

THE NAME

Canary

STORY BEHIND CANARY

Canaries have a place in history of being a warning sign, protecting miners from incoming danger. Like the bird, Canary Vacation Rental Insurance is here to protect your vacation home from the dangers of life.

Not only were canaries a useful tool for the miners, but they symbolize joy, well-being, and are said to guide you to the manifestation of healing yourself, in order to breath fresh air into your life, and live freely, without hindrance. We feel that this relates back to what Canary insurance will do for its customers. When someone uses our insurance, we want them to feel a sense of well-being and security in knowing they've picked the right company. They'll be able to live freely without any hindrance knowing they don't have to worry about their vacation rental home.

In addition, canary feels light, natural, airy, which is the tone we want to set for the company and all it's marketing materials.

LOGO + TAGLINE

canary
protect your nest

STYLE GUIDE

Colors

C= 2 M= 0 Y= 3 K= 0

C= 2 M= 0 Y= 17 K= 0

C= 2 M= 0 Y= 47 K= 0

C= 56 M= 20 Y= 67 K= 2

C= 33 M= 11 Y= 18 K= 0

C= 13 M= 0 Y= 30 K= 0

C= 0 M= 0 Y= 0 K= 67

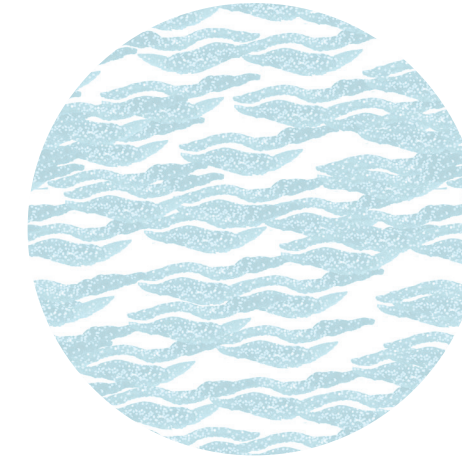
Logo Variations

canary

canary

canary

Patterns



Inspiration

Fonts

HEADLINES

Monarcha Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Monarcha Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Monarcha Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Monarcha Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CLIENT PERSONAS

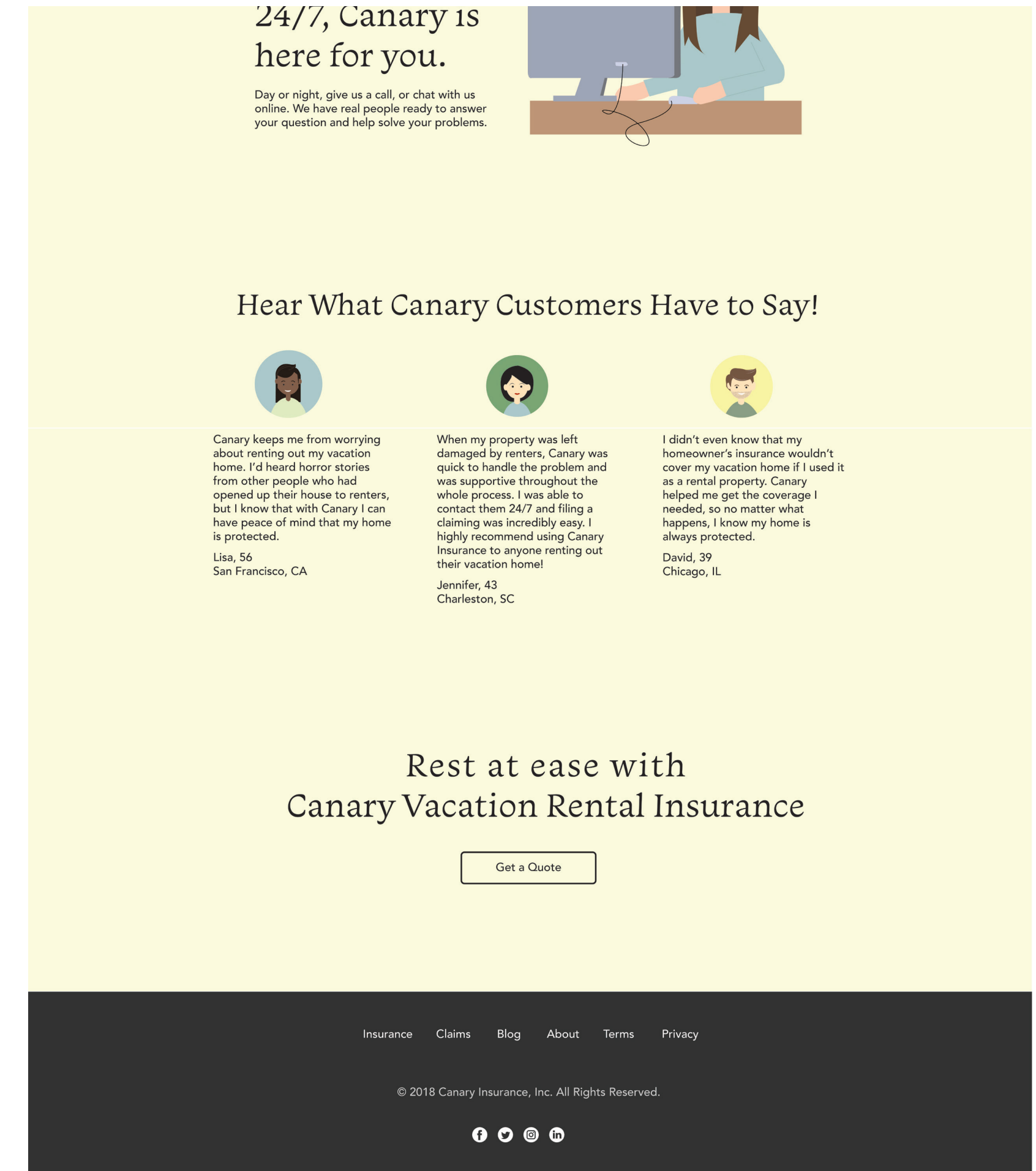
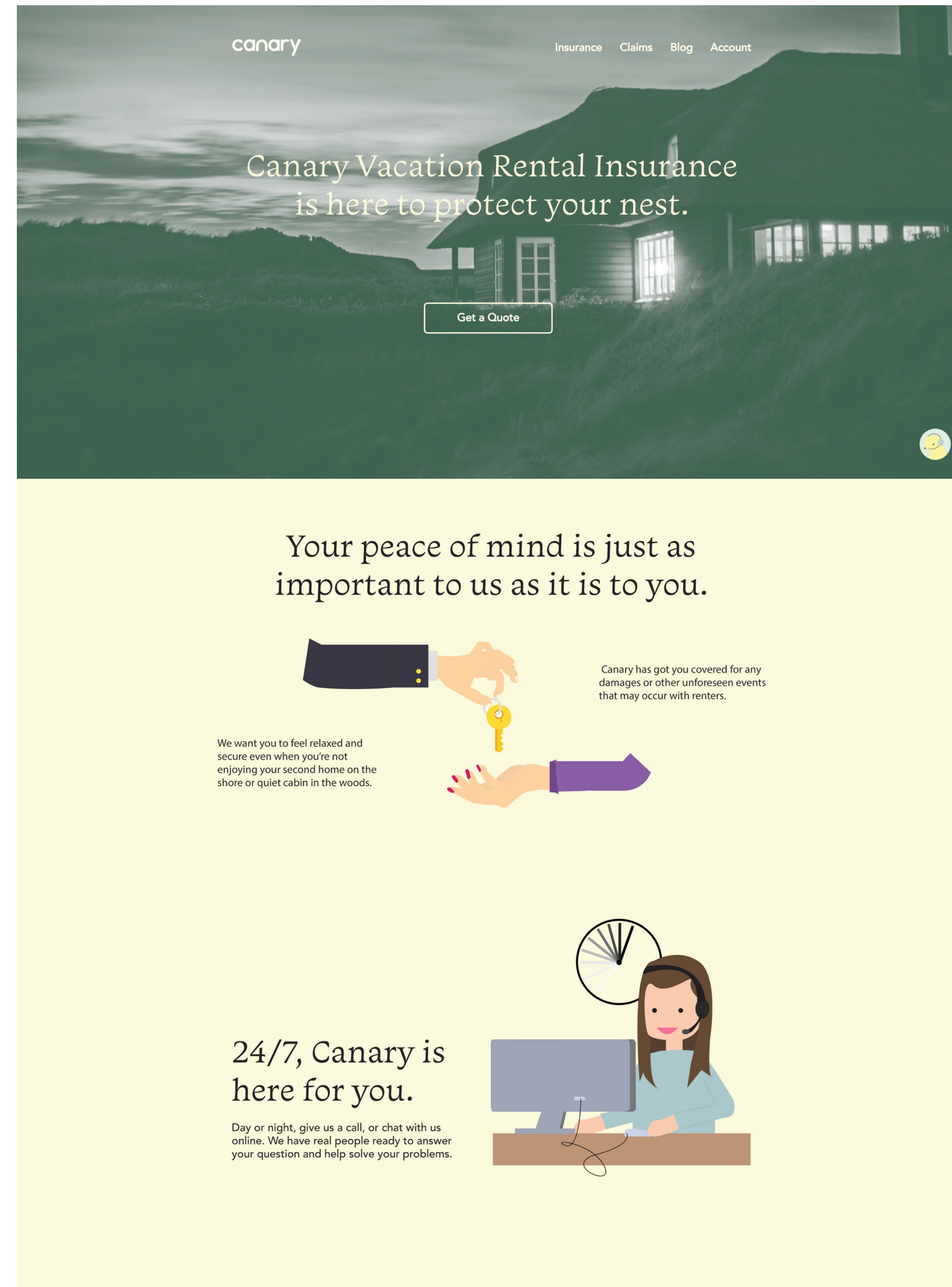


Debra, though she prefers to go by Deb, is a 53-year-old woman who works as a corporate attorney. She's been married to her husband, Jay, for 25 years and they happily live in the suburbs of Boston. She commutes into the city every day for work and makes about \$175,000 a year. Deb and Jay have two kids together, their oldest, Allie, has moved to New York to work in marketing, and their other daughter, Remy, is a senior in high school. They're about to become empty nesters. They own a vacation home in Naples, Florida and would take vacations there while their kids were on winter and summer break.



Bob is 60 years old, his wife Katherine is 54, and they've been married for 15 years. Bob has an adult son from a previous marriage, but he and Katherine have no children together. Bob is an entrepreneur, making most of his money through tech start-ups. Katherine is a stay-at-home wife. They live in San Francisco and own two vacation homes, a cabin in Big Sur, California and a beachfront condo in Miami. Bob keeps in good shape and is very active. He has a road cycling group he meets up with every Tuesday and works with a nutritionist to keep his diet in check. When he and his wife go to Big Sur in the summer, they enjoy going on hikes and exploring the state parks and coves. Bob plans on retiring soon, having invested his money, he and Katherine will be set for the rest of their lives.

WEBSITE



BLOG

canary Insurance Claims Blog Account

Blog

Canary is here to help you stay informed with everything vacation rental home insurance-related! Take a look through our blog for quick tips and information that is crucial to being a rental home owner!

Most Recent ▾

7 Dos and Don'ts For Getting Noticed by Travelers
04.12.18
Whether you've had your rental for years or your vacation home is a brand new addition, we want you to get the most out of the platform's features. That's why we've put together a quick checklist of "dos and don'ts" to help you get noticed and drive as much interest as possible.

Property Managers: The 6 Steps to Recruiting and Retaining Owners
03.23.18
Running a successful property management company can be boiled down to two key tasks: recruiting owners and retaining them. It seems simple, but really it is a very complicated and difficult chord to strike properly. Here are a few practical tips to help you recruit more owners for your portfolio and keep them longer. There are certainly more tactics you can use—and more advanced ones—but the following are great places to start.

Should you allow pets in your rental home?
03.19.18
So cute but can be messy. Here are our thoughts on allowing pets to stay in rental properties.

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canary Insurance Claims Blog Account

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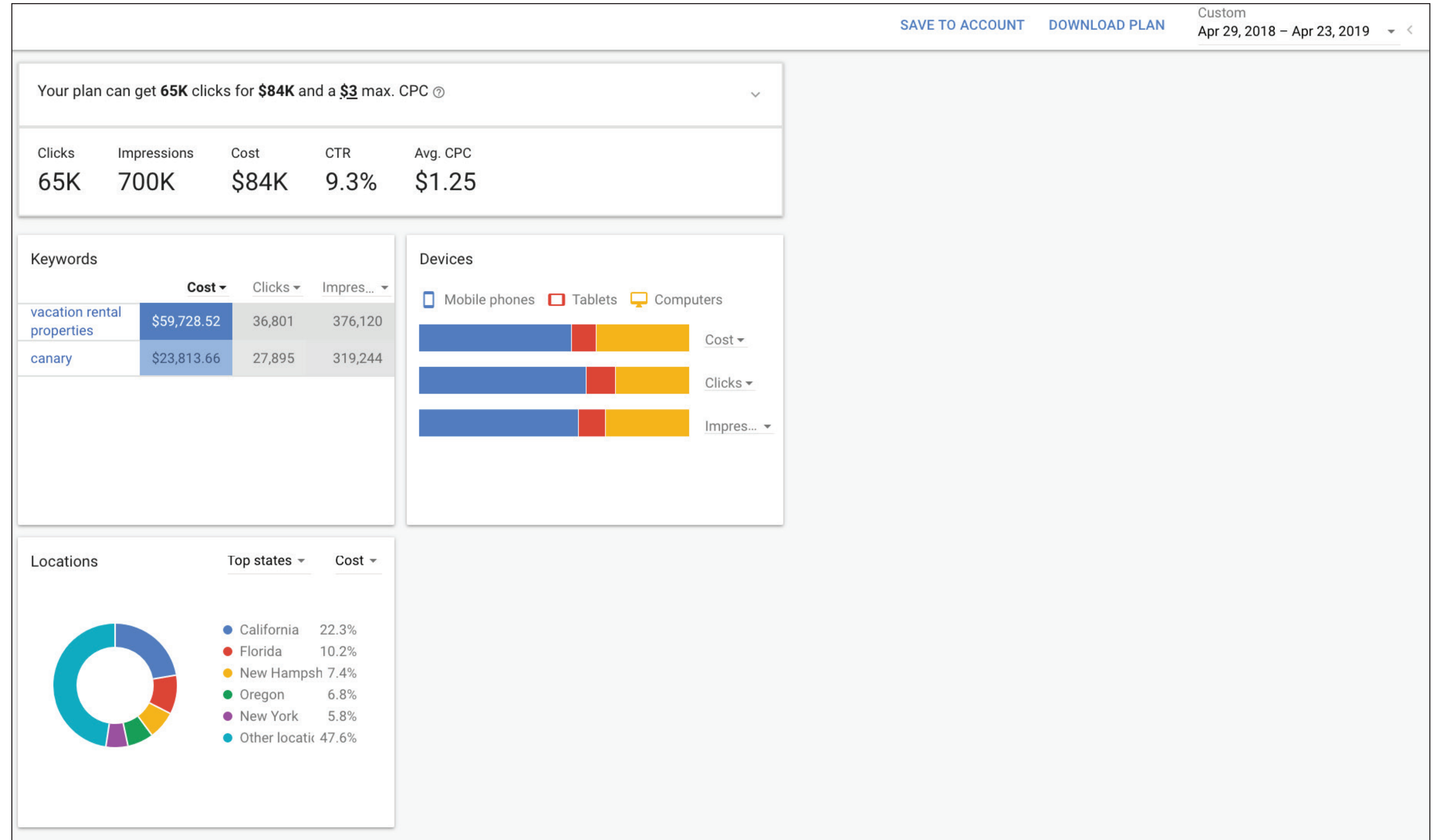
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GOOGLE ADWORDS



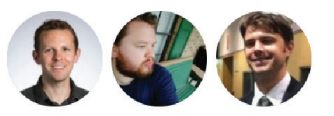
SOCIAL MEDIA





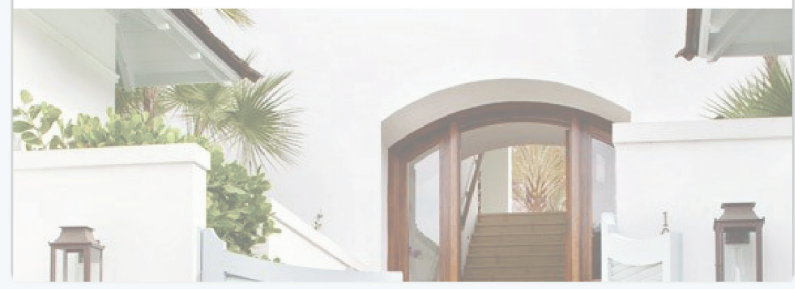
Canary
Insurance

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3 people from your school were hired here.
[See all 20,339 employees on LinkedIn](#)


Overview



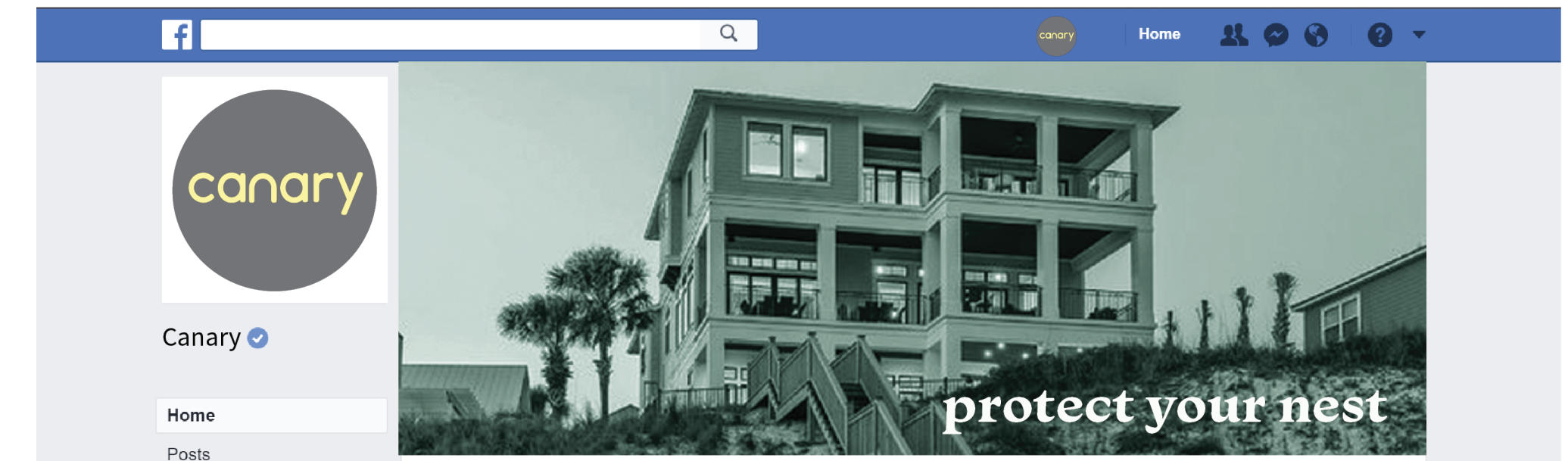
Become an Independent Agent with Canary




Blog



Messaging





Canary

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- Posts
- Videos
- Photos
- About
- Open Jobs
- Instagram feed
- Community

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Status

Write something on this Page...

Posts

5 hrs · 

Take a look at our newest blog article, '8 Tips to Increase Your Vacation Rental Bookings This Summer'. Make the most out of your vacation rental home!



Insurance Company

Community

Invite your friends to like this Page

578,215 people like this

558,475 people follow this

Savannah Smick likes this

About

(800) 861-8380

Typically replies within minutes

[Send Message](#)

[www.canaryinsurance.com](#)

Insurance Company

Potential Reach: 130,000,000 people

Your detailed targeting criteria is currently set to allow interest expansion.

Estimated Daily Results

Reach
3,300 - 19,000

Conversions
8 - 50

Based on 1-day click conversion window

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget
\$100.00 USD

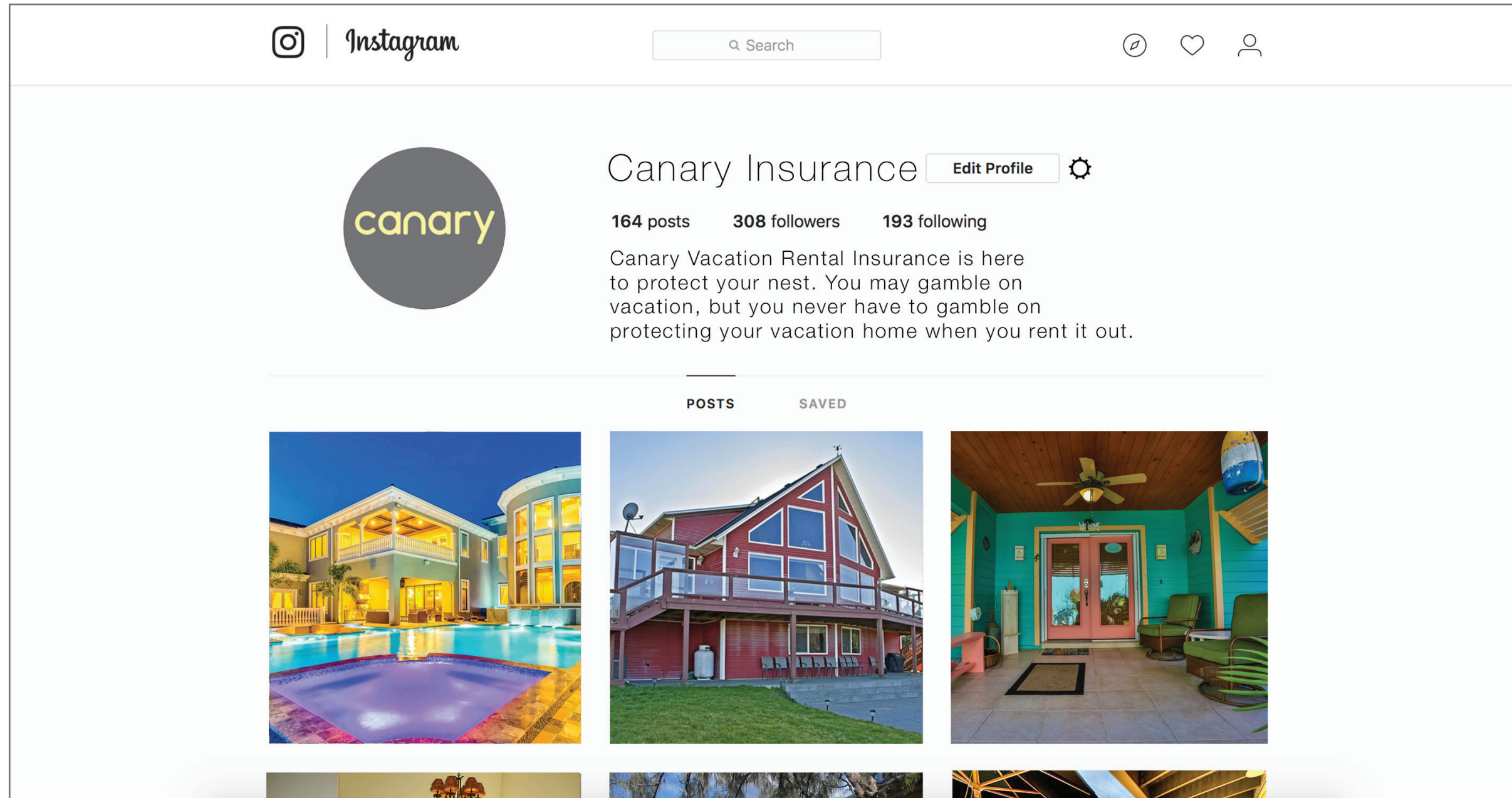
Actual amount spent daily may vary.

Schedule Run my ad set continuously starting today
 Set a start and end date

Start

End
(Pacific Time)

SOCIAL MEDIA

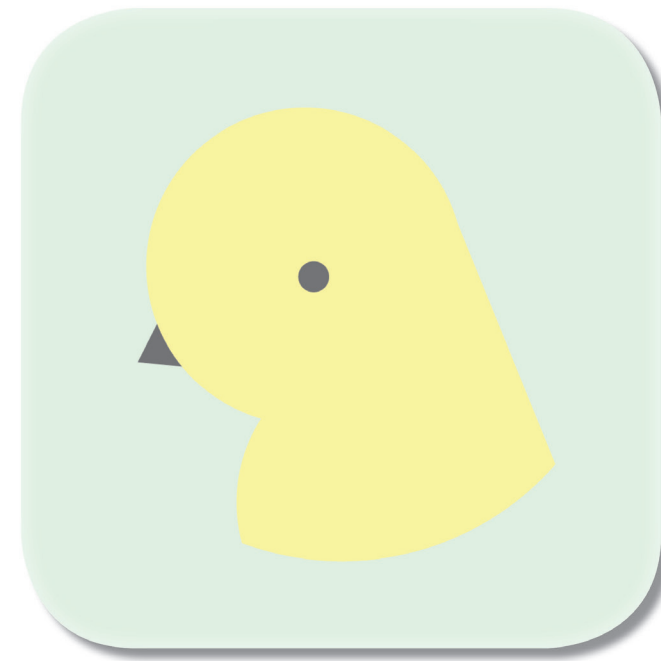


The image shows the Instagram profile for Canary Insurance. The profile name is "Canary Insurance" with an "Edit Profile" button. The bio states: "Canary Vacation Rental Insurance is here to protect your nest. You may gamble on vacation, but you never have to gamble on protecting your vacation home when you rent it out." The profile has 164 posts, 308 followers, and 193 following. The main profile picture is a dark circle with the word "canary" in yellow. Below the bio, there are three posts: a modern house at night with a pool, a red cabin exterior, and a bright interior room with a red door.

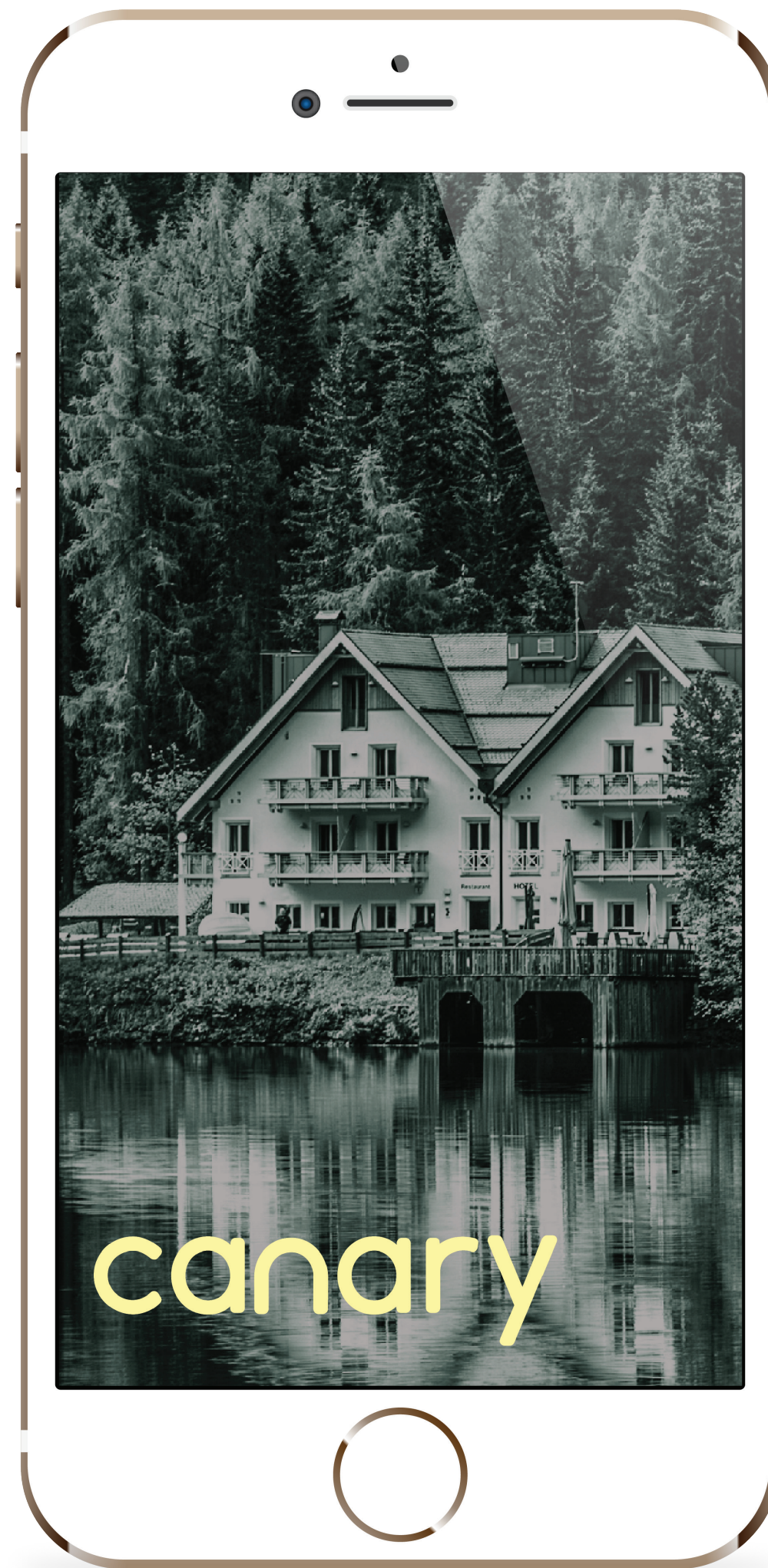


The image shows the Twitter profile for Canary Insurance. The profile name is "Canary" with the handle @canaryinsurance. The bio is identical to the Instagram profile. The profile has 73 tweets, 72 following, 18 followers, 442 likes, 0 lists, and 0 moments. The main profile picture is a dark circle with the word "canary" in yellow. Below the bio, there is a tweet from Misty (@MistSomething) dated Mar 28, which is a retweet of a tweet containing a diagram. The diagram shows "INSURANCE" in a yellow circle at the bottom, with arrows pointing up to "ACCIDENT", "LIFE", "HEALTH", and "PROPERTY". The right sidebar shows "Who to follow" with accounts like The GEICO Gecko, State Farm, and Allstate.

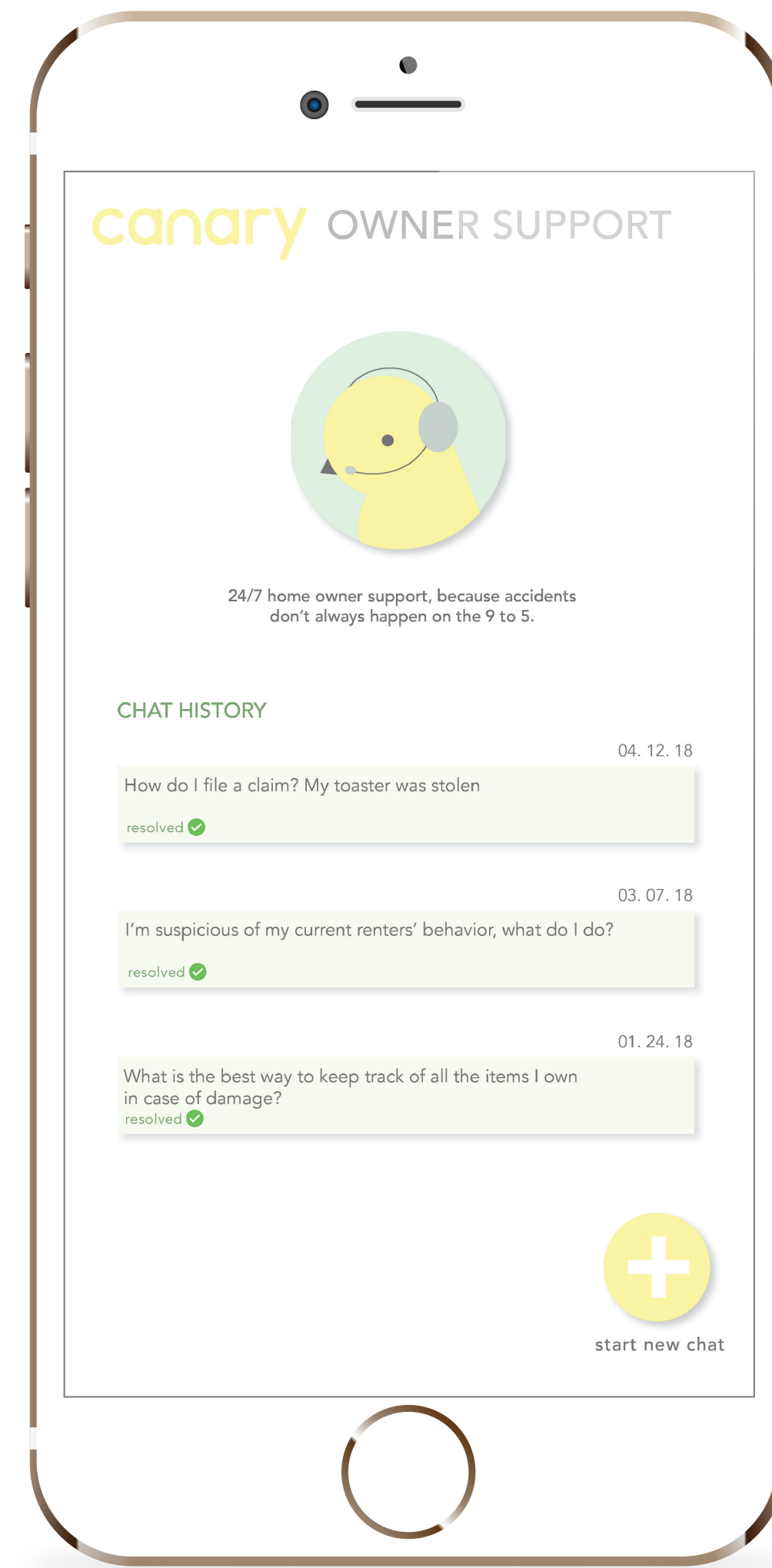
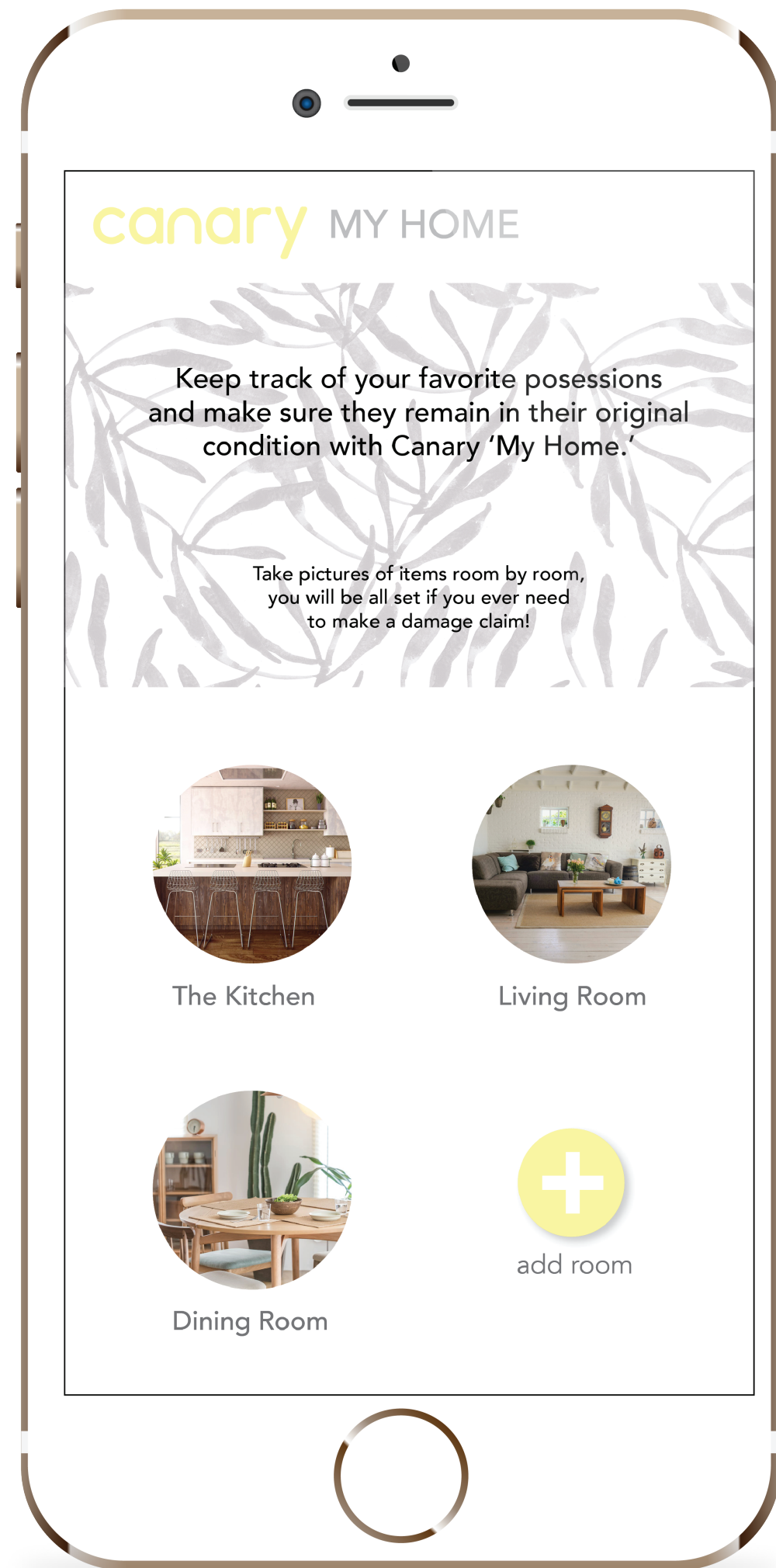
APP



Canary

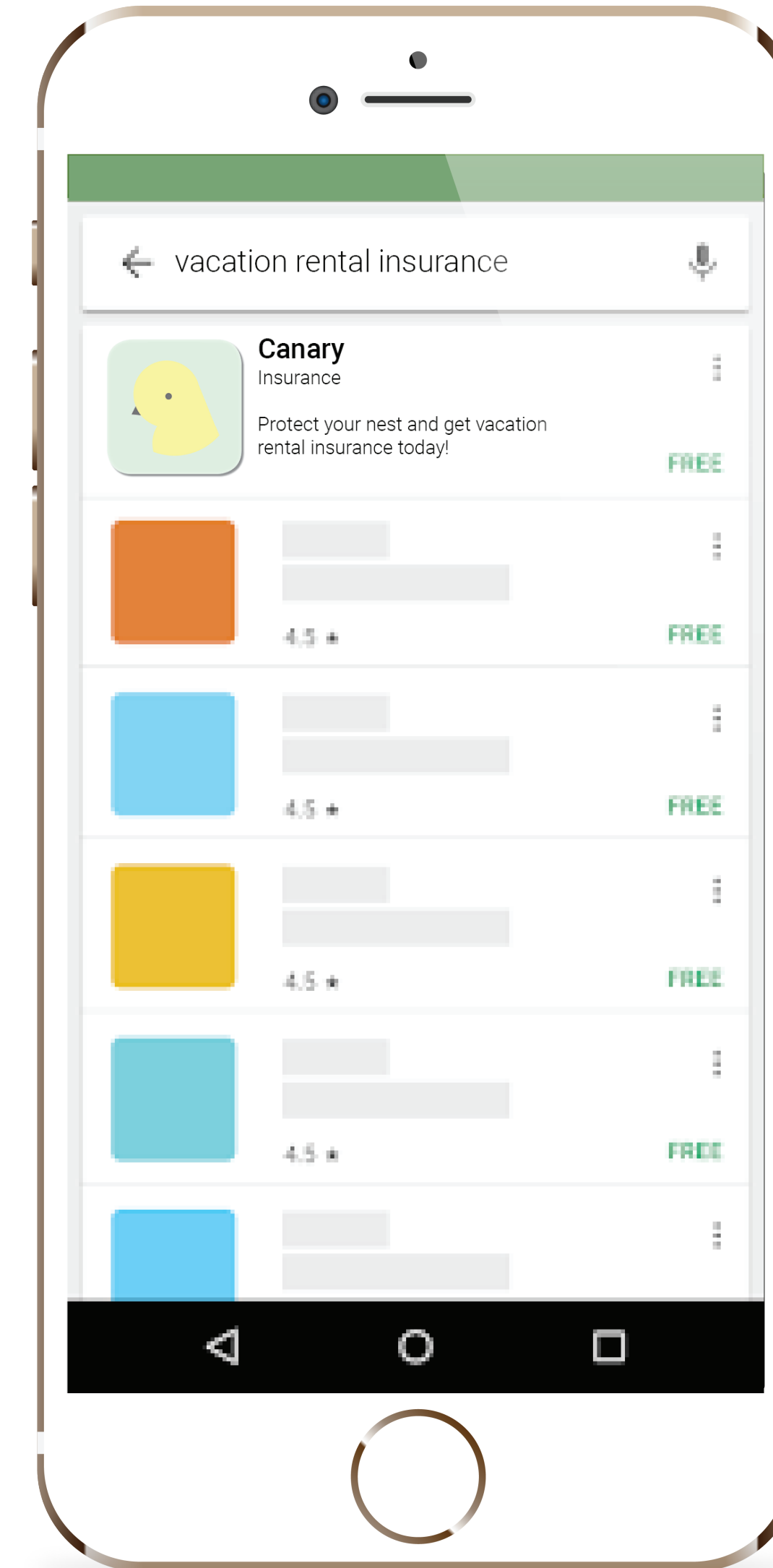
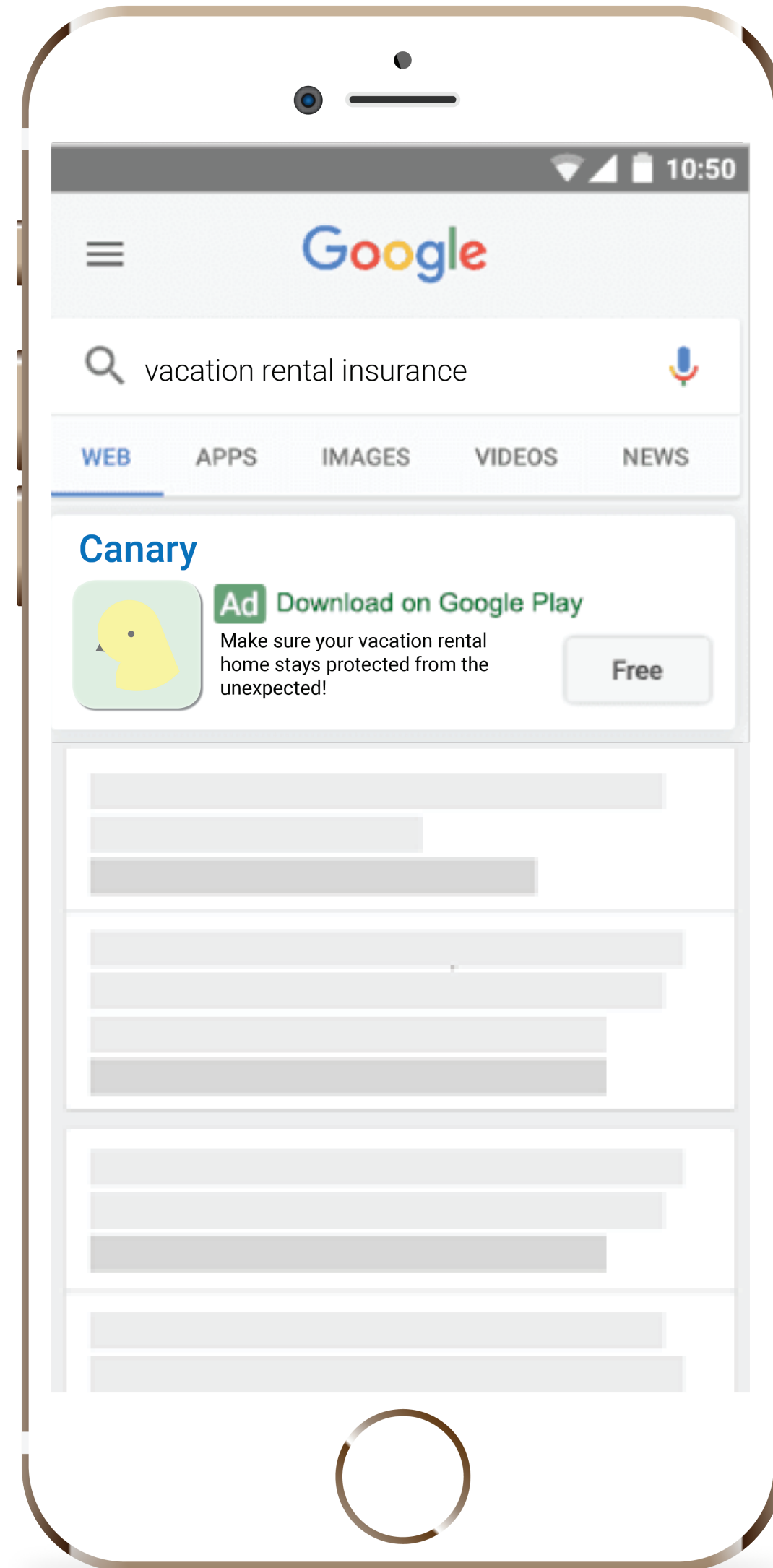


APP



APP

Universal Ad Campaign



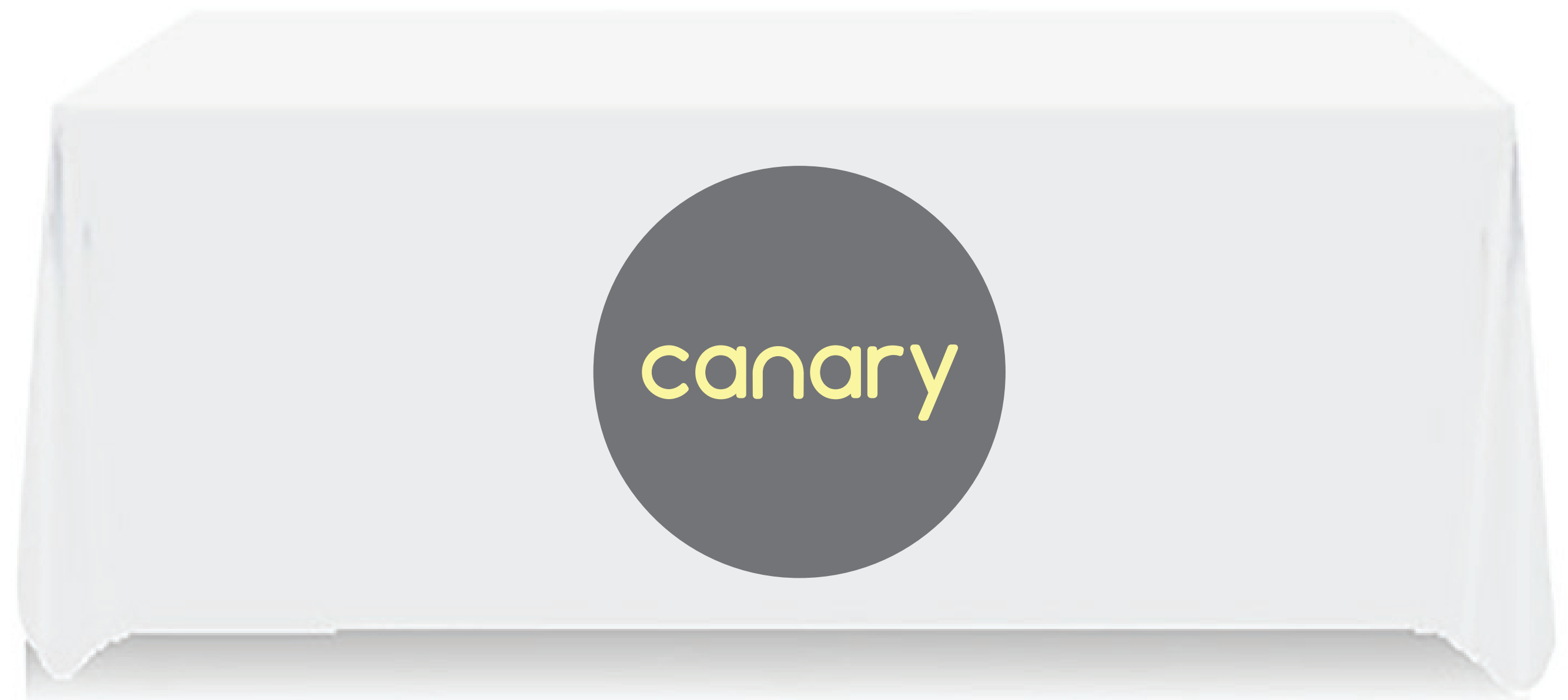
TRADE SHOW

HomeAway Partner Summit

Vacation Rental Success Summit

IAOA INNOVAT18N

Trusted Choice



MAGAZINES/ ONLINE MAGAZINES

Vacation Rental Magazine

Rental Management Magazine

Insuretech Magazine

Consumer Reports

Tripz



thank you
for listening!