming the company's identity to resonate with its unique target audience.

## 1. Research and Discovery

The process began with an in-depth analysis of Quote Detective's current brand, its strengths, weaknesses, and market positioning. Extensive market research was conducted to understand the specific needs and preferences of the target audience, which primarily consisted of edgy individuals, convicted drivers, and enthusiasts in the modified car scene. This research was instrumental in shaping the new brand strategy.

## 2. Defining the Brand Strategy

With a clear understanding of the market and audience, the brand strategy was defined. The decision to adopt a gritty noir style was a strategic choice to stand out from the traditional, corporate insurance providers and appeal to the alternative audience. The detective persona, symbolised by the trenchcoat and fedora, became the central element of the rebrand, reflecting the company's commitment to thorough investigation and personalised service.

## 3. Visual Identity and Design

The next step involved creating a visual identity that encapsulated the brand's essence. The color scheme of black, white, and yellow with a hint of red was chosen to evoke a sense of mystery and excitement. The noir art style was incorporated into all visual elements, from the website design to marketing materials, ensuring a cohesive and memorable look.

## 4. Content and Messaging

The content and messaging were revamped to align with the new brand persona. The website was updated to feature informative content about various insurance topics, catering to the target audience's interests. Taglines and messaging were carefully crafted to convey the company's commitment to solving insurance challenges for its clients.

## 5. Implementation

The rebrand was implemented across all touchpoints, from the website and social media profiles to marketing collateral and customer interactions. It was crucial to ensure a consistent brand experience at every customer touchpoint.





## 6. Testing and Feedback

Throughout the process, user testing and feedback were gathered to refine the brand elements and messaging. This iterative approach ensured that the rebrand resonated with the intended audience.

## 7. Launch and Promotion

The rebrand was officially launched, accompanied by a strategic marketing campaign that highlighted the company's unique value proposition and the benefits of its services. This included the creation of a newspaper with a detective-themed name to engage the audience further.

Overall, the Quote Detective rebrand was a strategic move designed to position the company as a trusted partner for its target audience in the non-standard motor insurance market. The gritty noir aesthetic and detective persona were carefully chosen to differentiate Quote Detective from its competitors and create a lasting impression on its audience.

# THE DETECTIVE UNVEILED: A GRITTY AESTHETIC, UNIQUE AND UNCONVENTIONAL ART STYLE

In the world of insurance, where corporate images often dominate, Quote Detective takes a bold step into the realm of the unorthodox. Our detective character, at the forefront of our brand, is not your typical sharp, outlined comic - style hero. Instead, we've crafted a character and an art style that speak to the unconventional, the gritty, and the unapologetically unique.

## Embracing the Gritty Noir Aesthetic

Our detective character emerges from the shadows, donning a long trenchcoat and a fedora, reminiscent of the iconic film noir protagonists. This aesthetic isn't just for show; it's a deliberate choice that reflects the world we navigate - fraught with complexities, uncertainties, and the occasional mystery. We understand that the clientele, which includes edgy individuals, convicted drivers, and those in the modified car scene, seek something different, something bold.

## The Art Style

The art style we've adopted is a departure from the conventional, opting for a more organic and textured look. Instead of sharp lines and pristine illustrations, we embrace brush strokes, paint splatters, and a dynamic use of shadow and light. This approach gives the brand a raw and authentic quality, mirroring the realities our customers face.

## Engagement Through Uniqueness

Why the departure from traditional, sleek corporate aesthetics? Because we believe that being different is a strength. In a sea of look-alike insurance providers, we stand out. Our art style exudes character, telling a story of resilience, tenacity, and the willingness to venture into uncharted territory. It's an invitation for our clients to embrace their own uniqueness.

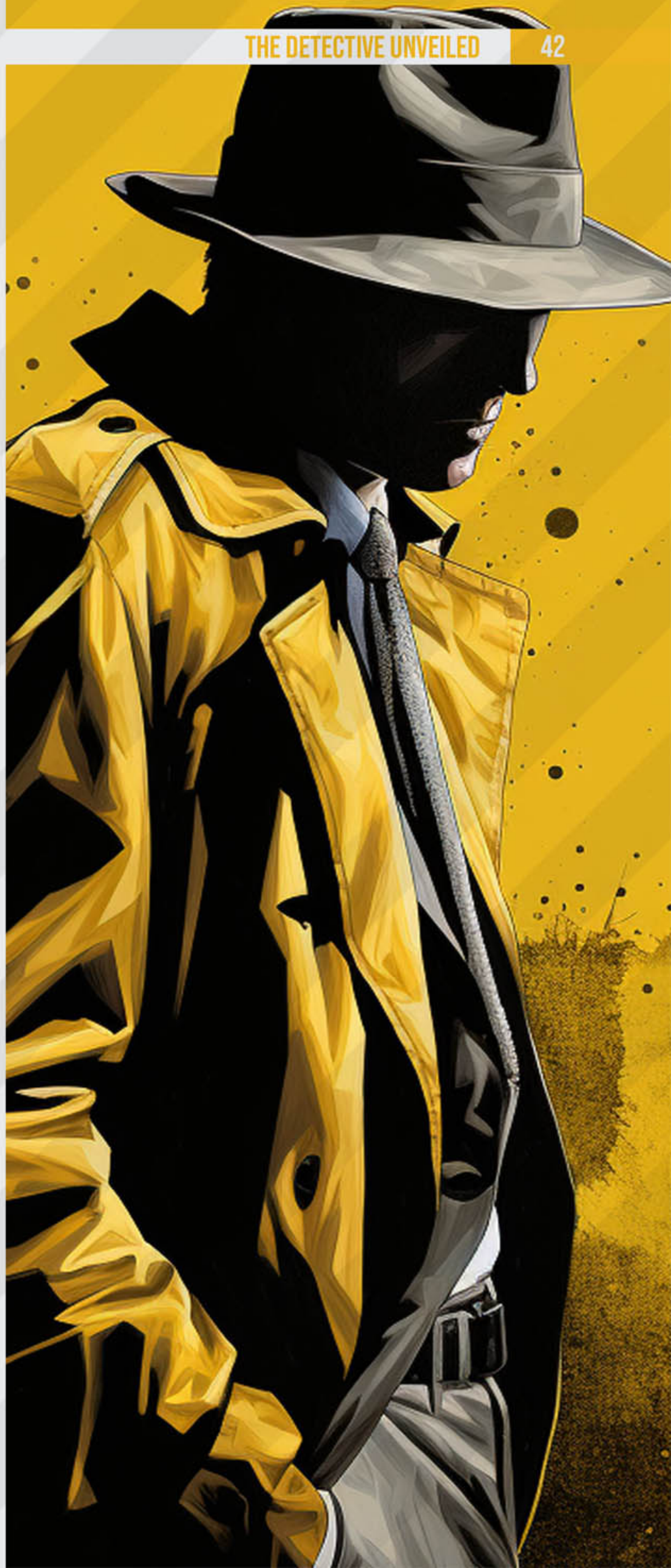
In essence, our detective character and the accompanying art style are a statement - a declaration that we understand our clients' distinctive needs and preferences. We're not just here to offer insurance; we're here to provide an experience that resonates with those who dare to be different. Quote Detective is not just a brand; it's a testament to the bold, the unconventional, and the undeniably unique.

Incorporating an avatar like the Quote Detective detective into branding and marketing brings a unique set of advantages. It establishes a strong visual identity, enables storytelling, builds emotional connections, ensures brand consistency, offers versatility, promotes inclusivity, drives engagement, and fosters brand loyalty. Through the persona of the detective character, Quote Detective effectively communicates its values and commitment to serving its clients.



In essence, Quote Detective's branding strategy combines mystery, universality, and inclusivity. By not portraying a specific real-life person and using an obscured face, we create a character that engages the imagination, respects privacy, and appeals to a broad spectrum of clients, while still embracing and celebrating qualities that transcend gender boundaries.

Times are changing and the time to embrace these changes is now. We feel we are far from alienating any type of audience and any type of background which will add to the timelessness and longevity of this rebrand



# THE MYSTERIOUS DETECTIVE PERSONA: ANONYMITY COUPLED WITH INTRIGUE

The decision to not base Quote Detective's detective character on a real-life person stems from a deliberate strategy to evoke a sense of anonymity, mystery and universality. Here's why we've taken this approach:

## 1. Universal Relatability

By not portraying a specific real-life person, the detective character becomes more relatable to a broader audience. Quote Detective's services cater to a diverse clientele, and we want our branding to resonate with everyone, regardless of their background or identity. An obscured face allows each individual to project their own perception onto the character, fostering inclusivity.

## 2. Embracing Anonymity

The obscured face, turned away from the camera or hidden beneath a fedora, adds an element of intrigue and curiosity. This plays into the detective motif, where the enigmatic and the unknown are celebrated. It encourages customers to engage with our brand on their terms, embracing the idea that Quote Detective can uncover solutions and options personalised to each client's unique needs.

## 3. Respect for Privacy

In today's digital age, privacy is a paramount concern. Quote Detective's choice to obscure the detective's face signifies our commitment to safeguarding our clients' privacy and personal information. It conveys the message that we value and respect the confidentiality of our clients' insurance needs.

## 4. Gender-Neutral Appeal

While Quote Detective's branding has a strong masculine undertone, it doesn't alienate any gender. The detective character embodies traits like confidence, determination, and resilience that resonate universally. We recognize that many female clients appreciate these qualities, and our brand inclusivity extends to embracing these shared values.



## 5. Inclusive Storytelling

Our brand celebrates a masculine aesthetic while emphasising inclusivity. We acknowledge that masculinity encompasses a wide spectrum of identities and expressions. Our goal is to create a brand environment where everyone feels welcome and valued. By using the detective character as a symbol, we encourage inclusivity by focusing on the character's qualities and values, not just their gender.

## 6. Breaking Stereotypes

The masculine rebrand challenges stereotypes by showcasing that strength and resilience aren't exclusive to any gender. It sends a message that Quote Detective is an inclusive space where individuals can find solutions, irrespective of their gender identity with the help of the Quote Detective.





Quote Detective's perspective on insurance is refreshingly different.

Recognising that insurance can often be seen as a mundane and necessary chore, the brand has embarked on a mission to transform this experience into something engaging, even enjoyable.

By infusing a sense of fun and intrigue into the insurance world, Quote Detective aims to alleviate the perceived pain of the process.

Moreover, the brand's commitment to going the extra mile, digging deeper for information, and providing tailored solutions aligns with the idea of an investigator diligently uncovering the truth.

It suggests that Quote Detective is not just about selling insurance; it's about understanding each customer's unique situation and offering them the best possible coverage.

In essence, Quote Detective's perspective on insurance is to make it less of a chore and more of an exciting journey. It's about turning the mundane into the extraordinary and ensuring that customers not only get insured but also enjoy the process along the way.

This innovative approach is what sets Quote Detective apart in the world of insurance.

**QUOTE DETECTIVE INVITES THEIR CUSTOMERS TO STEP INTO THE SHOES OF A DETECTIVE, WHERE OBTAINING INSURANCE BECOMES AN ADVENTURE RATHER THAN A BUREAUCRATIC TASK.**



# COURIER NEW FONT

The choice of the Courier New font for Quote Detective's branding is a distinctive and purposeful decision that aligns with the gritty noir theme and the persona of a detective. This font selection serves multiple symbolic and aesthetic purposes that contribute to the brand's character and uniqueness.

Firstly, Courier New harkens back to the era of vintage typewriters, evoking a sense of nostalgia and a bygone era of investigative reporting. This is in perfect harmony with the detective theme, as detectives are often associated with the noir period of the mid-20th century. The font's monospaced, typewriter-style characters bring to mind the clacking of keys on an old typewriter, reinforcing the brand's investigative and methodical approach.

Secondly, Courier New is a departure from the sleek and modern fonts commonly used in the insurance industry. Its distinctive, no-nonsense appearance sets Quote Detective apart from the competition and signals a break from the traditional, bureaucratic image of insurance. It portrays the brand as authentic, unpretentious, and committed to getting the job done, much like a seasoned detective.

Furthermore, this font choice adds to the overall aesthetic of the brand. It complements the gritty noir theme, enhancing the vintage detective vibe and creating a cohesive visual identity. The Courier New font lends a sense of authenticity and craftsmanship, as if each insurance quote is meticulously typed out on an old typewriter by a dedicated detective.

In summary, the Courier New font was chosen not only for its nod to vintage typewriters but also for its ability to differentiate Quote Detective from competitors and reinforce the brand's character. It contributes to the overall aesthetic, aligns with the detective persona, and underscores the brand's commitment to providing a unique and authentic insurance experience.





# QUOTE

## DETECTIVE

# SEAMLESS TRANSITION FROM SCREEN TO PRINT



### 1. Versatile Digital Presence:

**Website:** Our art style, with its rich textures, bold brush strokes, and vivid paint splatters, translates beautifully to web design.

It infuses our website with character and depth, creating an immersive user experience that stands out in the digital landscape.

**Social Media:** The dynamic nature of the art style lends itself well to social media platforms. It captures attention in a crowded feed, encouraging user engagement.

Whether it's an eye-catching social media post or a captivating video, our style adds a unique touch to every digital asset.



## 2. Memorable Branding

Quote Detective's detective character, with the gritty aesthetic, becomes an instantly recognizable symbol across various digital channels. Users scrolling through social media, browsing our website, or interacting with our brand in any digital capacity will consistently encounter this memorable character, reinforcing brand identity and recall.

## 3. Print - Ready Materials:

**Brochures:** Our art style adapts effortlessly to printed brochures. When potential clients hold a tangible piece of Quote Detective marketing material, the textured artwork and distinctive character leave a lasting impression.

**Business Cards:** Our detective character becomes a powerful emblem on business cards, representing our brand identity with a touch of intrigue and style.

**Posters and Billboards:** In the physical world, our art style shines on posters and billboards. The use of shadows, bold strokes, and vivid details ensures that even from a distance, Quote Detective's branding stands out.

**4. Consistency Across Platforms:** The key to successful branding is consistency. Quote Detective's gritty noir aesthetic maintains its appeal across both digital and offline platforms. Whether a customer interacts with us online or offline, they encounter the same bold character and art style, reinforcing our brand's identity and values.

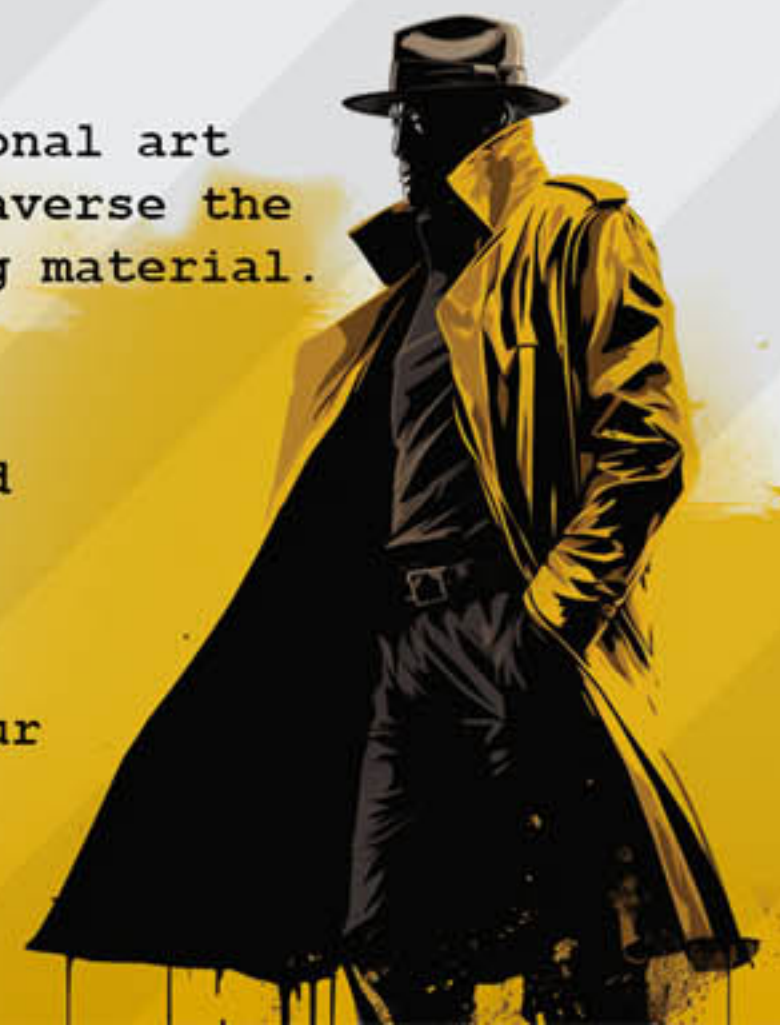
**5. Unique Visual Storytelling:** In both digital and print formats, our art style serves as a visual storytelling tool. It conveys the message that Quote Detective is different, daring, and unafraid to tackle the unconventional. This consistency in storytelling enhances our brand's authenticity and relatability.

Quote Detective's gritty noir aesthetic and unconventional art style have been thoughtfully designed to seamlessly traverse the digital realm and flourish on offline printed marketing material. Here's why our chosen style will excel in both worlds.

In summary, Quote Detective's gritty noir aesthetic and distinctive art style are not limited by the medium – the brand will thrive in both digital and print environments. This versatility ensures that our brand remains memorable, engaging, and consistent, whether our customers encounter us online or through tangible marketing materials.



*badge logo as an air freshener*



# The Value of Incorporating an Avatar into Branding and Marketing:

## The Quote Detective

Incorporating an avatar, such as the Quote Detective detective character, into a business's branding and marketing strategy can offer several significant benefits:

### 1. Strong Visual Identity

An avatar provides a memorable and easily recognisable visual identity for the brand. The Quote Detective detective, with his iconic trenchcoat, fedora, and mysterious demeanor, becomes a symbol that customers can instantly associate with the company. This strong visual identity sets the brand apart from competitors and makes it more likely to be remembered.

### 2. Storytelling

Avatars enable businesses to tell compelling stories. The Quote Detective detective character, for instance, embodies the essence of a relentless investigator who is committed to finding the best insurance solutions for clients. This character-driven storytelling adds depth and personality to the brand, making it more relatable to customers.

### 3. Emotional Connection

Avatars can evoke emotions and create a personal connection with the audience. The Quote Detective detective's enigmatic appearance and determined persona resonate with qualities like trust, reliability, and resilience. Customers are more likely to engage with a brand that triggers positive emotions.

### 4. Brand Consistency

Avatars help maintain brand consistency across various marketing channels and materials. Whether on the website, social media, or printed materials, the Quote Detective detective remains a consistent presence. This uniformity reinforces the brand message and values.

### 5. Versatility

Avatars can be adapted to suit different marketing campaigns and messages. The Quote Detective detective character can be featured in various scenarios, from serious investigations to more lighthearted interactions, making it versatile for different marketing strategies.

### 6. Inclusivity

When designed thoughtfully, avatars can be inclusive, representing a wide range of backgrounds and identities. While the Quote Detective detective has a masculine appearance, the character's values and qualities are inclusive, making everyone feel welcome and understood.



### 7. Engagement

Avatars can boost customer engagement. People are more likely to interact with a character they find intriguing or relatable. The Quote Detective detective invites customers to explore the brand further, driving engagement and interaction.

### 8. Brand Loyalty

Avatars can foster brand loyalty. When customers form a connection with the character, they are more likely to choose the brand repeatedly. The Quote Detective detective becomes a symbol of trust and reliability, encouraging long-term customer relationships.



In summary, incorporating an avatar like the Quote Detective detective into branding and marketing brings a unique set of advantages.

It establishes a strong visual identity, enables storytelling, builds emotional connections, ensures brand consistency, offers versatility, promotes inclusivity, drives engagement, and fosters brand loyalty.

Through the persona of the detective character, Quote Detective effectively communicates its values and commitment to serving its clients.

# A BOLD AND COMPELLING REBRAND

**Distinctive Identity:** The new branding has given Quote Detective a distinctive identity in a crowded and often bland insurance market. It stands out immediately, making a strong first impression that lingers in the minds of potential customers.

**Engagement and Appeal:** The gritty noir aesthetic, complete with a detective figure, appeals to a previously underserved audience of edgy and unconventional individuals. It signals that Quote Detective understands their unique needs and preferences, instantly making the brand more relatable and engaging.

**Storytelling:** The rebrand tells a compelling story. It transforms the mundane task of buying insurance into an exciting narrative where customers play the role of detectives. This storytelling aspect not only makes the process more enjoyable but also reinforces the idea that Quote Detective goes the extra mile to provide personalised solutions.

**Trust and Authenticity:** The choice of a vintage typewriter font and the emphasis on investigative work adds a layer of trust and authenticity to the brand. It conveys that Quote Detective isn't just about appearances but genuinely cares about its customers' well-being.

**Memorability:** The audacious approach ensures that people remember Quote Detective. In the world of insurance, where many brands blend into one another, being memorable is a tremendous advantage.

**Market Niche:** The rebrand successfully carves out a niche for Quote Detective in the non-standard motor insurance market. By understanding the unique challenges faced by customers in this segment and addressing them in a fresh and appealing way, the brand has set itself up for success.

**Customer-Centric:** Above all, this rebrand showcases Quote Detective's commitment to being customer-centric. It's not just about selling insurance policies; it's about making the insurance journey as smooth, enjoyable, and beneficial as possible for each customer.



# The Quote Detective Difference

Quote Detective has focused the operation on providing a unique service in the non-standard motor market for both customers and insurers, including:

Ensuring that customers requirements are fully understood

Extracting additional information / the story on parts of the risks that a computer can't

Providing further data insight to facilitate superior risk selection

Factual risk information for optimal premium calculation

A bespoke rating system that draws on factors beyond that of a conventional software house

This focus results in a superior customer experience and positive insurer underwriting results.

CONVICTED  
DRIVER  
INSURANCE

HIGH NET  
WORTH CAR  
INSURANCE

HIGH  
PERFORMANCE  
VEHICLE  
INSURANCE

SUPER CAR  
INSURANCE

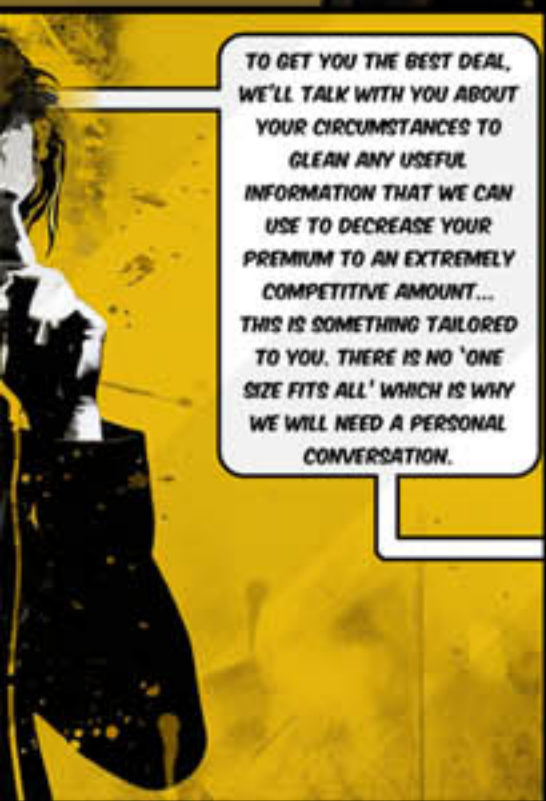
MODIFIED  
CAR  
INSURANCE

COURIER  
INSURANCE

YOUNG  
DRIVER  
INSURANCE



VAN  
INSURANCE



TO GET YOU THE BEST DEAL, WE'LL TALK WITH YOU ABOUT YOUR CIRCUMSTANCES TO GLEAN ANY USEFUL INFORMATION THAT WE CAN USE TO DECREASE YOUR PREMIUM TO AN EXTREMELY COMPETITIVE AMOUNT... THIS IS SOMETHING TAILORED TO YOU. THERE IS NO 'ONE SIZE FITS ALL' WHICH IS WHY WE WILL NEED A PERSONAL CONVERSATION.



THIS IS NOT AN INTERROGATION - FAR FROM IT! WE WANT TO HELP YOU, AND THE BEST WAY WE CAN DO THIS IS GET A LITTLE HISTORY TO PAINT YOU IN A GOOD LIGHT IRRESPECTIVE OF CIRCUMSTANCES...



YOU'LL BE BACK ON THE ROAD IN NO TIME WITH MONEY IN YOUR BACK POCKET WHEN THE QUOTE DETECTIVES HAVE DONE THEIR WORK. HAPPY MOTORING!

# THE QUOTE DETECTIVE TEAM



David Harlow



Craig Dunckley



Gareth Evans



Guy Billen



Katie Wiltshire



Matt Sirett



Kelly Watkins



Jennifer Vile



Craig James



Charlie Jaye-Appleby



Chelsea Jones



Sian Ralph-Pearce



Imran Ahmed



Delmi Cox



Rhys Hunt



Jeremy Thomas



Dominic Morgan



Tristan Brooks



## OUR COLLECTIVE MILESTONE



**WE'VE CRACKED THE  
CASE ON  
100,000+ POLICIES  
SOLD. THANKS TO  
OUR TEAM OF  
DETECTIVES FOR  
THEIR RELENTLESS  
PURSUIT OF THE  
BEST INSURANCE  
DEALS!**

## ACCURATE RISK CAPTURE

It is well known that the degree of moral hazard is higher in an online world compared to offline. The challenge Quote Detective has successfully navigated is how to provide this service in a cost-efficient way through:

### Performing 100% offline risk confirmation

- Our research shows when targeting motor niches we have found significant risk errors in 70-80% of price comparison website quotes received
- Directing customers offline for fulfilment drives honest, complete and accurate risk information

### Investment in:

- A set of enrichment and validation tools used for all quotes
- A bespoke risk management system to ensure sales agents follow a consistent process and are prompted to challenge the customer based on risk data comparisons and inconsistencies

## UNIQUE EXTENDED QUESTION SET

In addition to the basic questions (Approx 75 data points depending on risk information) required for a standard motor quote, sales agents are prompted by the QD systems for further information during the onboarding process in the following areas, where required:

- Accidents / Claims - commentary on the incident
- Motoring Convictions - background / story behind the conviction
- Non-Motoring Convictions - type and circumstances
- Policies Cancelled / Voided - reasons and circumstances
- Use - challenge where selected use does not tally with occupation or mileage
- Mileage - challenge high / low mileage, compare with use / occupation
- NCB - where from, policy types, previous vehicle details, challenge when claims history contradicts, details of gaps in cover
- Occupation - collect name and details of employer
- Other vehicles - collect vehicle details where access is indicated
- Impound - Ascertain if vehicle has been impounded
- Address History - collect and validate addresses up to 5 years
- Financial Soundness - information regarding CCJ's, bankruptcy, company liquidations



*These additional questions provide further insights into the risk that are then incorporated into the unique rating, allowing for price positioning on data that is not available via conventional software houses.*

## Enhanced Visual Identity

The rebrand has given Quote Detective a striking and distinctive visual identity, setting it apart from conventional insurance providers.

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## Niche Audience Appeal

The gritty noir aesthetic and detective theme cater to an alternative audience, including convicted drivers and car modification enthusiasts.

---

## Memorable Branding

The combination of black, white, and yellow, with a touch of red, ensures Quote Detective's branding is memorable and instantly recognisable.

---

## Trust and Expertise

The rebrand underscores Quote Detective's commitment to trustworthiness and expertise in providing motor insurance solutions.

---

## Streamlined Customer Experience

Beyond aesthetics, the rebrand reflects Quote Detective's dedication to offering top-tier services, making insurance easy to navigate for all customers.



**QUOTE**  
**DETECTIVE**

Quote Detective saw a void in the non-standard / specialist motor insurance market, recognising that it was underserved and in need of a dedicated provider. This realisation stemmed from several key observations...

First, the market offered very limited options to customers, leaving them with few choices for their insurance needs.

Second, customers often found themselves navigating a frustrating maze of issues - from cancelled policies to inflated premiums and unresolved claims - underscoring a profound lack of understanding.

Third, specialist insurers struggled to bridge the gap between their products and the customers who needed them most.

Leveraging our extensive experience and cutting-edge technology, Quote Detective decided to tackle these issues head-on. Our approach involves working closely with each customer to gain a comprehensive understanding of their unique requirements, ensuring that all information is both accurate and fact-based.

Through careful detective work, we uncover details that computers may overlook, resulting in a more precise risk assessment. This meticulous approach ultimately leads to providing our customers with market-leading insurance quotes that are exclusive to us, thanks to the diligence we put into every case.





# QUOTE DETECTIVE'S MERCHANDISE: BRINGING THE FUN SIDE OF INVESTIGATION TO LIFE!

We're always on the lookout for innovative ways to connect with the audience and showcase our passion for insurance solutions. The potential merchandise line is more than just a collection of items; it's an embodiment of our brand ethos and a celebration of the detective spirit. We've taken inspiration from our team's dedication to solving insurance mysteries and transformed it into tangible, collectible pieces that fans and customers alike can enjoy.

One of the highlights of our merchandise lineup is the creation of a realistic detective figurine, meticulously crafted using cutting-edge 3D modeling software and brought to life through precision 3D printing. This lifelike representation of our iconic detective serves as a symbol of our commitment to professionalism and attention to detail in everything we do.

But we didn't stop there. Recognising the importance of injecting a dose of fun and personality into our merchandise, we've also developed an unofficial Funko Pop! figurine featuring a stylised version of our detective character. With its distinctive design and playful aesthetic, this Funko rendition captures the essence of our brand in a quirky and engaging way. Captivating a wide range of a potential audience with a noir-style and a fun Funko!

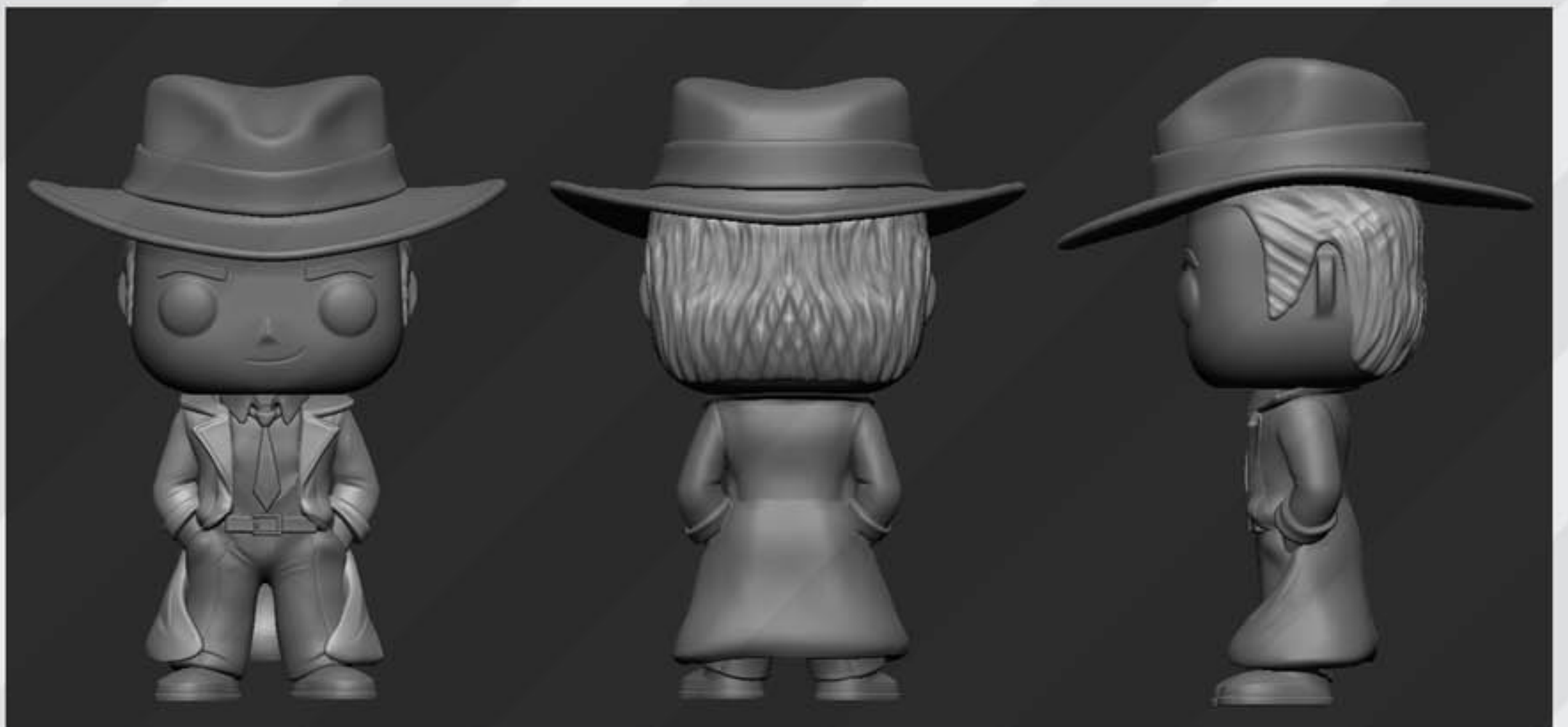
So, why did we embark on this merchandise journey? Besides offering our community more than just insurance solutions, we aimed to foster deeper engagement with our audience. Our merchandise serves as a conversation starter, a source of inspiration, and a reminder that even in the world of insurance, there's always room for a little fun and creativity.



Through our merchandise, we're inviting our audience to become part of the Quote Detective story. By proudly displaying our figurines on their desks, sharing photos on social media, or engaging in discussions about their favourite pieces, our community members can actively participate in spreading the Quote Detective spirit far and wide.

But it doesn't stop there. We're committed to creating ongoing opportunities for interaction and involvement, from exclusive merchandise giveaways and contests to virtual meetups and behind-the-scenes insights into the making of our products. Our goal is to not only provide high-quality merchandise but also to cultivate a sense of belonging and camaraderie among our audience members.

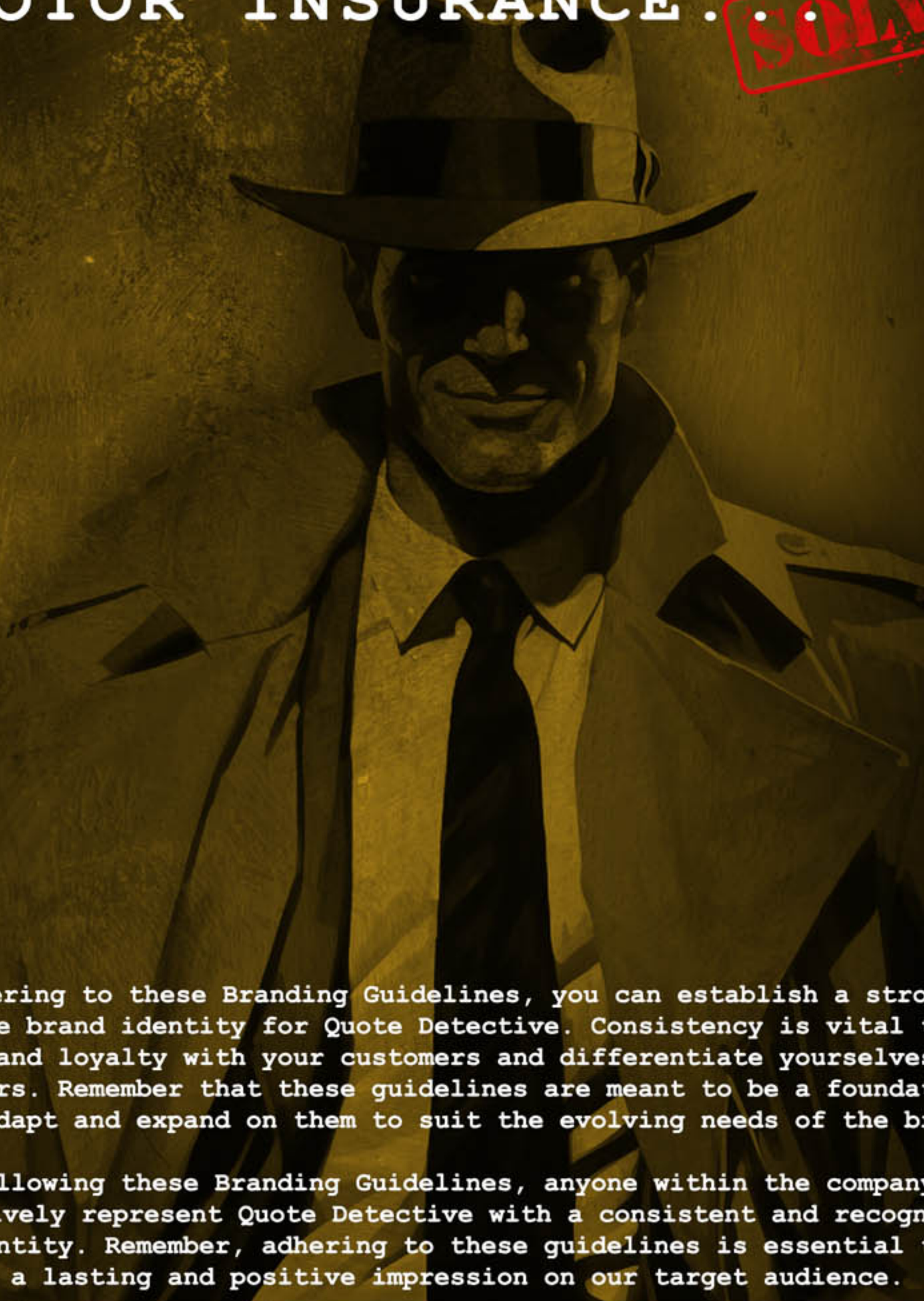
Whether you're a dedicated Quote Detective fan, a collector of unique figurines, or someone who simply appreciates a good detective story, we invite you to explore our merchandise collection and join us in celebrating the spirit of investigation in style.







# MOTOR INSURANCE.



By adhering to these Branding Guidelines, you can establish a strong and memorable brand identity for Quote Detective. Consistency is vital to build trust and loyalty with your customers and differentiate yourselves from competitors. Remember that these guidelines are meant to be a foundation; you can adapt and expand on them to suit the evolving needs of the brand.

By following these Branding Guidelines, anyone within the company can effectively represent Quote Detective with a consistent and recognisable brand identity. Remember, adhering to these guidelines is essential to create a lasting and positive impression on our target audience.



Quote Detective:  
Unearthing the Best  
Insurance Solutions  
for Your Unique Needs,  
One Clue at a Time.

# QUOTE DETECTIVE

Welcome to the Branding Guidelines for Quote Detective. This document serves as a comprehensive guide to ensure your brand is represented consistently across all communication channels.

By following these guidelines, you can create a strong and recognisable brand identity that resonates with your target audience and fosters trust and credibility.

