

**Client:** Markel International, global insurer

**Project:** Define the Markel brand in a booklet for staff worldwide



## 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...**

One Markel 05

## 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.

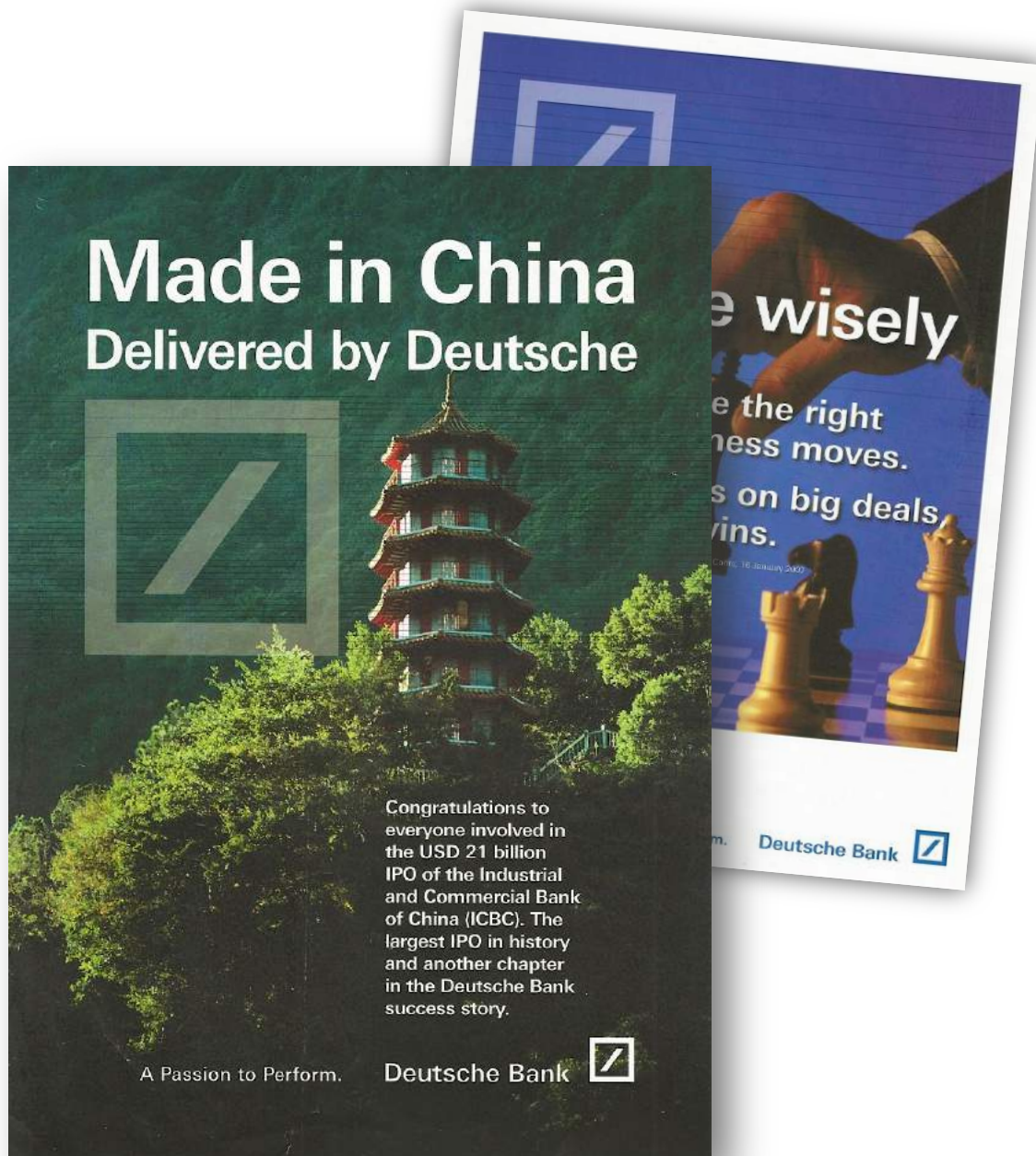
The brand is interpreted in our visual identity and influences our overall message. And because our name is appearing in new countries and regions every year, it's vital that we speak with a single voice.

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.

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Client: Deutsche Bank

Project: Concepts and copy for internal posters



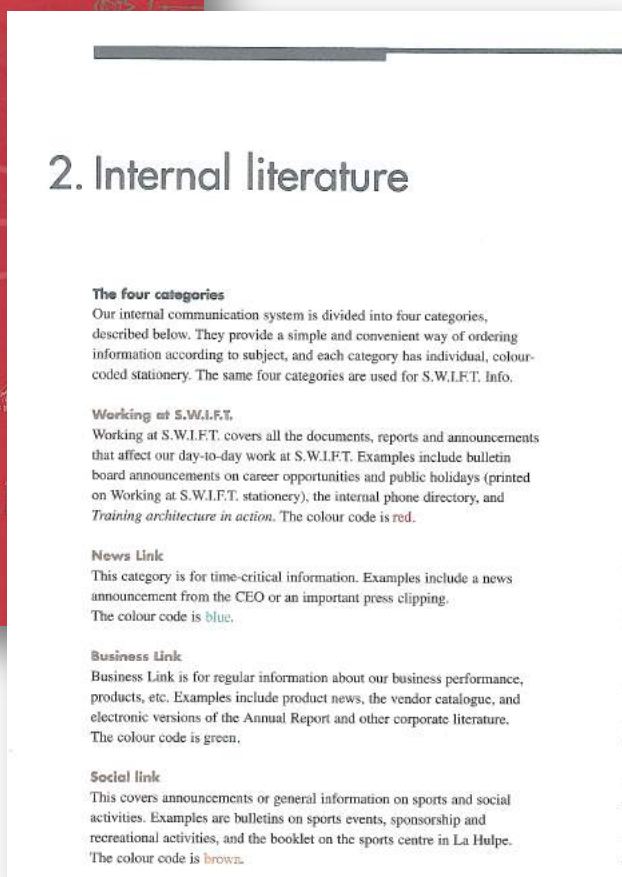
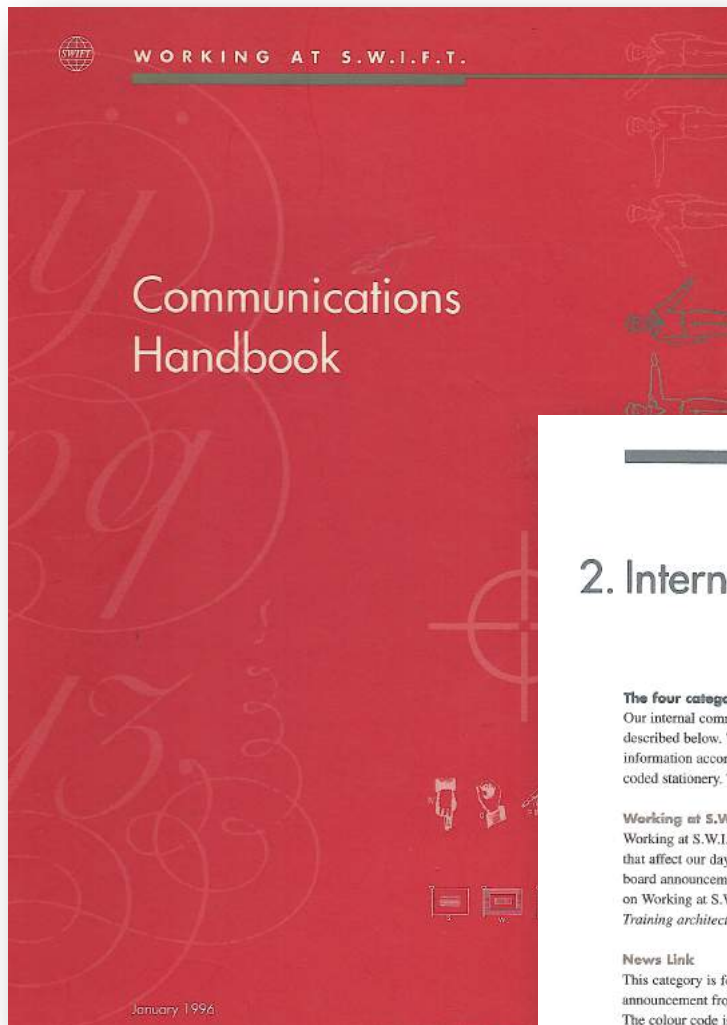
**Client:** Markel International, global insurer

**Project:** Features for the staff newsletter



Client: SWIFT banking network

Project: Concept and copy for a corporate style guide



Client: Acer engineering and environmental

Project: Concept and copy for an internal report to staff



## ACER GROUP REPORT TO STAFF

