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MEDIA CONTACT

LAVIDGE

480.998.2600

Jennifer Whittle

jwhittle@lavidge.com

MJ Insurance Launches New Brand Identity and Relocates Indianapolis Headquarters in Midtown District of Carmel

INDIANAPOLIS – (Aug. 13, 2018) – [MJ Insurance](#), one of the nation’s largest privately-held insurance agencies has relocated its Indianapolis headquarters to 30,000 square feet at 571 Monon Blvd., located in the newly-expanded Midtown District of Carmel, Ind.

MJ Insurance is relocating from the Precedent Office Park to the heart of the growing Midtown redevelopment core, an area now home to a mix of offices, restaurants, retail and residential offerings in what was once the city’s primary industrial area. The adjacent Monon Greenway connecting the City Center and Arts & Design Districts with dedicated lanes for cycling, pedestrian-friendly sidewalks, neighborhood greenbelt areas, unique stores and dining, for an overall vibrant and walkable downtown, embodies a great work-life connectivity ideal for MJ.

“It’s an exciting time at MJ Insurance to have our new location in the highly desirable and popular area of Carmel’s Midtown District along with a new brand identity that reflects a progressive look that aligns with our culture and our people,” said Mike H Bill, CEO at MJ Insurance.

“We spent a lot of time searching for the right location for our new home and believe that the Carmel site best reflects the ever-changing risk management and insurance industry and is a perfect foundation for MJ’s growth over the next decade,” Bill said.

MJ Insurance has also unveiled a complete rebrand with a new company logo, bold color palette and brand elements to play off the company’s tagline, “Your future in focus.” The new logo reflects a progressive, transformation of MJ Insurance and the insurance industry overall, according to Bill.

“The new MJ brand reflects who we are today representing a dynamic and energetic organization, especially important as we target talented professionals to recruit for the incredible career opportunities we can offer,” he said.

Brightly lit citrus green and vibrant royal blue with contemporary designed furniture, large open spaces and floor-to-ceiling windows offering views of the greenway with cross-functional and collaborative areas highlight the company’s new interior design for productivity within a creative space.

The new logo and overall design will be rolled out across MJ’s locations in Carmel and Phoenix over the next several months and is being applied initially to brochures, social media, major signage and the website.

A private VIP grand opening event will commemorate the new MJ Insurance headquarters in September.

MJ Insurance is a commercial and personal insurance, risk management and employee benefits consulting agency that since 1964, has grown from a two-person start-up to an agency with more than 150 employees in both Phoenix and Indianapolis. MJ Insurance specializes in a diverse selection of unique service lines including construction, energy, transportation, real estate, manufacturing, sororities and mining. MJ also offers complete employee benefits programs including major medical, group disability, group life and onsite employer clinics. MJ Insurance currently has clients in 16 countries and in every U.S. state.

ABOUT MJ INSURANCE

Indianapolis-based MJ Insurance exists to inspire the success, fulfillment and wellbeing of each person it serves: associates and their families, business partners, clients and the community. MJ

Insurance is a leading risk management, benefits consulting and personal insurance agency specializing in various commercial sectors: construction, manufacturing, sororities, mining/energy, farm to fork, transportation, recycling as well as a complete suite of comprehensive employee benefit programs and services. Fifty years after its founding, MJ Insurance continues to expand through growth, service and leadership. Additional information may be found at www.mjinsurance.com.

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