

PDRMA
**Brand Identity
and Style Guide**
CASE STUDY



Objective

Founded in 1984, PDRMA provides risk management and insurance products tailored to the unique needs of Illinois park districts, forest preserves, conservation districts and special recreation associations. And today, nearly 40 years later, PDRMA remains a respected leader in property/casualty and health coverage.

While years of experience set PDRMA apart as a leader in the industry, dated branding kept them stuck in the past.

PDRMA needed a rebrand to inject new life into the visual and verbal identity of the brand.

But before starting a rebrand journey, we had to answer a few questions:

1. What are PDRMA's values?
2. How does the brand identity reflect these values?
3. And how can we push PDRMA to the future?

With all of this in mind, we had our work cut out for us...



Target Audience

PDRMA employees, stakeholders and marketing partners

Marketing and Creative Strategy

The first question we had to answer: What are PDRMA's values?

We penned a fresh tagline to sum it up: "A Partner You Can Depend On."

The tagline spoke to PDRMA's key value proposition: a true partnership. Exceptional customer service, knowledgeable employees and years of experience positioned PDRMA as a trustworthy partner that park and recreation agencies can depend on.

That value proposition guided the rest of the rebrand.

Another question we had to answer was... How does the brand identity reflect these values?

Enter a new logo, designed to encompass what the brand stood for:

- The colored shapes of the logo artistically spell out PDRMA
- The yellow triangle in the middle represents the member
- The yellow ellipse encircles it all to represent coverage... a safety net of protection provided by PDRMA

For versatility, a bug and half-bug graphics were created to anchor branded communications with a smaller version of the standard logo.

(continued)



Marketing and Creative Strategy (continued)

A new color palette wove together brand touchpoints. PDRMA navy is the signature color. It expresses a brand personality by evoking stability, security and serenity. The primary color palette is supplemented with the colors from the logo: cyan, lime and yellow – colors inspired by nature. The four-color primary palette differentiates PDRMA from competitors in the industry. It is also important for consumer recognition and recall; 80% of brand recognition is driven by color.

We also provided a bank of photography and image inspiration. The new photography captured positive moments of recreation and wellness. We provided examples of lifestyle photos that are eye-catching, active and colorful.

The imagery was chosen to support PDRMA's messaging and value proposition. The images tell stories, evoke positive emotion and represent the real world. Photos reflect the range of the people with whom PDRMA partners, making sure diversity of age, race, ethnicity and ability are included and celebrated.

The new branding was compiled in a 28-page style guide that would instruct how to make PDRMA's new branding remain consistent across communications.



Results

With all this created, it left one final question:
How can we push PDRMA to the future?

PDRMA's come a long way since 1984 — grown, adapted, innovated and relentlessly improved. But at their core, they're still the same team of experienced and knowledgeable professionals delivering great coverage and exceptional service and guidance.

PDRMA's new branding rolled out and breathed new life into a company that's been around for decades... it upheld what has made PDRMA successful in the past and set a path for the future. A contemporary look, a fresh tagline and brand guidelines to keep it all consistent will help keep PDRMA on the path to success for years to come.

Result Highlights:

- Contemporary look
- Fresh Tagline
- Provided a path to further success

