

One.

One name.

One voice.

One brand.

What's the story?

This booklet is about Markel.

It's not a product guide or a corporate profile. It doesn't describe our operations or our structure. Nor does it look at our financial performance or our business plans.

Instead, it defines what makes us special.

In other words, our brand.

Every brand tells a story; it has a narrative as well as a visual identity embodied in its logo, colours and fonts. And behind that narrative is a motivating idea. Think of Apple or Nike. One represents alternative and creative thought while the other stands for heroic achievement.

Here's our story.



Opportunity and enterprise in a niche market.

The making of Markel

It was the 1920s, the post-war decade of boom and opportunity. A new transportation industry was blossoming in America and converted automobiles known as jitney buses were becoming a familiar sight on streets across the nation.

But there was a problem: the buses were notoriously accident prone and difficult to insure.

Sam A. Markel, the owner of a small insurance company in Virginia, saw an opportunity. He seized the initiative and combined the jitney operators into a mutual insurance company focused purely on their needs.

It was a brave move, a decisive move.

Sam wrote the first public transportation policy on record. He also improved safety standards

and launched a pioneering claims department. Then he turned his attention to freight carriers. In 1930, he created Markel Service, a nationwide insurance and reinsurance business.

The brand was born.

Since then, the Markel name has become synonymous with unusual risks and innovation. Where others have feared to tread, Markel has led the way. But always prudently, always with expert knowledge of its chosen markets; and, above all, with an unwavering commitment to act fairly and honestly.

This is the essence of our business, the bedrock of our brand, and it's a philosophy that can be distilled in four words...

Bold ideas

Honest actions

The ties
that bind.
Worldwide.

When we speak of **bold ideas** and **honest actions**, we're imagining an invisible thread running through the organisation. A unifying strand that represents our work ethic and our business standards.

These simple words reflect our history and culture, the way we behave with our customers, and how we shape our products and services. They give us a unique presence in the marketplace and are the foundation for our visual identity.

In short, the phrase is our gold standard, our mark of distinction.

It's an assurance of quality and individuality, an unwritten code that's made us what we are today – one of the world's most respected and reliable specialist insurers.

We say 'unwritten' because the words are implicit; they exist beneath the surface and are neither an advertising slogan nor a strapline. 'Bold ideas, honest actions' is simply the core idea for our brand, a shared concept that infuses our past, present and future.

Let's see how we live the brand.



A risk worth taking

Daring to be different. Today and tomorrow.

From buses and trucks in America, to super yachts, race horses and a welter of other specialist needs worldwide, Markel has a reputation for covering hard-to-place risks.

For more than 80 years, we have followed the example of Sam A. Markel, steadfastly developing niche products.

We have an instinct and aptitude for bespoke solutions. We embrace the unusual, the complex and the neglected, and we continually seek new ways to expand and improve

our business lines. Innovation and flexibility are in our blood.

But our boldness is tempered by shrewd and rigorous underwriting. We approach every market, risk and client with precision and care. At Markel, vigour and rigour are inseparable.

That's why we're respected as specialists with unrivalled focus, and it's how we achieve the best for our business and for our clients.



Fair and true

Building relationships. With trust and integrity.

Not only do we have clear vision, we also have a powerful voice. We stand up for our beliefs and act with passion and conviction.

Sometimes that involves straight talk, just telling it the way it is, and having the courage to highlight an inconvenient truth. So long as we act honestly and fairly, we're living the brand.

Like when Tony Markel faced a large audience at Lloyds in 2002 and castigated the world's oldest insurance marketplace for its failings.

Or when William Stovin helped to expose a multi-million pound fraud in 2010, leading the Financial Services Authority to ban three insurance professionals.

We balance boldness with honesty, ensuring that trust and integrity are at the heart of everything we do.



Something of value

Our roots are deep. And stable.

The way we act, both amongst ourselves and with others, owes much to our name and heritage.

We are a proud family business, a loyal family business, with a long tradition of mutual respect, commitment and honour.

Transparent and accountable in all our dealings, we believe in building lasting relationships and remain true to the cooperative spirit that led Sam A. Markel to rally jitney bus operators in the 1920s.

We cultivate an esprit de corps that's enshrined in our corporate values. Known as the Markel Style, these values give us continuity and dependability.

Our world view

Creating a global brand. Seamlessly.

Successful brands have one thing in common – consistency.

Markel is no exception. From the United Kingdom to the United States, mainland Europe to Asia Pacific, we must look, feel and sound identical.

Wherever we are, our brand promise must be uniform and compelling so that all our audiences have the same positive experience of our business.

The brand is interpreted in our visual identity and influences our overall message. And because our name is appearing in new countries and regions every year, it's vital that we speak with a single voice.

Markel is a company on the move, an organisation that's growing fast and continually pushing boundaries. 'Bold ideas, honest actions' defines our spirit and character; it gives colour, credibility and consistency to our world.



Leading the field

Flying our colours. From the front.

We aim to be a market leader in all our pursuits. As a guiding principle, a measure of all we've achieved and all we aspire to, our brand idea distinguishes us from our competitors and helps us stay ahead.

Success comes from recognition and respect. Recognition that we're bold and creative, and respect that we're scrupulously honest in all our actions.

It's a winning combination and a universal truth...





One message.
One Market.

