

# "20 YEARS IS NEVER TOO LATE"

## A Logo Case Study

For over 20 years, Mick Insurance has operated without a formal logo. They came to Impressions Design with their intentions of creating a proper logo and shortly became a living example of how it's never too late to build onto your brand.



## BACKGROUND

Operating out of a small town in Southern Oregon called Klamath Falls, Mick Insurance is a family-owned & operated insurance company that's been in business for over 20 years.

Despite having a solid client base & reputation around town, they knew they needed to stay on the cutting edge of marketing, or risk being bested by all the trendy new franchised insurance agents popping up around town.

The fresh colors and a modern design created by Impressions Design allow them to continually compete with bigger corporations by looking current. Insurance is an investment - people want to know the company they're trusting understands this decade.

Impressions understands a company's image, paired with an ability to deliver their specialized service, is what keeps clients knocking. A logo shouts your message to the world in a certain tenor. We made that voice for Mick Insurance sound familiar and bold.

## RESULTS

A new image for Mick Insurance has...

- » captured the attention of locals for its boldness on sponsorships.
- » created a cohesive brand for increased recognition.
- » redefined the way they approached marketing to the tune of putting out cleaner & modern materials.
- » reinvigorated their employees to identify with the new image. Change is exciting, especially when that change affects your day-to-day career. Doesn't everyone like a breath of fresh air?

