

Meet One of Our  Clients



INSURANCE ADVOCATES

Insurance Solutions for Wealth Management Keeping You Safely Under Sail

Owners Mitch and Lisa Hart have been in the insurance business for over 25 years. Now a new player in the Hawaii marketplace, Insurance Advocates needed a core brand identity that would both reflect its expertise in insurance for wealth management and represent their new professional Hawaii roots in an iconic way. They also wanted to have the brand expression communicated this feeling of Hawaii to their target audience of independent insurance agents since this would differentiate themselves from all the other companies offering a similar suite of services. Mana Brand Marketing came up with the symbol of a Hawaiian oceangoing canoe to represent navigation and created a rich core brand identity that expressed visually and verbally the ideas of insurance and risk aversion.

Mana Brand Marketing.
Creating Brand Impact for Your Business.

For more information about this branding program, visit: www.ManaBrandMarketing.com or contact WavenDean at 808.345.0734 or WavenDean@ManaBrandMarketing.com
Contact Mana if you are interested in a free introductory brand consultation.



"WavenDean Fernandes will deliver for you. We met WavenDean while in the middle of a branding crisis. We had contracted with a company to upgrade our website and provide us with new branding including a logo. Unfortunately they could not deliver on the branding. Mana stepped up with very short notice and listened to our concerns, our goals and our expectations. WavenDean quickly delivered an estimate which we approved. The Mana staff delivered every step of the way and our new branding has placed us in a recognizable leadership position in our industry. You can absolutely depend on WavenDean to be forthcoming with creativity professionalism, talent and rigorous honesty. Mana came in ahead of schedule with all deliverables and kept us fully informed every step of the way as the creative process unfolded. Please feel free to contact me by telephone, email or fax should you have any questions about our experience with Mana Brand Marketing."

— C. Mitchell Hart, President and CEO



Mana

Innovative Brand Marketing

Express Your Brand's Unique Potential

BRAND: CREATION • EXPRESSION • MARKETING • EXPERIENCE

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