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Amerisure Mutual Insurance Company Unveils Modern Brand Refresh

FARMINGTON HILLS, Mich., October 9, 2018— Amerisure Mutual Insurance Company has undergone a comprehensive brand refresh. The A-rated, commercial property and casualty insurance company, has unveiled a new logo and tagline that reflect the reinforced focus of the organization.

“While the Amerisure brand has a fresh look and feel, the core of who we are remains unchanged,” said Gerald Chiddick, vice president of marketing at Amerisure. “The energy surrounding the launch of Amerisure’s new brand has afforded us the opportunity to focus on many of our current strengths, and build upon new ones.”

Previously released in February, Amerisure’s new logo features the original flag with an updated look and position. The stronger, bolder font is also reflective of the modernity of the brand. Amerisure retained its red, white and blue color palette as a nod to the company’s 106 years of history.

The new tagline — *Powerful Partnerships. Mutual Success.* — reflects Amerisure’s passion for turning relationships into partnerships, and as a mutual company, its commitment to establishing success between its customers, policyholders and employees.

Amerisure’s refreshed branding also includes contemporary messaging and imagery that supports the organization’s renowned service model, target market expertise and focus on digital innovation.

“Through superior service, specialization and innovation, we embody our brand,” said Chiddick. “The renewed visual representation of our organization reinforces our commitment to creating partnerships that achieve mutual success across all our constituencies.”

To discover more of Amerisure’s updated brand identity, [click here](#).

About Amerisure Insurance

Amerisure Mutual Insurance Company is an insurance organization charged with creating exceptional value for its Partners For Success® agencies and policyholders. As an A-rated (Excellent) property and casualty insurance company licensed in 50 states, Amerisure provides a comprehensive line of insurance products to protect businesses focused in construction, manufacturing and healthcare through strategically located Core Service Centers. For more information, visit amerisure.com.

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