

Damasca Insurance INSURANCE FOR CHURCHES

When Kenston Powell purchased the Maxwell Agency, it was a well-respected insurance agency specializing in religious institutions. Powell felt the name just wasn't right for future growth prospects. In 2006, we embarked on yet another challenge for the AXIA "Onoma" rebranding process. After several successive rounds, we selected Damasca — derived from the Biblical site where Saul of Tarsus was transformed into St. Paul. AXIA went on to design a full corporate identity package for Damasca, including a logo, letterhead, note cards and other elements. AXIA also negotiated and secured rights to the damasca.com domain.



Logo and Tagline



Corporate Identity