



Brand visual guide

Welcome

We're happy you're here



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Defining our brand

Introduction



Who are we?

We are modern,
bold, robust,
dynamic, and agile,
and we believe
today is tomorrow!

Our mission

To enable insurance distribution to every mile possible with the help of technology.

Our vision

To build a seamless, intuitive & cognitive experience for any person trying to sell, purchase or consume insurance.

Brand values

Speed

Speed is not about the movement to us but also boosts our daily transition to be better solution makers.

Always available

We are switched on 24/7 because we believe our customers and accessibility are inseparable concepts.

Present is future

As the present contributes to the future, the present is all we have to create anything we want to make this world a better place.

Bold

We don't shy away from taking less travelled roads until we believe in what we are doing.

Trust

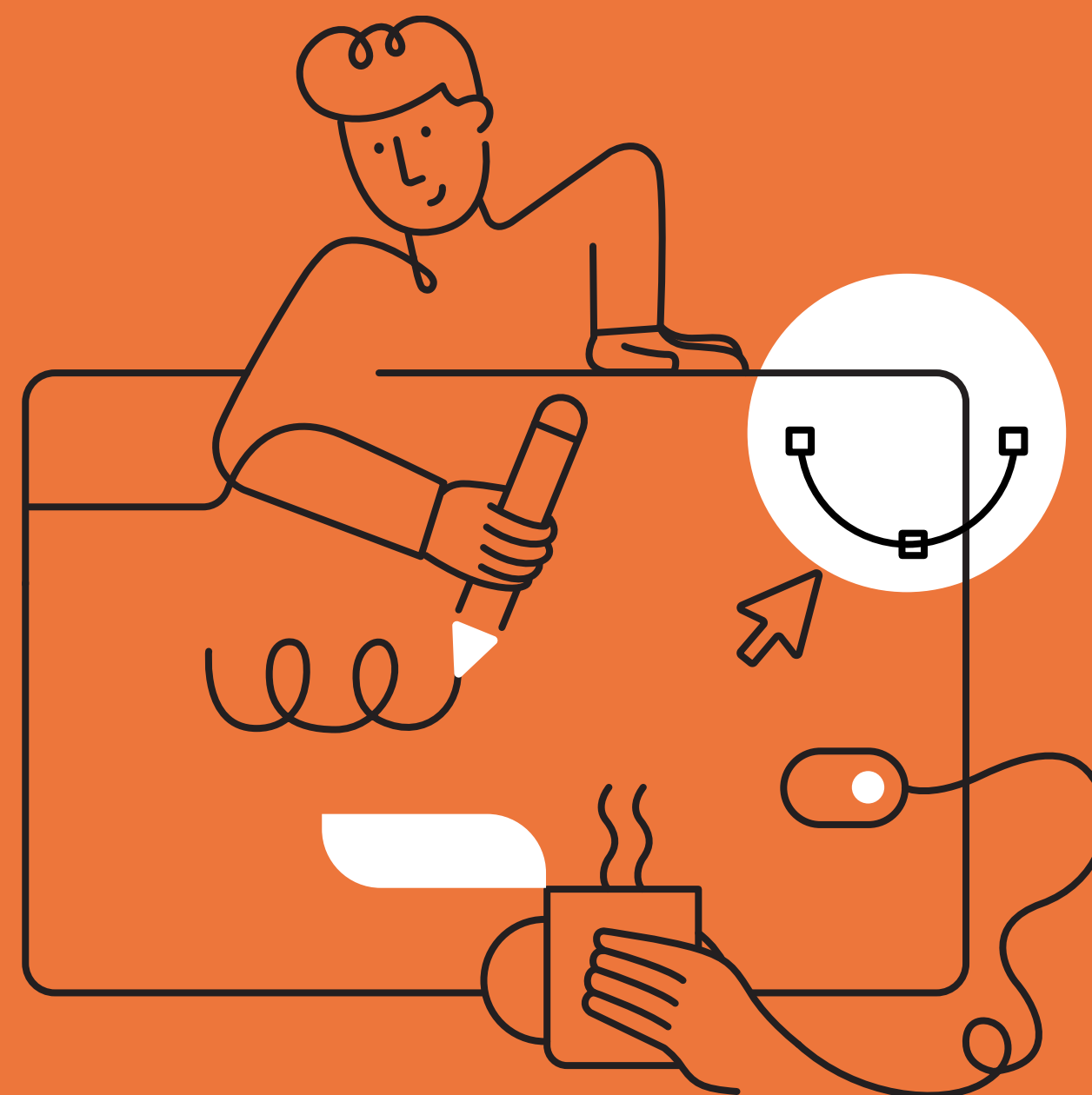
Seeking larger goals than one can imagine is not an individual's job. We surely are one unit but made up of many small units. Trust is our strength to drive towards any goal.

Bonding

We can be featured in the next advertisement of Fevicol :D because we know we are one unit, and it cannot be complete without the contribution of each other.

Logo construction

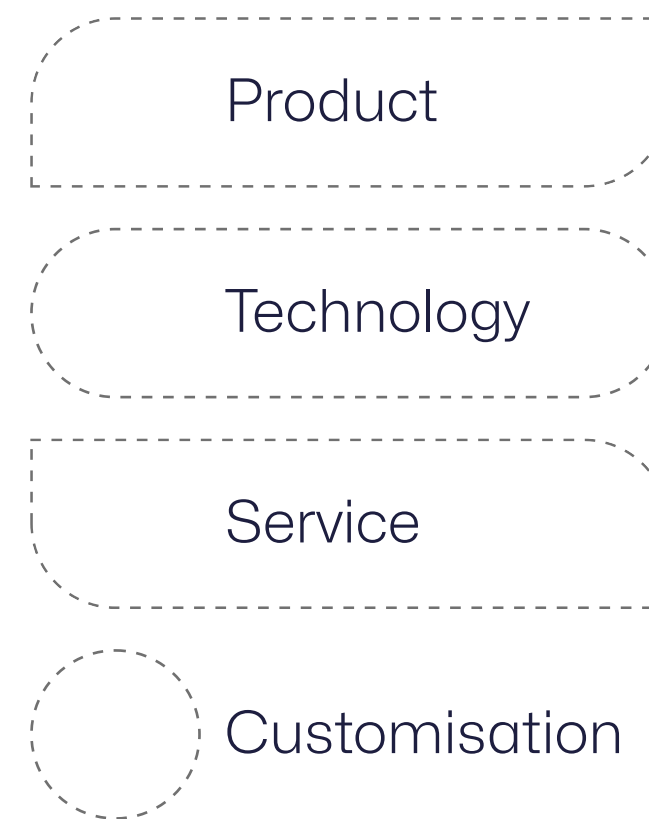
Make it pixel perfect



Logo construction

Logo inspiration

Inspired by the three core verticals of our business & the endless customisation possibilities, we have formulated a design composition which aligns with our first alphabet, 'z'. The three rectangular forms represent our three segments of business offerings, along with two hinges displaying our capabilities to align to any customer need and offer a personally designed solution.

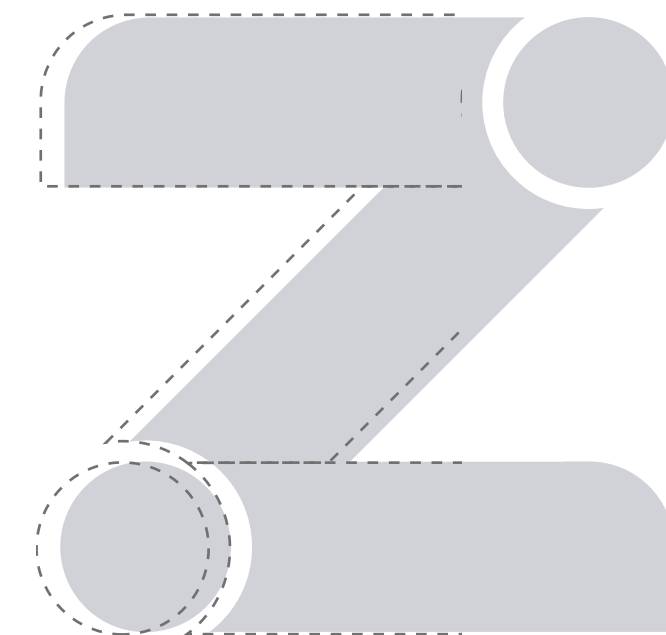


Product

We come with a strong insurance understanding and design solutions that are intuitive, cognitive and unique to our industries.

Technology

We are a technology-first company & build robust and innovative technology solutions to make the insurance purchase & sales experience seamless.



Service

The customer experience, from awareness to claim, is a well-designed experience by our team to ensure product journey and expertise do not end with a sale or purchase.

Customisation

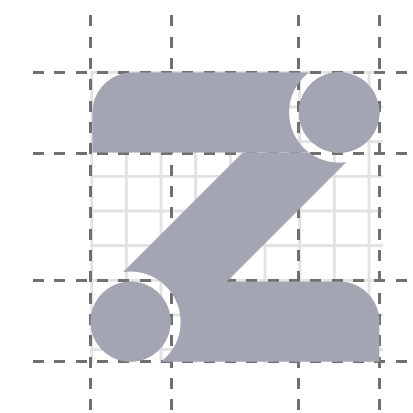
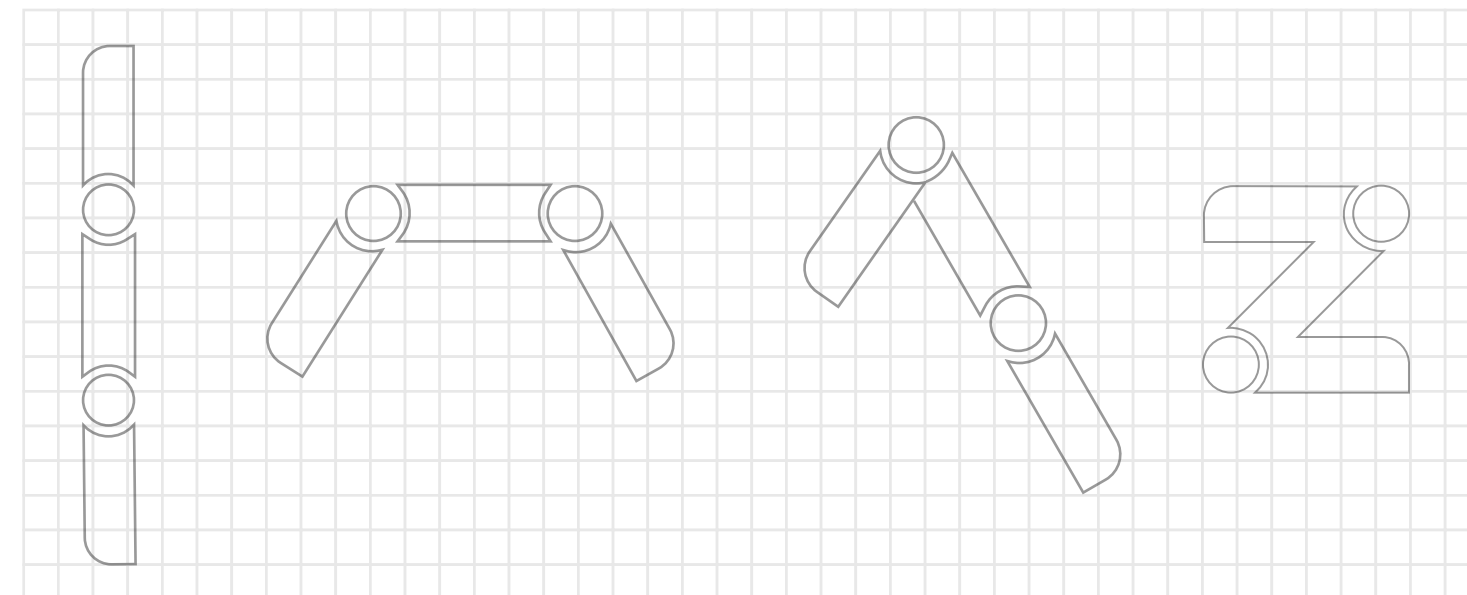
We can go any mile to understand your business and customise our solutions per your vision, users, and consumers' needs. We operate on the core philosophy of designing an effective solution that is right for you.

Logo construction

Logo formation

Dynamism, movement, and reformation all define our construction approach.

The only thing constant about our method is the core formation elements, and we have designed our logo basis liquid identity design.



Logo variations

Logo formats

We represent ourselves in two formats; our key emblem is on the side of our name and the top centre of our character. We prefer to use the first option and only opt for the 2nd one in scenarios where we are not left with any choice due to spacing limitations & readability issues.



Logo variations

Usage on backgrounds

We can use our logo on top of texture, gradients and images in its original colour palette only when it has complete visibility. Else, we opt for white or black variation basis the background colour.



Logo variations

Usage on backgrounds

We want us to stand out every time we present ourselves. Our logo clarity, visibility and presence should not get impacted with the nature of the background.



Colour guide

Shades of brand



Colour palette

Colours

Our primary tones are powered by blue, which reflects stability, professionalism, and composure, but we also have a fun & experimental side to us, which is brought in by high-energy neon orange & yellow!

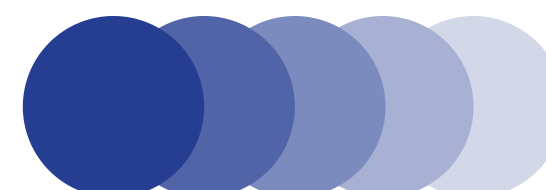
Primary colours



Cyan



Orange



Blue

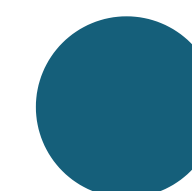


Dark Blue

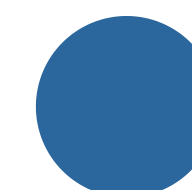
Secondary colours



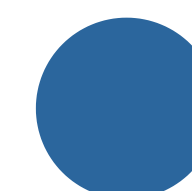
Almond



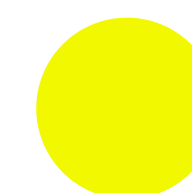
Blue Sapphire



Maximum Blue



Accent colours

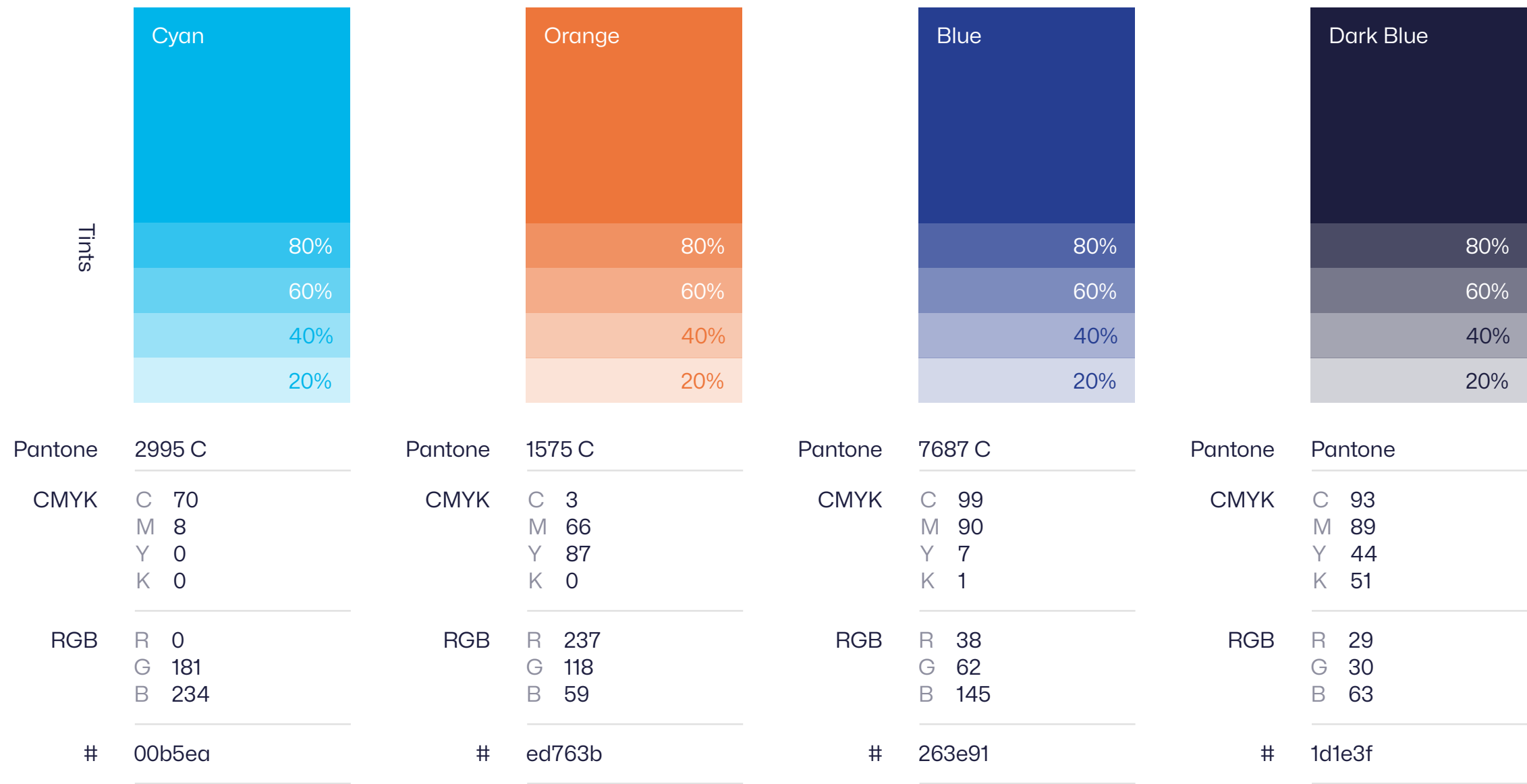


Lemon

Colour palette

Primary colour palette

Orange accentuates and brings the element of excitement to our stable tones of blue.



Colour palette

Secondary and accent colour palette

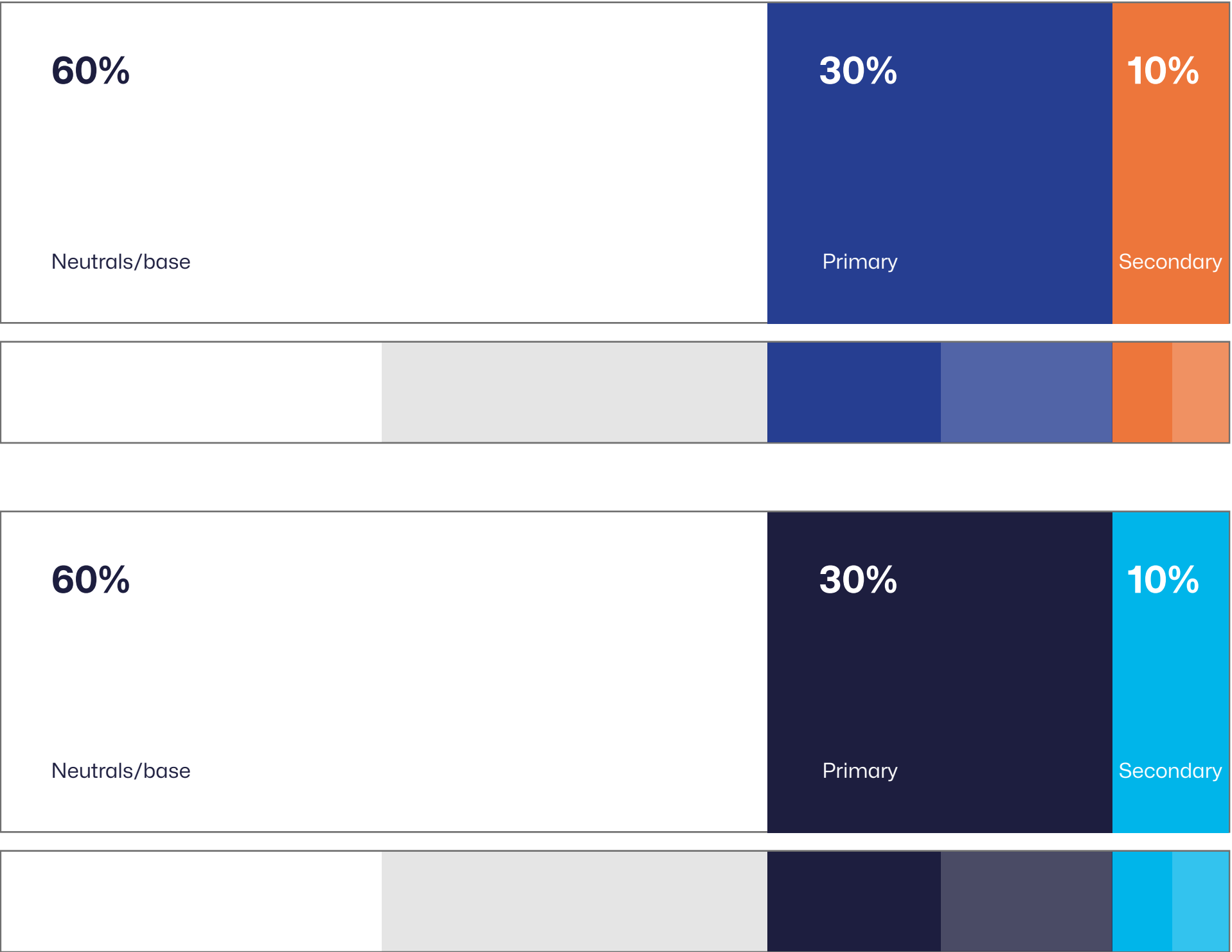
Secondary tones widen our experiment horizon by moving towards the shades of indigo, turquoise or an extreme opposite of galaxy neon tones.

	Almond		Blue Sapphire		Maximum Blue		Lemon
Pantone	7499 C	Pantone	3025 C	Pantone	315 C	Pantone	803 C
CMYK	C 0 M 5 Y 20 K 0	CMYK	C 91 M 56 Y 36 K 14	CMYK	C 88 M 60 Y 15 K 1	CMYK	C 118 M 0 Y 96 K 0
RGB	R 255 G 239 B 206	RGB	R 21 G 95 B 122	RGB	R 43 G 102 B 157	RGB	R 242 G 248 B 0
#	ffefce	#	155f7a	#	2b669d	#	f2f800

Colour palette

Colour proportions

We focus on clarity and stability as primary values we need to reflect. It is also evidently visible in our palette proportions. We add a hint of pop here and there to add an element of surprise where others least expect it to be.



Typography

Line at play



Font style

Mona Sans

A strong and versatile typeface
inspired by industrial-era grotesques.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#%&~\$()[]
0123456789 å!*'""@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#%&~\$()[]
0123456789 å!*'""@

An organization’s taste is defined by the process and style in which they make design decisions. *What features belong in our product? Which prototype feels better? Do we need more iterations, or is this good enough?* Are these questions answered by tools? By a process? By a person?

An organization's taste is defined by the process and style in which they make design decisions. *What features belong in our product? Which prototype feels better? Do we need more iterations, or is this good enough?* Are these questions answered by tools? By a process? By a person? Those answers are the essence of taste. **In other words, an organization's taste is the way the organization makes design decisions.**

If the decisions are bold, opinionated, and cohesive – we tend to say the organization has taste. But if any of these are missing, we tend to label the entire organization as lacking taste.

This is one of the biggest challenges a design leader faces. How do you ensure your team is capable of making bold, opinionated, and cohesive decisions together? It was certainly challenging me. With new employees came different tastes – often clashing against each other, resulting in unproductive debate and unclear results.

Font style

Mona Sans

As you might have spotted in their font-face declarations, their weight ranges from 200 to 900, and their width (font-stretch) ranges from 75% to 125%. You can use any combination of these two values, for example, creating thin and narrow text

If a squirrel tells you to ship it, you must ship it.

Weight: 200; Width: 75

Fast, flexible, open source and free.

Weight: 500; Width: 75

The next big thing is a lot of small things.

Weight: 900; Width: 75

Demos, not memos.

Weight: 200; Width: 75

Where the world builds software.

Weight: 500; Width: 125

One font file, infinite possibilities.

Weight: 900; Width: 125

Font style

Strong design philosophy

The mood board projects our brand identity perfectly i.e bold, robust, dynamic and modern. Our design approach is playful and fearless. Much like the brand, our designs make a statement and stay with you long after you have consumed them.



Thank you!

We hope by now you know us better.

