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For immediate release

Premier Guarantee unveil brand new look

Structural warranty and building control provider Premier Guarantee have revealed a new image that represents the company's commitment to being a trusted, specialist extension of their customers' build process and team.

Complete with a new logo, brand message and a helping hand from nature's greatest team player, Premier Guarantee's new look is a clear symbol of their strengths; working alongside home builders to provide expert, timely guidance whilst maintaining that friendly, personable touch.

Though this fresh new image is an exciting time for Premier Guarantee, customers can be assured that what remains the same is the company's commitment to providing structural warranties and being a trusted guide from design to completion.

'All-round devoted service'

Jacki Goodman, Managing Director of Premier Guarantee, called the rebrand the perfect way to showcase the recent development of the company and the values it holds.

She said: "Premier Guarantee has always been about working side-by-side with developers and homebuilders to help them over the line during the construction process.

"Our re-brand represents this collaborative, collective ethos perfectly. When a customer teams up with Premier Guarantee, they are adding expert specialists and an all-round devoted service to their own team.

"Our new look also reflects our stability and bright future, now being part of HSB UK and Ireland."

"This is an exciting time to be involved with Premier Guarantee.

'Trustworthy, knowledgeable and experienced'

HSB UK and Ireland CEO Stephen Worrall added: "Premier Guarantee's strong brand presence in the latent defects market was one of the reasons that made them so attractive to HSB as an acquisition.

“This re-brand further strengthens what many already think of when they think of Premier Guarantee – trustworthy, knowledgeable and experienced.

“Together, we will build on our strong products, technical expertise and customer service to provide a greater range of solutions to customers.”

The logo – strength and trust



The new logo sees the introduction of the gold ‘PG Shield’; a shorthand for strength, resilience and trust.

A key modification from the previous logo is the bolder font. Now capitalised, expressing pride, and an even weight on the words ‘Premier’ and ‘Guarantee’ to express how the company’s premium service is just as important as the trust it invokes.

The company’s instantly recognisable tagline – On Your Site, By Your Side – sits proudly within the new logo.

The message – teamwork, expertise and understanding

**There’s no
such thing as
alone**

**when you
belong to
something
bigger**

Your project. Our expertise.
It’s time to join forces.

The new brand message – There is no such thing as alone when you belong to something bigger – draws to mind a spirit that Premier Guarantee customers will be accustomed to; teamwork and collaboration.

The use of 'alone' is a recognition of the daunting nature of the build process whilst 'belong' and 'bigger' draws on the idea that with the help of a wider network of expert support, your team is robust and on the path to success.

To belong is to be comforted in the knowledge that you have backup from peers and that you are a welcome presence. Premier Guarantee pride themselves on being that helpful, friendly face on site.

'Bigger' draws to mind Premier Guarantee's history, trusted oversight and, now that they are a part of HSB, strength.

The call to action – Your project. Our expertise. It's time to join forces – emphasises the benefit of combining Premier Guarantee's in-house expertise with their customers' teams.

The ant – nature's greatest teammate

The graphic consists of a dark, textured horizontal line representing a path or ground. On the left, a single brown ant carries a large green leaf fragment. In the center, a blue ant carries a large yellow 'G' logo. To its right, another brown ant carries a green leaf fragment. On the far right, a brown ant carries a large green leaf fragment. Below the ants, the Premier Guarantee logo is visible, featuring a yellow 'P' in a shield and the text 'PREMIER GUARANTEE ON YOUR SITE, BY YOUR SIDE'. Above the ants, the text reads: 'There's no such thing as alone' (with 'alone' in orange), 'when you belong to something bigger' (with 'something bigger' in orange), and 'Your project. Our expertise. It's time to join forces.'

In nature, the ant is the symbol of teamwork, diligence and construction. This is why Premier Guarantee have adopted it.

Much like in the construction process, one ant can't thrive without the individual skill and support of the group it belongs to.

When ants are alone they are vulnerable, when they belong to something bigger they are formidable. When they join forces, they achieve great things.

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NOTES TO EDITORS

For further information, please email marketing@premierguarantee.co.uk

About Premier Guarantee

With more than 450 employees, Premier Guarantee deliver flexible warranties, building control and specialist expertise for house builders and developers.

Their surveyor network is one of the largest in the country, made up of over 250 surveyors.

Premier Guarantee are also part of HSB, a specialist insurer in the UK and Ireland which is part of the HSB Group. Rated A++ (Superior) by A.M. Best Company. The HSB Group is part of Munich Re, one of the world's leading providers of reinsurance, primary insurance and insurance-related risk solutions.