# Uinsure INSURE

# VISUAL IDENTITY GUIDELINES

As the Uinsure business charges forward, disrupting the industry with market leading technology - it is essential that the Uinsure brand grows with it. We want to make sure that the brand captures new audiences while keeping existing customers loyal and happy. This book will help you envision how the Uinsure brand is evolving and will serve as a guide for implementing the Uinsure Brand Identity System, both inside and outside the company.

# INSURANCE IS WAS COMPLICATED.

## WE REDESIGNED IT.

# DOMINATION OF INSURANCE DISTRIBUTION THROUGH DISRUPTIVE TECHNOLOGY.

## UINSURE

Our logo is where it all begins, it's the root of our visual identity. It provides our typographic style - bold and direct with simplicity at it's core.

Hero logo - Dark Purple

Hero logo - White

Our logo comes in one format only, the Hero logo is our core logo which should be used most frequently on all communications.
The logo will be Dark Purple by default, but this can be changed to white #FFFFF for use on dark backgrounds. No other colours should be applied to the logo.

## UINSURECX

We have a second logo - UinsureCX.

This is the logo we use for all UinsureCX communications.


UinsureCX logo - Dark Purple


UinsureCX logo - White

Our UinsureCX logo comes in one format only, this logo should only be used on UinsureCX communications. The logo will be Dark Purple by default, but this can be changed to white #FFFFF for use on dark backgrounds. No other colours should be applied to the logo.

# UINSURE3T

Our internal logo - Uinsure3T.

This is the logo we use for all internal communications.



Uinsure3T logo - Dark Purple



Uinsure3T logo - White

Our Uinsure3T logo comes in one format only, this logo should only be used on internal Uinsure communications. The logo will be Dark Purple by default, with the green gradient (see page 8) used for the superscript dot and circle. The Dark Purple colouring can be changed to white #FFFFF for use on dark backgrounds. No other colours should be applied to the logo.

The logo can become a logo lockup, with the addition of a partner brand logo as shown below. This system enables the Uinsure brand to combine with places, organisations and other brands.

**A simple keyline**
Assuming the lockup is 100px high, a 1px keyline should be used as a divider between elements.

Uinsure Logo

Leeds
Building
Society

UINSURE

Partner Logo

**Our logo is important, so let it have the space it needs and deserves.**

### Minimum Sizes

The logo is bold and resilient, but there is a limit to how small it should be reproduced, below are the minimum sizes that you may use the logo at.

### Exclusion Zones

Our logo is important, it should be given space, allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing encroaches too close to the logo. This simple system is totally scalable, and is based upon measurements from the logo itself, so whether you are placing the logo at the footer of a newspaper advert, or plastering it across the side of a bus, you can ensure that it has the space it deserves.

Always leave a 40% border radius, based on the size of the logo used.

20mm

7mm

Minimum size for the logo.

20mm

7mm

5.5mm spacing
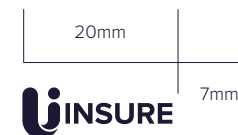
Partner
Logo

Minimum size for the logo with a partner logo lockup.

## 3. THE COLOUR PALETTE

### COLOUR
We have created a colour palette that complements Uinsure's Dark Purple and Mid Turquoise, these secondary colours and gradients add dimension and modernity to the brand.

Our brand is all about connection. Well timed and effortless, we want customers to recognise our brand as innovative, bold and trustworthy.

### Designers
Not all colours are created equal. In the next two pages we will break down the colour ratios you should be aiming for when creating any design for Uinsure. You should see these ratios utilised throughout this document, always lead with Dark Purple or White when creating.
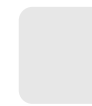
## PRIMARY COLOURS

**DARK PURPLE**
RGB #1F1131
CMYK #372855

**WHITE**
RGB #FFFFF
CMYK #FFFFF

**LIGHT GREY**
RGB #E7E7E7
CMYK #ECECEC

**MID TURQUOISE**
RGB #1ADEC5
CMYK #8DD2CE

## SECONDARY COLOURS

**MID PURPLE**
RGB #493F80
CMYK #5C5594

**LIGHT PINK**
RGB #EC9BCA
CMYK #F3CCDD

**LIGHT BLUE**
RGB #79DBF2
CMYK #92D7EC

**ELECTRIC GREEN**
RGB #23F3A1
CMYK #4EBC8D

**DEEP PINK**
RGB #F16992
CMYK #F599B4

**DEEP BLUE**
RGB #00AEE1
CMYK #00BCE7

**LIGHT PURPLE**
RGB #D3C4EB
CMYK #DCD0E7

**LIGHT ORANGE**
RGB #FCB8A9
CMYK #FBC6B8

**DEEP PURPLE**
RGB #8F75DF
CMYK #9D8CC3

**DEEP ORANGE**
RGB #EF8A6D
CMYK #F39E81

## GRADIENTS

**DARK PURPLE**
MID PURPLE
DARK PURPLE

**PURPLE**
LIGHT PURPLE
DEEP PURPLE

**BLUE**
LIGHT BLUE
DEEP BLUE

**GREEN**
ELECTRIC GREEN
MID TURQUOISE

**PINK**
LIGHT PINK
DEEP PINK

**ORANGE**
LIGHT ORANGE
DEEP ORANGE

## OUR BRAND COLOURS
Colour is the most fundamental yet most powerful tool in creating or expressing a mood or feeling. Take advantage of it. Play with colour. Colour brings our brand to life. Colour used simply and with balance can communicate clarity, consistency, and modern sophistication.

## PRIMARY COLOURS
These are the main colours that represent the brand and are used the most. Dark Purple or White should be the **lead colours** for any design, followed by Mid Turquoise for any icons or CTA used.

## SECONDARY COLOURS
These are our additional colors to create an analogous palette that complements the primary colours, adding variety and flexibility.

## GRADIENTS
Usually for background containers or bold capatilised text, these gradients are created using the secondary colors and should be used to create depth and contrast.

Some example colourways are depicted below:

## RATIOS

As a general rule of thumb follow the ratio of **60/20/20/10.**

White or Dark Purple should be the **lead colour** used - **60%** of the design.

Please note - Dark Purple should **always** be used, this is our distinctive Uinsure brand colour. If choosing to lead with white make sure **30%** of the design is white and **30%** is Dark Purple.

In this case the ratio would be **30/30 (60%) /20/20/10.**

Each **gradient** or **secondary colour** used should be complementary - **20%** of the design.*
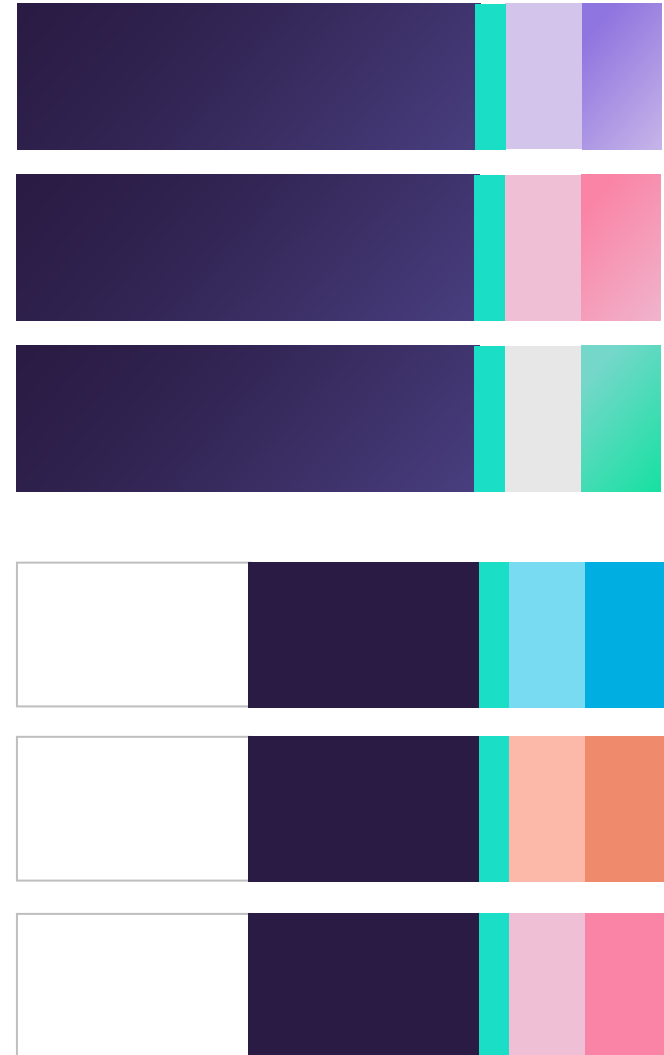
Try to stick to using no more than **two** gradients or **secondary colours** per design. Use these colours analougously.

Always use **Mid Turquoise** as our **CTA** - this should be **10%** of the design.

If you need to step outside the guidance written here and use more than two secondary colours or gradients in a design, that is fine but make sure to adjust the ratio appropriately. Secondary colours and gradients combined should never take up more than **40%** of a design.

*The only area of our brand where this will be an exception is within our social media posts.
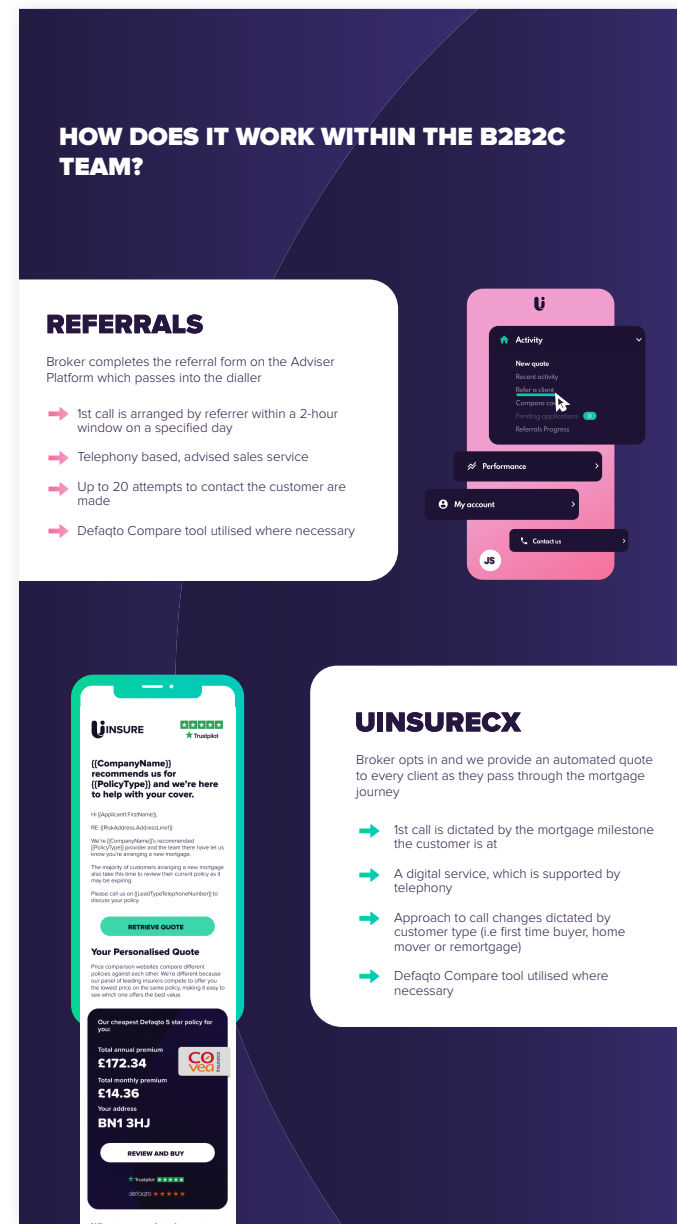
The Uinsure visual identity relies heavily on the use of colour to create depth and seperate information. The palette consists of a complementary range of colours that work well in almost any combination.

**Designers**
The style you add to your design is what demonstrates your individual voice, but the substance has to stay the same. Style acts as the coating for an internal working engine. The Uinsure brand is our engine, we must use this as the backbone to every design.

Remember the goal is to create compelling, engaging and innovative work that is clearly Uinsure branded.

## HOW DOES IT WORK WITHIN THE B2B2C TEAM?

### REFERRALS

Broker completes the referral form on the Adviser Platform which passes into the dialler

➡ 1st call is arranged by referrer within a 2-hour window on a specified day

➡ Telephony based, advised sales service

➡ Up to 20 attempts to contact the customer are made

➡ Defaqto Compare tool utilised where necessary

### UINSURECX

Broker opts in and we provide an automated quote to every client as they pass through the mortgage journey

➡ 1st call is dictated by the mortgage milestone the customer is at

➡ A digital service, which is supported by telephony

➡ Approach to call changes dictated by customer type (i.e first time buyer, home mover or remortgage)

➡ Defaqto Compare tool utilised where necessary

Example B2B PDF

## PROXIMA NOVA

Proxima Nova is a sans-serif typeface that combines the geometric appearance of Futura with the humanist qualities of Akzidenz-Grotesk. The result? A highly legible, versatile, and modern typeface that is both approachable and professional.

Proxima Nova is our primary typeface, which means it should be used whenever possible - particularly for headings and large text.

Proxima Nova is also the typeface used to create the Uinsure logo.

**Proxima Nova Black**

**Proxima Nova Extra Bold**

Proxima Nova Light

## INTER

Inter was created by Figma designer Rasmus Andersson, this font has been designed to be legible even at very small sizes.
Screen-based user interfaces are the new norm and Inter is designed to be the best possible utilitarian solution for this modern medium, it is also an open source type face.

Inter is our supporting global typeface, which should be used for all printed letters, as it can be embedded with no licensing restrictions. (see Migration Print Guidelines for more information).

**Inter Black**

**Inter Semi Bold**

Inter Light

### Headline text

| | |
|---|---|
| Font: | PROXIMA NOVA BLACK |
| Size: | at least + 3pt sizes larger than body copy |
| | Taking into account the size of the document being produced: |
| | A5 or smaller - 12pt \| A4 - 12pt \| A3 or larger - 13pt |
| Leading: | Point-size + 1pt (i.e 13pt on 14pt leading) |
| Tracking: | 0 |

### Large paragraph text

| | |
|---|---|
| Font: | PROXIMA NOVA EXTRA BOLD or PROXIMA NOVA LIGHT |
| Size: | + 2pt sizes larger than body copy |
| | Taking into account the size of the document being produced: |
| | A5 or smaller - 11pt \| A4 - 11pt \| A3 and larger - 12pt |
| Leading: | Point-size + 1pt (i.e 11pt on 12pt leading) |
| Tracking: | 0 |
| Paragraph Spacing: | 3mm |

### Body copy

| | |
|---|---|
| Font: | PROXIMA NOVA LIGHT |
| Size: | **No smaller than 9pt, no larger than 12pt** |
| | Taking into account the size of the document being produced: |
| | A5 or smaller - 9pt \| A4 - 9pt \| A3 and larger - 12pt |
| Leading: | Point-size + 1pt (i.e 9pt on 10pt leading) |
| Tracking: | 0 |
| Paragraph Spacing: | 3mm |

| | |
|---|---|
| Font: | INTER LIGHT |
| Size: | No smaller than 9pt, no larger than 12pt |
| | Taking into account the size of the document being produced: |
| | A5 or smaller - 9pt │ A4 - 9pt │ A3 and larger - 10pt |
| Leading: | Point-size + 1pt (i.e 9pt on 10pt leading) |
| Tracking: | 0 |
| Paragraph Spacing: | 3mm |

Please note these are minimum sizing requirements for print documents. If creating digital documents font sizings can be reduced slighlty.

## Example large paragraph text*

3mm spacing

11/12 pt
PROXIMA NOVA EXTRA BOLD

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11/12 pt
PROXIMA NOVA LIGHT

## Example body copy*

3mm spacing

9/10 pt
PROXIMA NOVA LIGHT

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9/10 pt
INTER LIGHT

*Assuming this page is an A5 document

Example typographic layout*

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Body copy -
PROXIMA NOVA LIGHT 9pt on 10pt leading

Large paragraph text -
PROXIMA NOVA LIGHT 11pt on 12pt leading

Headline text -
PROXIMA NOVA BLACK 12pt on 13pt leading

*Assuming this page is an A5 document

Here are a few key type styles to get you started. Stick to these and we'll see an excellent level of consistency across all our communications.

You will encounter situations where you need to step outside of these styles. That's fine, but stick to these simple rules.

**SOME SIMPLE RULES**

Here are some key typography rules to abide by:

- Use only Proxima Nova or Inter
- Maintaining legibility and clarity is always the key objective
- Labels and notes may need smaller type styles than shown here. In these cases, choose Proxima Nova Light or Inter Light to ensure legibility and good print quality.
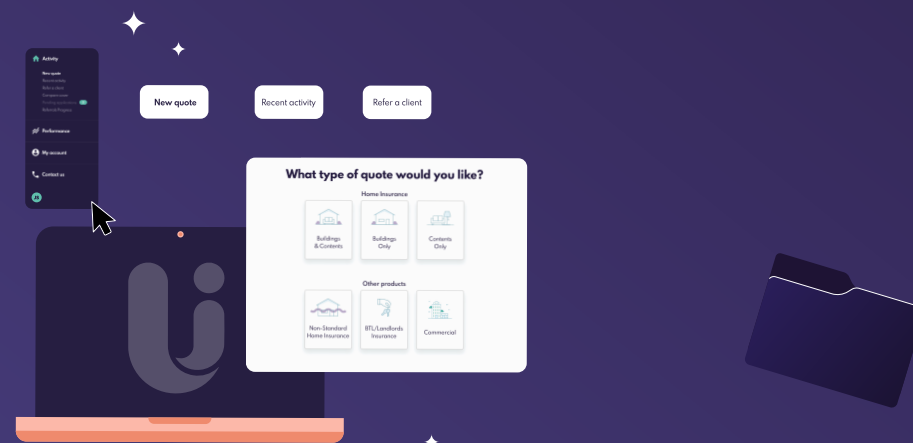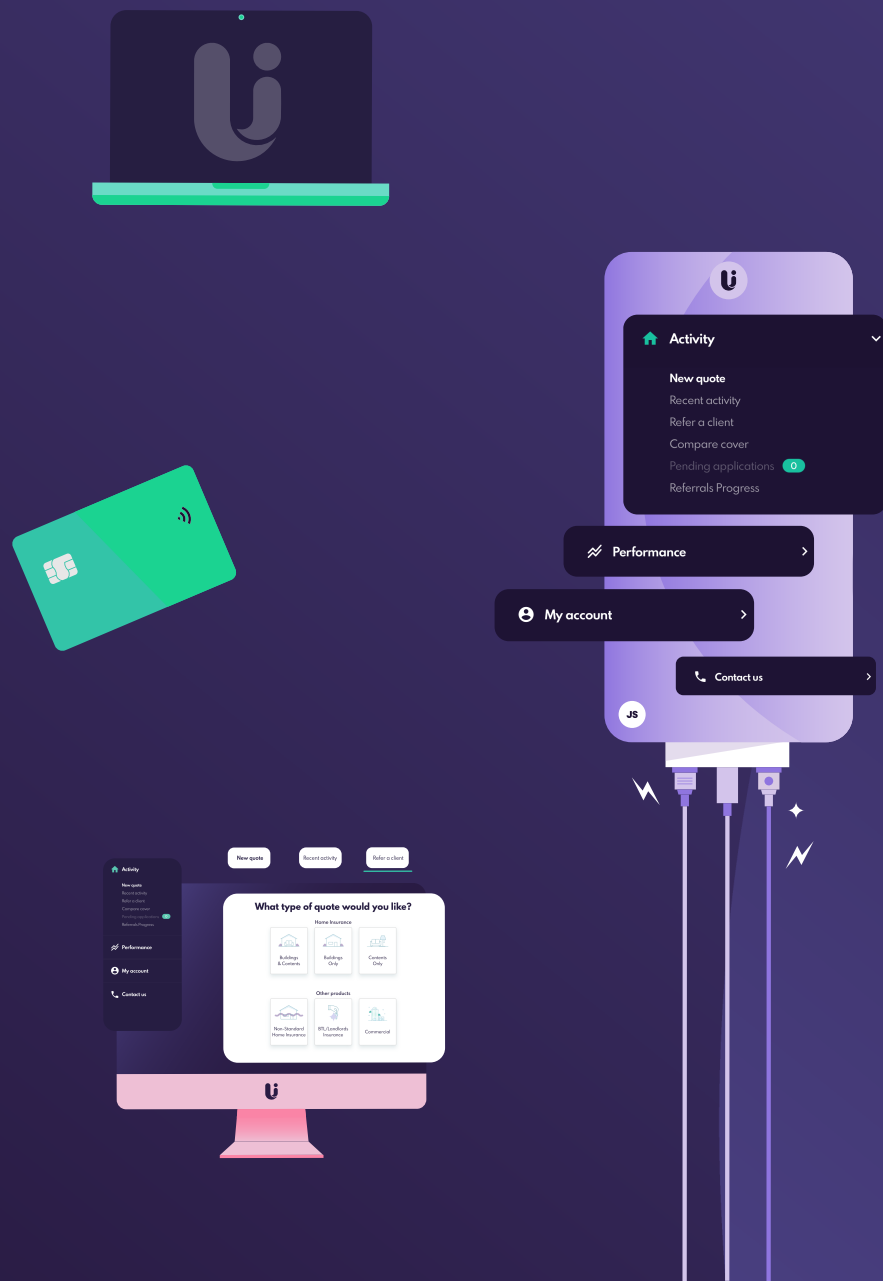- Don't run more than 9/10 words to a line. It becomes too difficult to read

## ILLUSTRATIONS

We use illustrations selectively and with the end user in mind.

The world of visual art is now quite overloaded, images are everywhere; the majority of what we see gets quickly forgotten. When we provide customers with the option to connect with our illustrations, let's try and make it meaningful - it's the illustration that carries a broader message or specific narrative that will have a lasting connection with people.

We always want to create illustrations that communicate our brand's boldness, award winning technology and the simplicity Uinsure provides for customers and advisers.

Campaigns should be built upon a strong illustration style using our bold palette. This also stretches across our icon based information graphic system.

## ICONS

At Uinsure we handle and present a lot of information, so we made sure to keep this in mind when creating our brand.

The key is to use illustrations and icons to guide the reader through complicated information and break apart heavy pages of text. Use our personalised icons within all letters created.

These icons can be shown both within a circle and not. If you are using circled icons keep this consistent within the section you are using them. Likewise with free floating icons. Both can be used in a single document (example shown to the right).

**SOME SIMPLE RULES FOR CREATING NEW ICONS & ILLUSTRATIONS...**

Here are some key design rules to abide by:

- Only use Uinsure's Dark Purple or Mid Turquoise colours
- Keep the illustrations within the icon as simple as possible
- Create the illustrations within the icon so they can be used both with a solid fill or only an outline
- If the icon needs a letter or number within it, only use the Proxima Nova typeface

**What you need to do next**
You can purchase the new policy and update your details in one of the following ways:

Scan the QR code on this letter or visit XXX.uinsure.co.uk to complete your policy online

Call **XXXX XXX XXXX** to chat to one of Uinsure's helpful insurance experts or change any details

Complete the form enclosed and return in the prepaid envelope

**It's important to do this straightaway - your current RSA Home Insurance policy will be cancelled at renewal, even if you pay by Direct Debit and have auto-renewal in place. If you don't accept your new quote or arrange cover with another provider, your home won't be insured when your current policy comes to an end.**

**Who are Uinsure?**
We compare insurance premiums from a panel of UK insurers to offer you our best price on identical cover, so you get a competitive home insurance premium:

Highly rated - 5 Star rating by Defaqto and rated Excellent on Trustpilot*

Cover tailored to meet your needs

No cancellation or adjustment fees

## ICONOGRAPHY

To the right is our complete icon suite, use these to represent the word or phrase associated with each icon.

These should only ever be produced and used in Dark Purple #1F1131 or the Dark Purple gradient on a white #FFFFF background. Or in Mid Turquoise #1ADEC5 or the Green gradient on a Dark Purple #1F1131 background.

Please note: there are two document icons as we often need to depict multiple different documents within one summary letter.

These icons can be supplied as PNG or SVG files. Please get in touch with our Marketing Team for a downloadable zip file.

## CIRCLED ICONS

| Phone | Highly Rated | Insurer | Expert | Technology |
|---|---|---|---|---|

| Call/App | Security | Cover | Lightning Fast | Customer Service |
|---|---|---|---|---|

| Protected | Sustainable | Quick Referral | Web/Email | Document or Form |
|---|---|---|---|---|

| Included | Document or File | Scan/QR Code | Email | Fees |
|---|---|---|---|---|

## FREE FLOATING ICONS

| Call/App | Fees | Payment | Document or File |
|---|---|---|---|

| Home | Highly Rated | Quote or Review | Scan /QR Code |
|---|---|---|---|

| Phone | Web | Email | Included |
|---|---|---|---|

## BUILDINGS INSURANCE

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## CONTENTS INSURANCE

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## HOME EMERGENCY COVER

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## LANDLORD LEGAL PROTECTION & RENT GUARANTEE

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We have taken the U from our logo and turned this into our brand signifier. This shape is one of the most integral parts of our brand. As you read through this document you will see this element used again and again within illustrations, backgrounds and icons. It's distinctly and immediately Uinsure.

**Designers**

Take this shape and break it down, blow it up, play with the opacity, gradients and flip it around. Use this shape for separating out backgrounds and blending them together.

Don't be afraid to really push how far you can use this signifier. It should always be present in your designs. Build on this form to create a flexible and distinctive visual language. Use it with confidence.

Our communications should be bright, clever, witty and engaging. They should reflect our values and capture the imagination of both exisiting customers and new audiences alike.
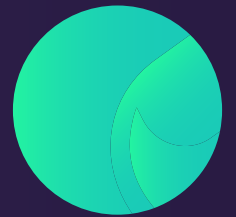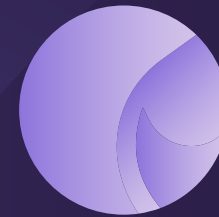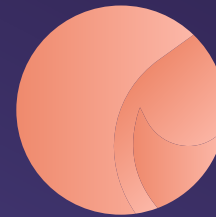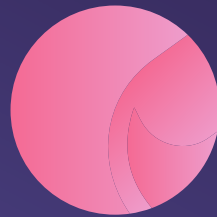
**Print**

The illustration and typography in our materials should always be on brand, and where applicable the data should be prominent and communicated simply and effectively. The Uinsure brand will come through in the typeface, the bold colour palette and assurity of the layout and the tone of voice of any written content.

*For more in depth guidance on print documents, please see the Migration Print Guidelines.

A quick recap of things to remember when reproducing the Uinsure brand.

**Don't** change the Uinsure logo

**Don't** overuse our secondary colour palette or gradients

**Do** only use Mid Turquoise for CTA's.

**Do** only use our approved icons
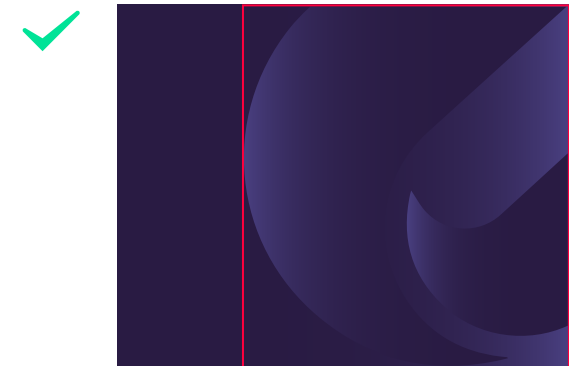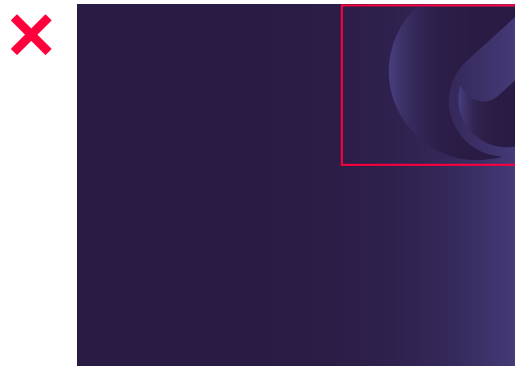
**Do** make sure there is always a good level of contrast between colours

**Don't** overlay the U motif on any background using a different colour or high contrast

**Do** make sure the U motif is sized against the entire width and length of the background you are using it within, it should not be smaller than this

**Don't** alter the tracking and kerning of the Proxima Nova fonts

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## 3T

For all internal communications we have created our own internal brand, 3T.

3T is much more playful than our external facing brand.

This is where we get to capture the heart of who we are, the culture that we have created and the people that build our community.

The colour constrains on pages 6-9 do not apply here! Utilise colour, gradients and push the boundaries of our illustrations to create fun, playful and inspiring branding.

Internal staff email
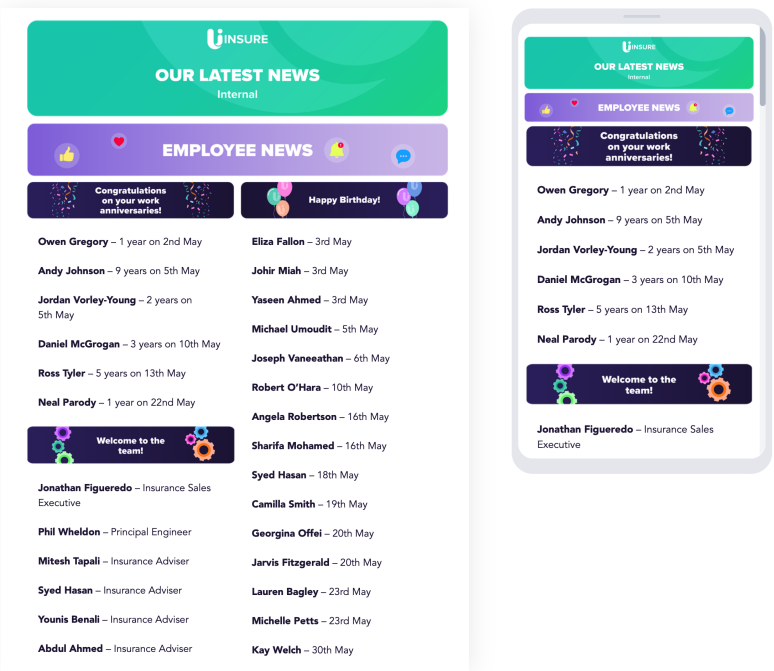


Our Vision Poster

Values Cards

## ANIMATION

Animation is huge for engaging audiences, it captivates us across all types of screens. When creating animation we always want to aim for an animation that produces a genuine wow factor and adds credibility to our brand.

When adopting animation of any kind into a marketing campaign, it is important that it aligns with our core brand values and guidelines.

**Logo**
Use the logo precisely as the brand guidelines show - appropriate size, correct alignment, and clear space surrounding the logo. This helps cement recognition and visibility.

**Use of Colour**
Adhere to the colour palette that defines the Uinsure brand.

**Fonts**
Use the correct fonts, sizes, and styles laid out in these guidelines for all text elements.

**Brand Assets**
Any icons, graphics, and illustrations must align with our brand's visual style and ethos. Keep shapes, textures, and other design details cohesive.

**Animation Style**
Uinsure is an exciting and modern brand, make sure to capture this feeling through the animation style. We prefer fast and dynamic animations.

## VIDEOGRAPHY

All guidelines for animation apply to videography as well.

When producing any videography, quality is top priority. Make sure to capture footage at a video resolution of 1080 (1920 x 1080 pixels) minimum.

**AS THE ONLINE WORLD GROWS, THE UINSURE BRAND GROWS WITH IT. FROM EMAIL TO WEB, OUR BRAND SHOULD BE AS CONSISTENT AND CONSIDERED ONLINE AS IT IS EVERYWHERE ELSE.**

Emails are vital, we send many different variants of emails across the Uinsure brand - these also include dual branded and white labelled emails.

Clean, modern designs with punchy compelling content are the order of the day here...

We create all emails with the same spacing, outlined in the next page.  Stick to these and we"ll see an excellent level of consistency across all our digital communications.

08:45

**Your Personalised Quote**

Price comparison websites compare different policies against each other. We're different because our panel of leading insurers compete to offer you the lowest price on the same policy, making it easy to see which one offers the best value.

**Our cheapest Defaqto 5 star policy for you:**
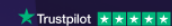
Total annual premium
**£172.34**

Total monthly premium
**£14.36**

Your address
**BN1 3HJ**

**REVIEW AND BUY**

★ Trustpilot ★★★★★
defaqto ★★★★★

What you need to do next

## EMAIL OVERVIEW

We design mobile first, the template is then passed to our developer who creates a responsive desktop template. So we only ever need to design a mobile template for each email.

Emails are created in Figma, every email template should be created with automatic spacing constraints applied.

**UINSURE**

★★★★★
★ Trustpilot

**{{CompanyName}} recommends us for {{PolicyType}} and we're here to help with your cover.**

Hi {{Applicant1.FirstName}},

RE: {{RiskAddress.AddressLine1}}

We're {{CompanyName}}'s recommended {{PolicyType}} provider and the team there have let us know you're arranging a new mortgage.

The majority of customers arranging a new mortgage also take this time to review their current policy as it may be expiring.

Please call us on {{LeadTypeTelephoneNumber}} to discuss your policy.

**RETRIEVE QUOTE**

### Your Personalised Quote

Price comparison websites compare different policies against each other. We're different because our panel of leading insurers compete to offer you the lowest price on the same policy, making it easy to see which one offers the best value.

**Our cheapest Defaqto 5 star policy for you:**

Total annual premium
**£172.34**

Total monthly premium
**£14.36**

Your address
**BN1 3HJ**

co vea Insurance

**REVIEW AND BUY**

★ Trustpilot ★★★★★

defaqto ★★★★★

**Uinsure's Cover**

★ **5 Star Defaqto rated cover**
Our policies have been given the highest possible rating by independent experts

**Pay monthly and no cancellation or adjustment fees**
And no hidden fees for the lifetime of your policy.

**£75k contents cover as standard**
Enough to cover the majority of UK properties.

"

Five star service at a reasonable price for my home cover. Would definitely recommend.

**Beverley Yeadon, Uinsure Policyholder**

★ Trustpilot ★★★★★

**READ OUR TRUSTPILOT REVIEWS**

### Get to know Uinsure

**Over 500,000 homes protected**
We've got tonnes of know-how when it comes to insurance

**The latest insurance technology**
So you can arrange your cover in as little as 60 seconds

**Top notch service**
We hate bad customer care just as much as you do and have 24/7 emergency support

**Have a question?**

Our expert team is here for you.

Call us on
**0161 871 7929**

## MARGINS & COLUMNS WITHIN AUTOMATIC SPACING

Mobile email size is 375px wide.

Horizontal padding should be 20px wide (blue lines, fig 1).

Vertical gap between items should be 25px wide (pink lines, fig 2).

Vertical spacing at the top and bottom of the email template - above the logo and below the footer - should be 27px wide (blue lines, fig 3).
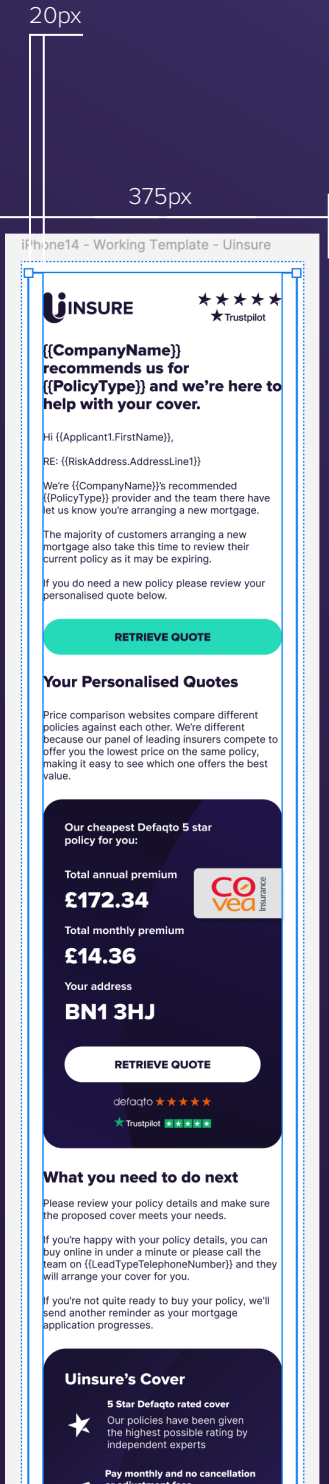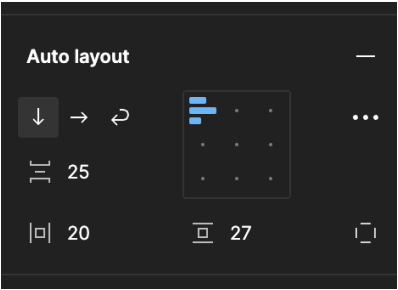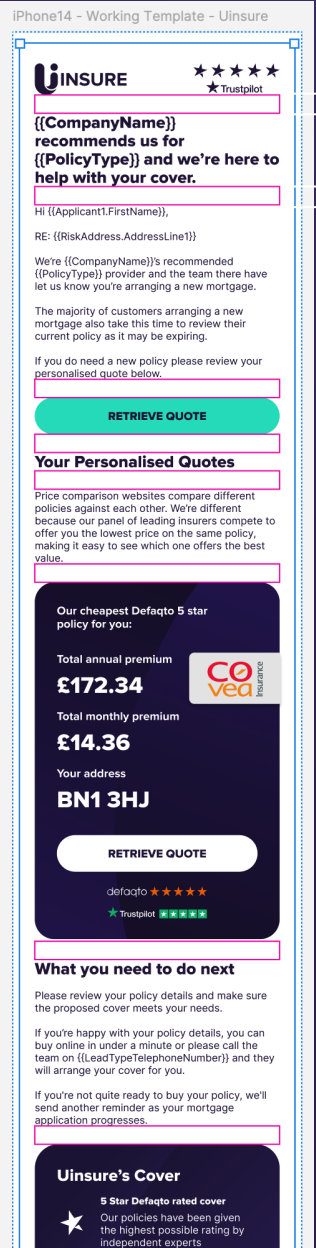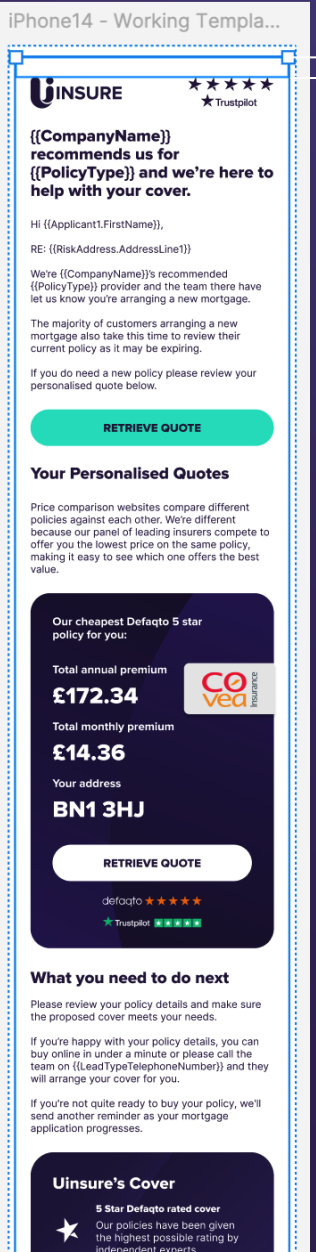


Figure 1

Figure 2

Figure 3

## MARGINS & COLUMNS WITHIN AUTOMATIC SPACING

Boxed modules should be 325px wide.

The curveture of the corners should never exceed 25.

Horizontal padding should be 30px wide (blue lines, fig 1).

Vertical gap between items should be **no less** than 15px and **no more** than 30px wide (pink lines, fig 2).

Vertical spacing at the top and bottom of the boxed module should be 30px wide (blue lines, fig 3).
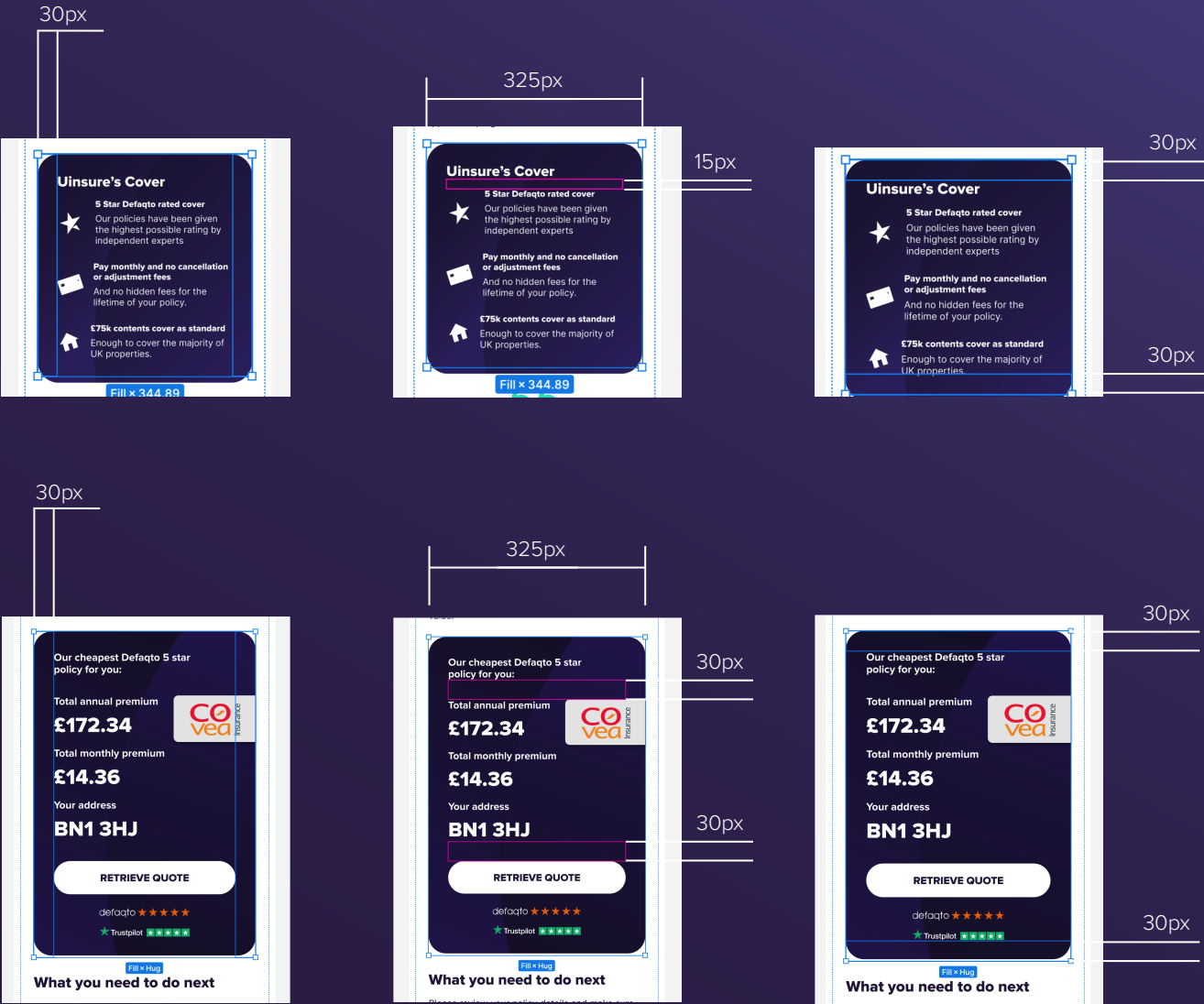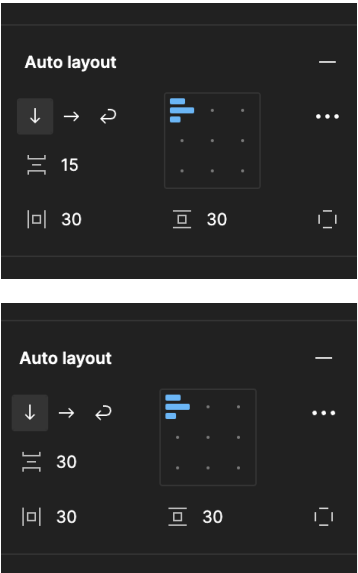


Figure 1

Figure 2

Figure 3

## TEXT SIZING & HEADERS

The Logo Header should always contain the Uinsure logo, this should always be positioned in the top left hand corner. You may add the Trustpilot logo or Defaqto logo in the top right hand corner depending on the email template you are designing.

**Title Header**
White Background #FFFFF
Dark Purple text #1F1131
Proxima Nova Black 23pt - 24pt leading

**Intro Panel**
White Background #FFFFF
Dark Purple text #1F1131
Proxima Nova Light 14pt - 15pt leading
Use {{braces}} to denote variable text

**CTA**
For our CTA buttons these can be created using the following colours only:

Mid Turquoise #1ADEC5 with Dark Purple text #2C1845.

Using White #FFFFF with Dark Purple text #2C1845.

or using Dark Purple #2C1845 with White #FFFFF text.

Use capitalised Proxima Nova Extra Bold 16pt - 17pt leading.

These colour ways and text will always ensure accessability standards are met.

The button width should always align with the horizontal padding of each section - as seen in the previous two pages.

**UINSURE** ★★★★★ ★ Trustpilot

**{{CompanyName}} recommends us for {{PolicyType}} and we're here to help with your cover.**

Hi {{Applicant1.FirstName}},

RE: {{RiskAddress.AddressLine1}}

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Please call us on {{LeadTypeTelephoneNumber}} to discuss your policy.

**RETRIEVE QUOTE**

### Your Personalised Quote

Price comparison websites compare different policies against each other. We're different because our panel of leading insurers compete to offer you the lowest price on the same policy, making it easy to see which one offers the best value.

Our cheapest Defaqto 5 star policy for you:

Total annual premium

Logo Header

Title Header

Intro Panel

CTA

Boxed Container

## SIGN OFF BOX

**Background Colour**
Dark Purple #1F1131

**Title Header**
White text #FFFFF
Proxima Nova Black 23pt - 24pt leading

**Body copy**
White text #FFFFF
Proxima Nova Light 12pt - 13pt leading

**CTA**
Mid Turquoise text #1ADEC5
Proxima Nova Extra Bold 14pt - 15pt leading

**Uinsure signoff**
Dark Purple text #1F1131
Proxima Nova Light 14pt - 15pt leading
Proxima Nova Extra Bold 14pt - 15pt leading



**Get to know Uinsure**

**Over 500,000 homes protected**
We've got tonnes of know-how when it comes to insurance

**The latest insurance technology**
So you can arrange your cover in as little as 60 seconds

**Top notch service**
We hate bad customer care just as much as you do and have 24/7 emergency support

**Have a question?**
Our expert team is here for you.

Call us on
**0161 871 7929**

Thank you
**The Uinsure Team**

Sign off box

Uinsure sign off

UINSURE

Uinsure Limited is Authorised and Regulated by the Financial Conduct Authority No. 463689 Registered in England Wales No. 0604687

You're receiving this email because you subscribed to receive marketing communication from Uinsure. If you no longer wish to receive emails from us please Unsubscribe

## DUAL BRANDED EMAILS

When Uinsure partners with a brand, we must create multiple emails that are dual branded.

When designing these templates make sure to stick to the guidance written on pages 17 - 21. This all still applies.

The only design changes will be the colour palette and logo.

All font should be black #00000 or white #FFFFF.

The dual branded logo (guidance on page 4) should be positioned in the top left hand corner sitting within the horizontal padding.

We have created the Uinsure email templates to use no more than two colours, this makes it easier to carry the same template across multiple brands and colour systems. Try to use only two **primary** colours from the brand you are working with. This can also incude gradients if listed within the partner brands guidelines.

**Designers**
Always make sure to check accessability when creating these emails. You can use a Figma Plugin called Contrast (pictured to the right) to check this.

Sometimes we do not recieve brand guidelines for partner brands, in this case use their logo colours and website as a design reference.

Where we can, ask the partner brand for their own personalised icons and use these.

## SAVING PARTNER BRAND UI PALETTES

When an email design has been created you must save all elements of the UI within Figma, so that we can maintain consistency across all digital platforms that will use the dual branded UI palette. Example of Yorkshire Building Society shown below.
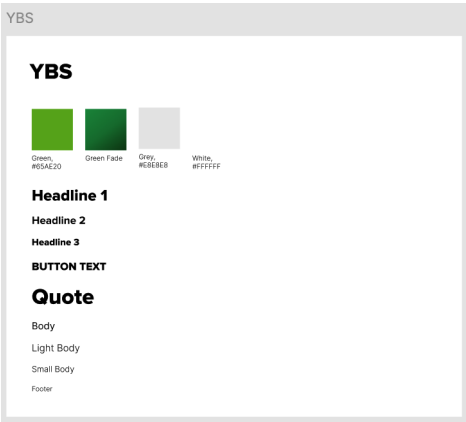




Each Figma frame must be named accurately, with each colour code and text style added to a folder named after the partner brand you are designing for. This should be added under 'Local styles' within the design toolbar in Figma.

You will only need to create a separate brand named folder under text styles if we have specifically been asked to use that partner brands own fonts. Otherwise stick to Uinsure's style Proxima Nova.
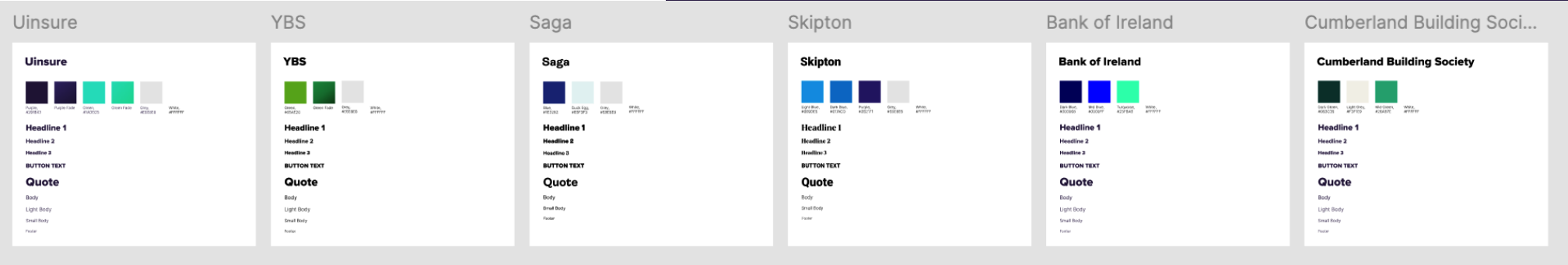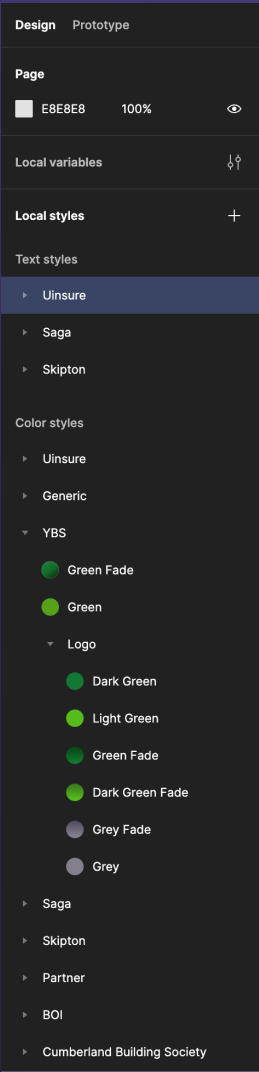
## OUR SOCIAL MEDIA IS WHERE ALL THE CREATIVITY HAPPENS

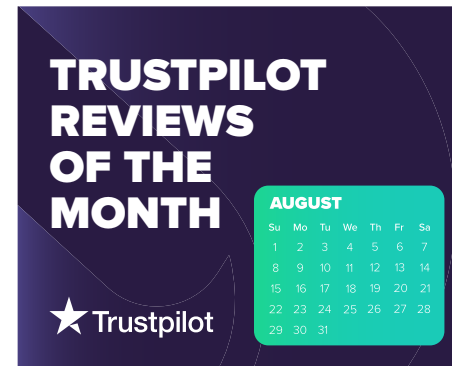We are a disruptor in the insurance space - our imagery and social media approach should reflect this. We are confident, bold and exciting, captivating the attention of both new and exisiting customers.

## SOME SIMPLE RULES...

Here are some key design rules to abide by:

- Use only Proxima Nova fonts
- Use only colours from the Uinsure colour palette
- Have fun and experiment, we want our imagery to stand out and customers to be drawn in
- The CTA must always be clearly defined and legible
- All social tiles must be sized at 1180px in width and 945px in height



FINALIST
Technology
Innovation of the year

Insurance Times
tech & innovation awards 2023



TRUSTPILOT REVIEWS OF THE MONTH

★ Trustpilot

AUGUST

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  | 7 |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

★★★★★

Jordan was fantastic! Went though all of the different strands to the insurance policy... carefully explaining the features and cost implications. As a first time buyer, I feel reassured by the information provided.

Cracky

★★★★★

Dominic was great, as was the process to arrange the house and contents insurance for my new home.

Richard

★★★★★

Call was simple, and easy. Never been this easy to take out cover. Everything was explained to me in detail.

Belal

**Designers**
Please make sure all your work is saved in Sharepoint with the following file naming system -
YYYY_MM_DD_FILENAME_VERSION NUMBER_INITIALS
i.e 2024_08_20_BRAND_GUIDELINES_V5_EF

You must make sure both your Adobe working files and exported files are saved under this naming system within their respective project folder.


For any questions please email eliza.fallon@uinsure.co.uk