

The Zywave Brand System

Use this guide for navigating
the Zywave brand.

This is a living document that provides guidelines for the creative expression of our brand.

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MANIFESTO

The path to an insurance revolution starts with the uncompromising belief that there's a better way.

A better way to automate and configure workflows, to distill valuable insights backed by real data, and to provide customers with the exact information they need, precisely when they need it.

This trail is paved by restless rebels and visionary innovators. Those who are leading the way to smarter solutions, superior service, and boundless business growth. Those who are strong and courageous enough to power transformation at every stage of the insurance lifecycle.

These industry innovators remain steadfast and agile in their quest to pursue a better way. And that journey is just beginning.

Join us on this path to the future of insurance.

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APPEARANCE / ATTRIBUTES

Fluid

We keep things moving and growing.
We flex for the future.

Approachable

We want you to feel welcome.
Don't hesitate to ask if you need anything. Really.

Energized

We power the insurtech industry. Feel our energy.
We're ready to ignite – in a good way.

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MESSAGING

Always try to focus your messaging on customers first, then on ourselves. Instead of talking about what we have to offer, reframe the message to outcomes and how the customer benefits. For example:

 "We have..."

 "You get..."

We're proud to now partner with more than 15,000 customers in more than 10 countries across the globe...

You get deep, aggregated knowledge from our partnerships with over 15,000 customers in more than 10 countries...

We completed 4 major acquisitions...expanded product portfolio...strategically grew our Carrier offering...

You get access to an expanded product portfolio...strategically assembled to support Carrier growth...

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VOICE

Brand voice is what we say. The way our brand talks is equally important as the way we look. Our brand voice embodies these characteristics:

Savvy

We've collected the facts and will help you turn knowledge into success.

Innovative

We're up on the latest trends and technology and we will bring the future to you.

Empowering

We will give you the tools and resources you need to accelerate success.

Dynamic

We've got positive energy and provide the spark to keep moving forward.

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TONE

Brand tone is how we say it. Both tone and voice should work together to deliver appropriate messaging based on audience and channel.

PRESS: AP STYLE

Deliver a more professional tone.

We focus on our expertise and innovative market leadership. We don't speak in complicated words or meanings, just honest information.

The Associated Press (AP) style is the go-to for journalism and news writing. You will notice the writing is a bit more formal and has a special set of rules around areas such as abbreviations, capitalization, numbers, name usage, time and punctuation.

SOCIAL MEDIA

We talk a more casual game.

We still want to exude that we are a smart company that understands and can relate to our audience. Our voice on social is friendly and engaging.

We encourage the use of relevant hashtags on Zywave social media. Recommended hashtags include: #insuringgrowth, #insurtech, #insurance, #lifeatzywave

MARKETING

We deliver concise, clear and helpful content. Our words provide the knowledge our clients seek, without being overcomplicated.

SALES

We listen before we speak. We don't "sell," but offer valuable business advice. We are confident, knowledgeable consultants who speak the language of our customer's business.

CUSTOMER SUPPORT & SERVICE

We are friendly, empathetic, and helpful. We communicate clearly, and efficiently offer solutions.

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KEY MESSAGES

TAGLINE

It's part of our logo and may be used sparingly in copy.

Insuring Growth

VISION

This is why we exist. It's inspirational, aspirational and describes our greater sense of purpose.

To revolutionize the insurance market through digital transformation.

MISSION

This is what we set out to do every day.

Use this when describing our company to people in insurance and technology industries.

Zywave leads the insurtech industry by fueling business growth for our customers with end-to-end, cloud-based sales management, client delivery, content and analytics solutions.

Zywave powers digital transformation at every stage in the insurance lifecycle.

CORPORATE BOILERPLATE

Use this if you're talking to the press, a lawyer, or need an "official" description, such as for an event or association listing.

Zywave leads the insurtech industry, fueling business growth for its partners with cloud-based sales management, client delivery, content and analytics solutions. Zywave's all-in-one platform provides customizable, user-friendly options that enable insurance professionals to build a unique solution to fit their specific growth goals. More than 15,000 carriers, agencies and brokerages worldwide—including all of the top 100 U.S. insurance brokerages—use Zywave solutions to enhance client services, achieve business growth and promote greater health, wellness, risk management and safety. Additional information can be found at zywave.com.

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OUR PURPOSE

What do we do?

WE LEAD

the insurtech industry by fueling business growth for our customers with end-to-end, cloud-based sales management, client delivery, content and analytics solutions.

WE CHALLENGE

the status quo with innovation and new ways of thinking to power digital transformation at every stage in the insurance lifecycle.

WE SERVE

as a trusted business consultant, guiding customers through the process of building their tech stack to optimize revenue operations.

WE OFFER

world-class support and expertise to ensure customers enjoy the greatest ROI.

OUR PURPOSE

How do we do it?

The Zy Way

The Zy Way is our path to unprecedented growth, innovation, and transformation. It is our commitment to investing in our culture and our customers. It is about getting both partners and employees where they need and want to be.

✔ WHAT IT IS

- **Our internal rally cry; the basis of how we think and act as a company.**
- A path for employees to pursue personal excellence.
- A path for carriers to accelerate their digital distribution.
- A path for agencies to optimize revenue operations.
- A path for the next generation of brokers to thrive in the evolving marketplace.

✘ WHAT IT ISN'T

A campaign or a tagline. Our tagline and hashtag remain – Insuring Growth (#InsuringGrowth). The Zy Way will serve as the motivation and inspiration behind many designs, campaigns, and materials, but the phrase should not be used in public-facing language or content.

HOW WE ARE EXECUTING EXTERNALLY:

From an **external** perspective, we want to transform the insurance market and help our customers and prospects rethink how insurance agents and carriers deliver their services digitally. We are redefining the way the industry views traditional Agency Management Systems and driving the importance of customer service and front-office operations. This is the secret to how we are transforming the delivery of insurance and the new way we are thinking about insurance distribution is the Zy Way.

HOW WE ARE EXECUTING INTERNALLY:

From an **internal** perspective, it's our social contract. Essentially, a new definition of how we want to think and act as a company. Zywave is committing to you that we want to be different. We don't want to be just an average employer. We want to offer you, as a Zywaver, strategies to reach your potential, both professionally and personally. We want to create a culture of development and transformation where you can continue to grow; allowing you to be more successful at Zywave or wherever your career may take you. The Zy Way should lead to both personal and professional fulfillment.

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CORE VALUES

How do we behave? We embody our core values:

Grow

We are curious, continually learning, and gritty in the pursuit of personal excellence. We take ownership for our work and words.

Belong

We act as a unified team, inclusive of diverse people and ideas. We communicate candidly and compassionately.

Transform

We are agile and think boldly with the intent to disrupt status quo. We are passionate about guiding our customers through digital transformation.

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- Chevron
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- Product/UI Illustrations
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- Iconography

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VISUAL IDENTITY

When we use our logo and creative expression, including fonts, graphics and imagery properly and consistently, we create a brand that is powerful and memorable.

OUR VISUAL IDENTITY SYSTEM IS DEFINED BY:

- Shades of blues that indicate sophistication and trust
- Simple language displayed with a smooth and rhythmic headline font
- Bold, fluid shapes in a minimal, youthful style
- Energetic splashes of gradient color
- A pop of an electric, growth green to capture excitement and the unexpected

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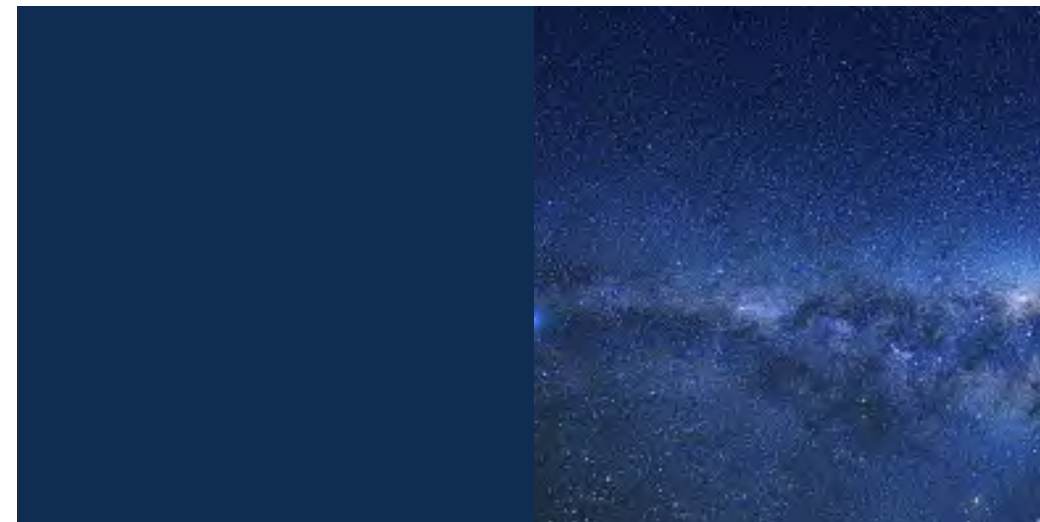
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PRIMARY COLOR PALETTE

The primary color palette should be used first and most frequently throughout the visual system. 'To the Moon Blue' should predominantly be used for backgrounds while 'Growth Green' and 'High Tide Blue' should be used as graphic accents. White text should be used on dark backgrounds.



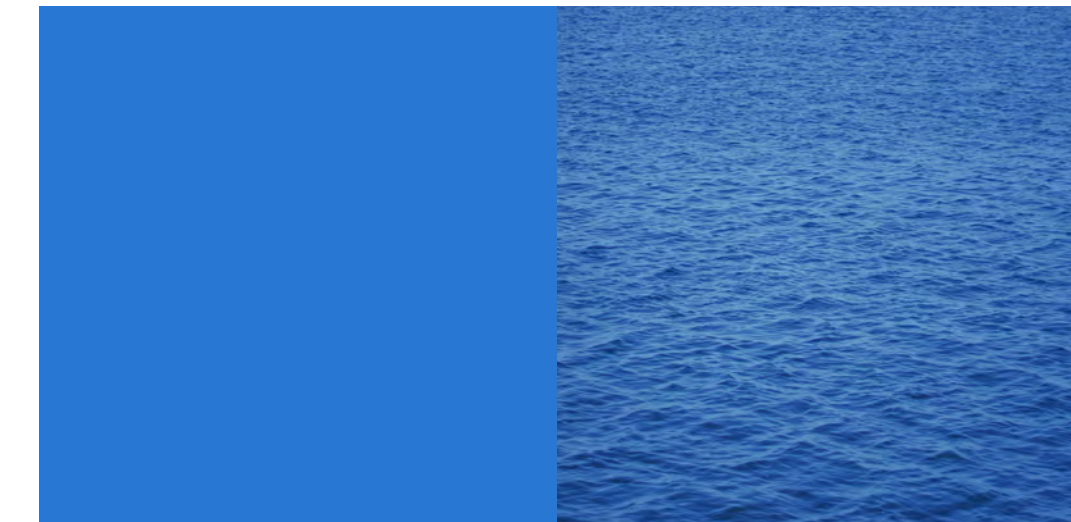
TO-THE-MOON BLUE

PMS 295 C
CMYK 100 84 36 39
RGB 15 45 82
HEX 0F2D52



GROWTH GREEN

PMS 360 C
CMYK 67 3 100 0
RGB 95 181 59
HEX 5FB53B



HIGH TIDE BLUE

PMS 2386 C
CMYK 80 52 0 0
RGB 39 119 211
HEX 2777D3

SECONDARY COLOR PALETTE

Secondary palette should never take up more than ~20% of a design. Therefore, the solid Cloud colors should not be used as the background of a layout.



DEEP SEA NAVY

PMS 296 C
CMYK 91 76 55 68
RGB 5 28 44
HEX 051C2C



GRAY SCALE (<60%)

CMYK 0 0 0 60



SALES CLOUD GOLD

CMYK 0 48 88 0
RGB 247 153 29
HEX F7991D



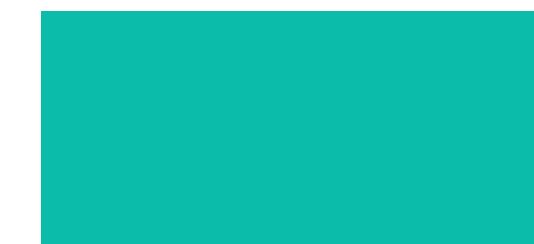
CLIENT CLOUD ORANGE

CMYK 0 78 71 0
RGB 255 94 73
HEX FF5E49



CONTENT CLOUD PURPLE

CMYK 58 66 0 0
RGB 151 99 255
HEX 9763FF



ANALYTICS CLOUD TEAL

CMYK 73 0 42 0
RGB 12 188 171
HEX 0CBCAB

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GRADIENTS

#17487D

#122F52



#122F52

#215FA9

BLUE GRADIENT

This is our primary gradient – mostly used for backgrounds.

The gradients to the right are **accent gradients**. These should be used sparingly across the brand.

For example, the Sales Cloud gradient may be used predominantly for a Sales Cloud campaign, but may be used in less than ~20 percent of a general brand campaign.



#5FB53B

#2777D3

BRAND
Growth Green – High Tide Blue



#FFD700

#F7991D

SALES CLOUD
Yellow – Sales Cloud Gold



#F7991D

#FF5E49

CLIENT CLOUD
Sales Cloud Gold – Client Cloud Orange



#FF5E49

#9763FF

CONTENT CLOUD
Client Cloud Orange – Client Cloud Purple



#5FB53B

#0CBCAB

ANALYTICS CLOUD
Growth Green – Analytics Cloud Teal

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PREFERRED FONTS

Our preferred fonts are Bree and Segoe UI. Bree is an Adobe Font and Segoe is a Microsoft font. If you do not have access to these fonts, please use the alternate fonts on page 15.

HEADLINES (H1)

Spirited and rhythmic letterforms, Bree Bold is the preferred font for headlines.

[Adobe Font](#)

**Bree Bold is used for headlines.
It's approachable, friendly and
unique to Zywave.**

SUBHEADLINES (H2 & H3)

Segoe UI Regular is used for subheadlines.

Segoe UI Regular is used for subheadlines and can be written in sentence case or Title Case.

SEGOE UI REGULAR, ALL CAPS IS AN ALTERNATIVE FOR SHORT HEADLINES OR DESCRIPTOR TEXT.

PARAGRAPH

Segoe UI is used for all body copy and aligns with in-product design strategy, connecting the brand experience to the in-product user experience.

Segoe UI regular sentence case should be used for body paragraphs. Sparingly, you may **bold words** that need emphasis.

In-text [hyperlinks](#) should be underlined and set in Zywave High Tide Blue to differentiate the text and indicate that it is clickable.

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ALTERNATE FONTS

When preferred fonts are not available please use these fonts.

HEADLINES (H1)

Tahoma Bold is the alternate font for **Microsoft** Power-Point, emails or any other application where Bree is not available.

Tahoma Bold is the Microsoft alternative to Bree.

HEADLINES (H1)

Assistant is a **Google Font** that may be substituted if Bree is unable to be used in a web-based application.

Assistant is the Google Fonts alternative to Bree.

SUBHEADLINES (H2)

Tahoma Regular is the alternate font for subheadlines when Segoe UI is not available.

Tahoma Regular is used for subheadlines and can be written in sentence case or Title Case.

TAHOMA REGULAR, ALL CAPS SHOULD BE USED FOR SHORT HEADLINES OR DESCRIPTOR TEXT.

PARAGRAPH

Tahoma Regular is the alternate font for paragraph or body copy when Segoe UI is not available.

Tahoma regular sentence case should be used for body paragraphs. You may **bold words** that need emphasis.

In-text [hyperlinks](#) should be underlined and set in Zywave High Tide Blue to differentiate the text and indicate that it is clickable.

TYPOGRAPHY

TEXT COLOR

- ✓ **Use to-the-moon blue text on light and white backgrounds.**

It is important to have enough contrast between the text color and the background.

- ✗ This is hard to read. Do not use growth green text on a white background.

- ✓ **Use white text on dark backgrounds.**

You can use a **bright color** to highlight or emphasize text, but use it sparingly.

In-text hyperlinks should be underlined and set in Zywave High Tide Blue to differentiate the text and indicate that it is clickable.

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TYPE SCALE

The scale is based on an 8px system, where the type is largely divisible by 8. This mathematical approach to typography allows for clean relationships between headers, sub-heads, and body copy. When it comes to smaller sizes, the system is a little looser to allow for precise type specifications.

FONT SIZE / LINE SPACING - CLASSIFICATION

48 pt / 52 pt

Zywave leads the insurtech industry with solutions that automate workflows and drive business growth.

32 pt / 38 pt

Zywave leads the insurtech industry with solutions that automate workflows and drive business growth.

24 pt / 32 pt

Zywave leads the insurtech industry with solutions that automate workflows and drive business growth.

20 pt / 24 pt

Zywave leads the insurtech industry with solutions that automate workflows and drive business growth.

16 pt / 20 pt (Header font size minimum – use this size for web only)

Zywave leads the insurtech industry with solutions that automate workflows and drive business growth.

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LOGOS FOR LIGHT BACKGROUNDS



PRIMARY (TWO-COLOR WITH TAGLINE)

Use the logo with tagline anytime we have an opportunity to make a statement about what Zywave stands for.



ALTERNATE (TWO-COLOR, NO TAGLINE)

In small spaces, you may use the logo without the tagline.



ICON (TWO-COLOR)

An impactful abbreviation of our logo, the icon is primarily used on social media profiles and content.



ALTERNATE (ONE-COLOR WITH TAGLINE)



ALTERNATE (ONE-COLOR, NO TAGLINE)



ICON (ONE-COLOR)

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LOGOS FOR DARK BACKGROUNDS



PRIMARY (TWO-COLOR WITH TAGLINE)

Use the logo with tagline anytime we have an opportunity to make a statement about what Zywave stands for.



ALTERNATE (TWO-COLOR, NO TAGLINE)

In small spaces, you may use the logo without the tagline.



ICON (TWO-COLOR)

An impactful abbreviation of our logo, the icon is primarily used on social media profiles and content.



ALTERNATE (ONE-COLOR WITH TAGLINE)



ALTERNATE (ONE-COLOR, NO TAGLINE)



ICON (ONE-COLOR)

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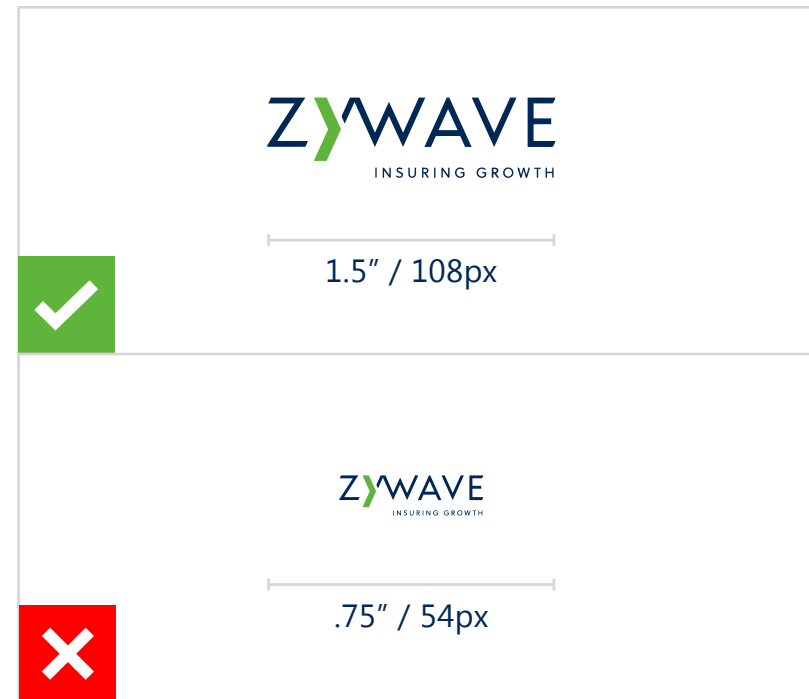
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SIZE & SPACING

These guidelines apply to both the dark and light versions of our logos.



MINIMUM WIDTH

Never scale the logo smaller than 1.5 inches or 108 pixels.



INSURING GROWTH TAGLINE

The tagline is an element of the masterbrand logo. Never substitute a different or modify the shape, size and placement of the tagline text.



CLEAR SPACE

Our logos should always have clear space equivalent to the size of the "Z" around the logomark. Observing clear space guards the logo from other encroaching elements.

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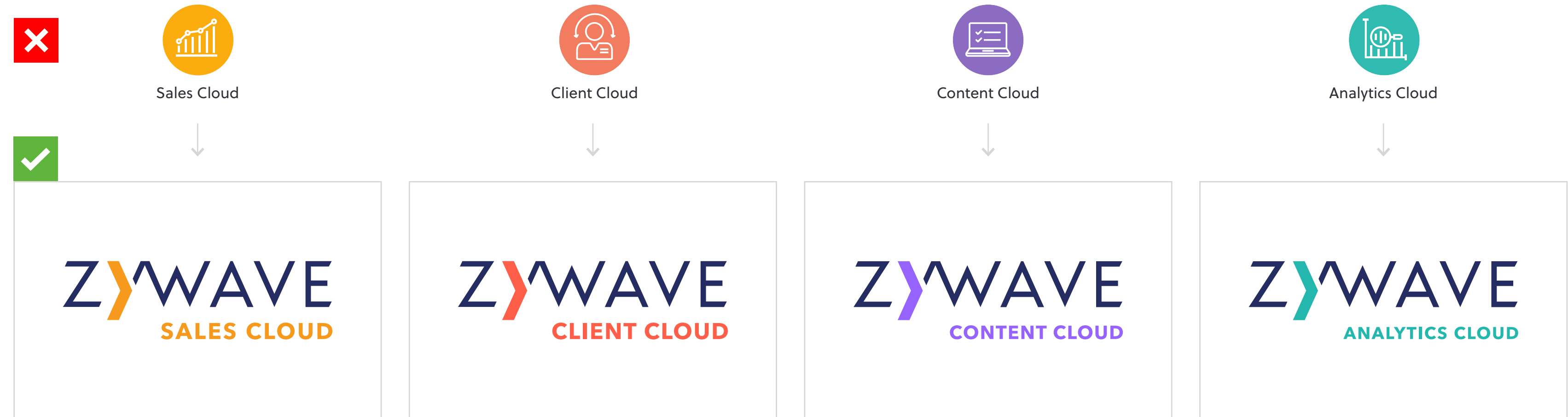
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PRIMARY CLOUD LOGOS

The new Cloud logos are identifiable and ownable by Zywave. Use the primary cloud logos when using two or less logos. These do not need to be used in conjunction with the primary brand logo as the Zywave name and brand is present.



PRIMARY CLOUD LOGOS FOR LIGHT BACKGROUNDS



PRIMARY CLOUD LOGOS FOR DARK BACKGROUNDS

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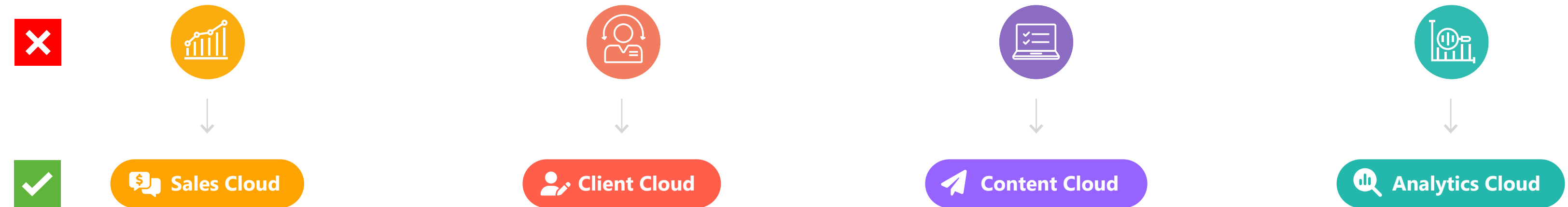
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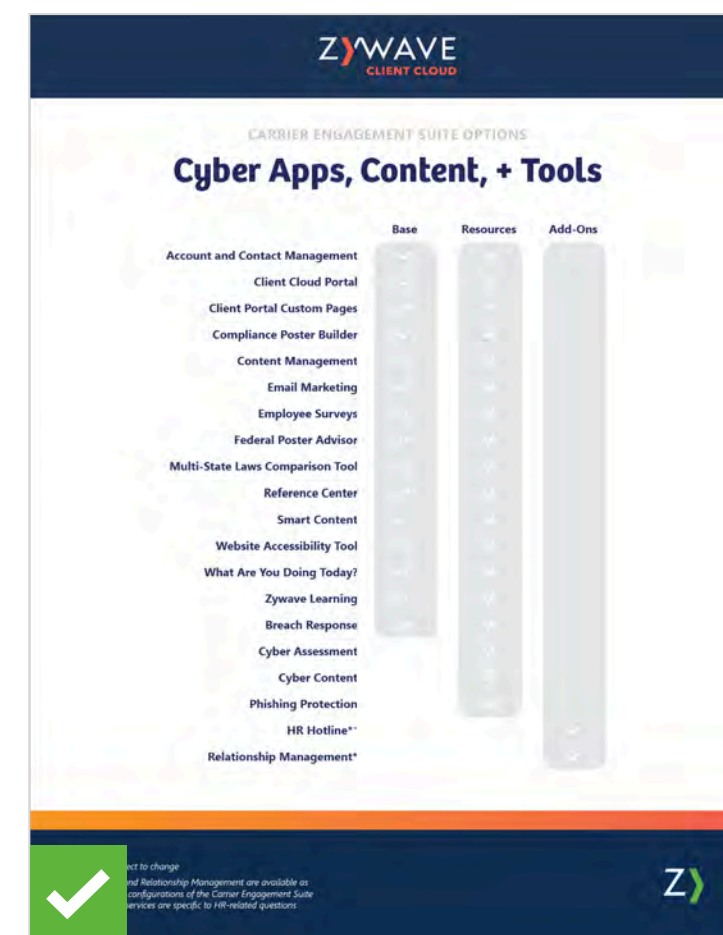
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ICON CLOUD LOGOS

The new Cloud icon logos use the vibrant cloud colors and new prominent icons. Use the icon logos in conjunction with our primary brand logo when multiple clouds are presented together. See examples of usage below.



CLOUD LOGO USAGE



Use the primary cloud logos when referencing one or two clouds.



Use the icon cloud logos when referencing multiple clouds. Use the primary brand logo in addition to the icon cloud logos.



Avoid using more than three primary cloud logos on a single page/graphic, as this looks redundant. Do not use the icon cloud logos without the primary brand logo present on the same page/graphic.

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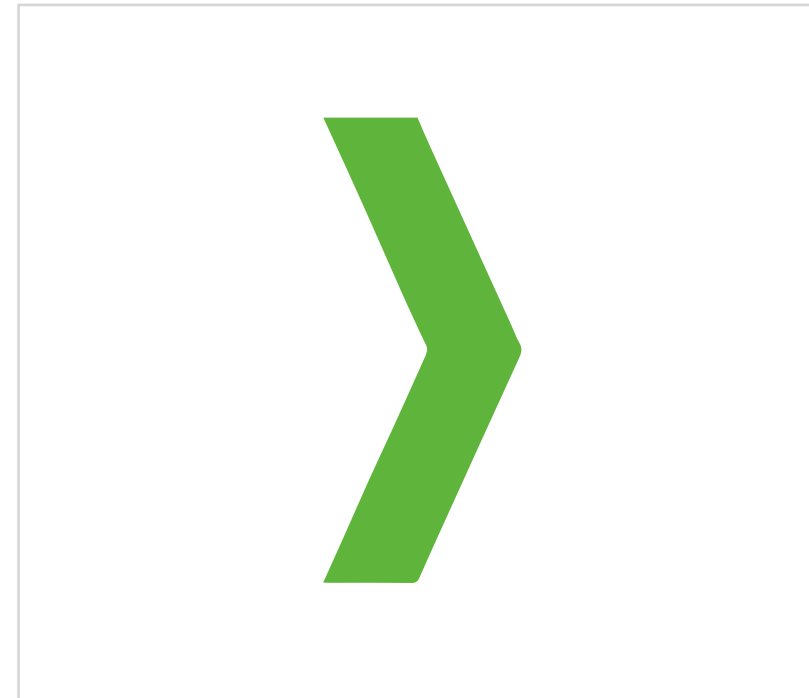
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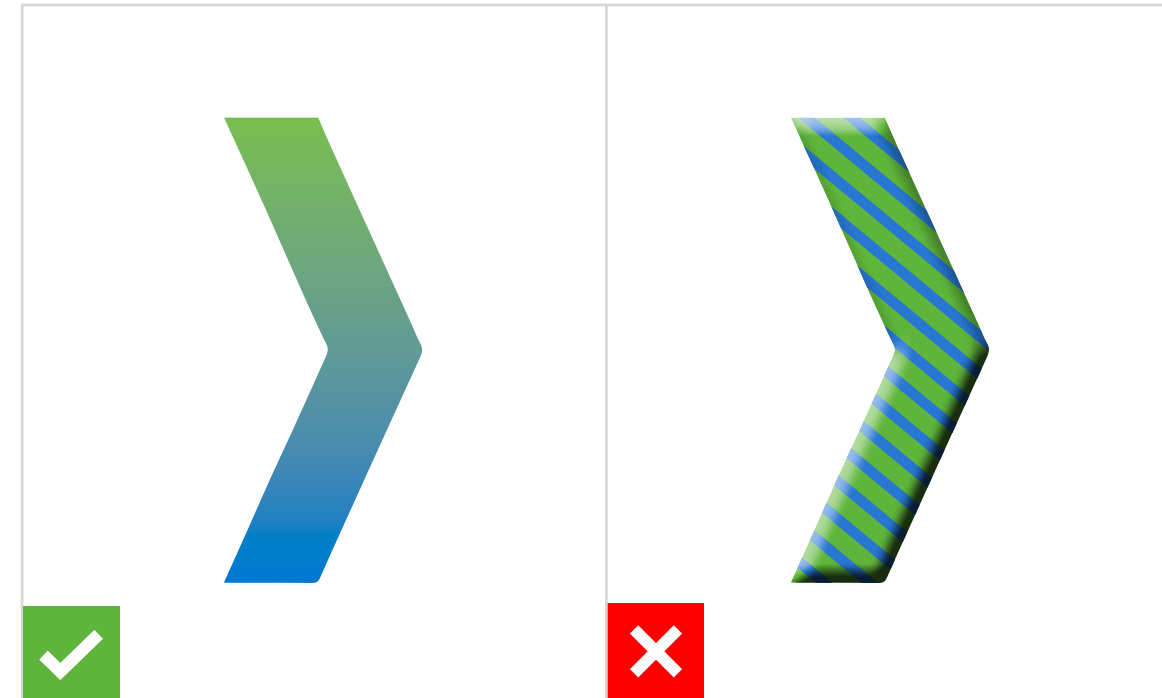
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CHEVRON USAGE



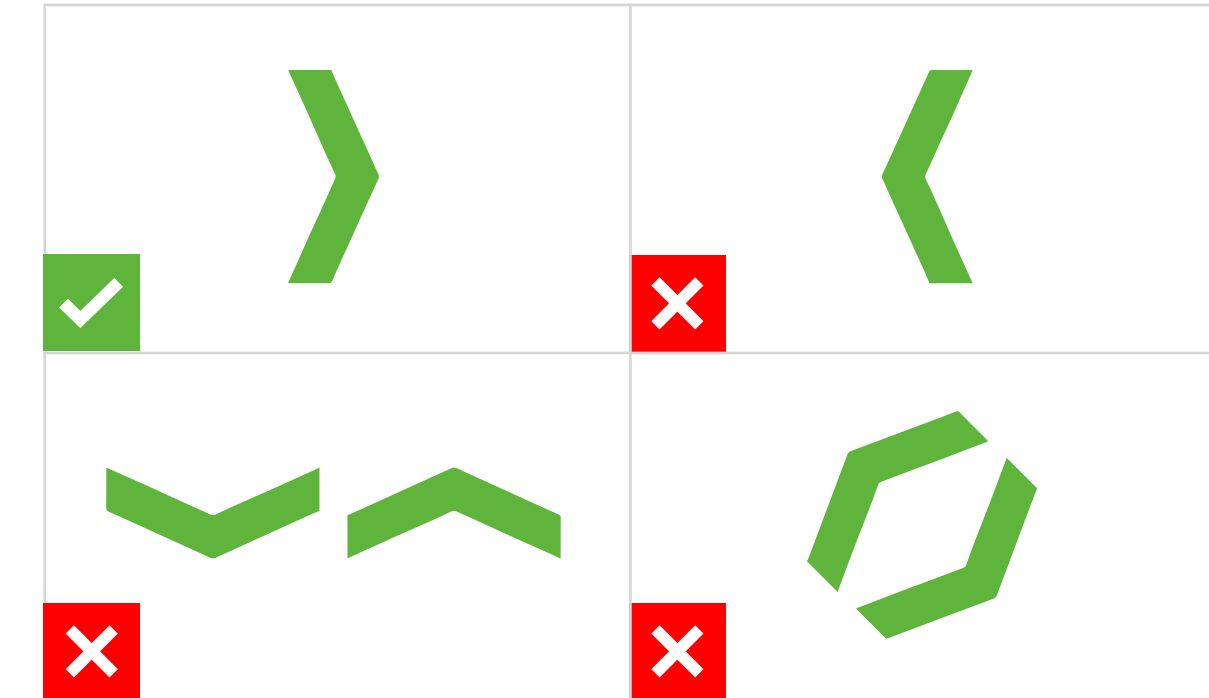
ZYWAVE CHEVRON

The chevron adds interest and dimension to our brand identity. This powerful element should be used, but not overused.



TREATMENT

You may apply gradient color. Do not add textures or effects to the chevron.



DIRECTION

Do not point the chevron any direction other than right. Do not angle or tilt.

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WAVE USAGE

The name of this asset is a “wave” but we may affectionately refer to it as the “squiggle.” It’s a visual representation of the path to growth, innovation and transformation that Zywave provides internal employees and external customers. The shape of the wave/zig zag was inspired by the inherent rhythm of the letterforms in the word ZYWAVE.

COLOR

- ✓ Apply a gradient when you want the wave to appear more dominant.
- ✓ Apply solid color when you want the wave to act as a background or grounding element.

DROP SHADOW

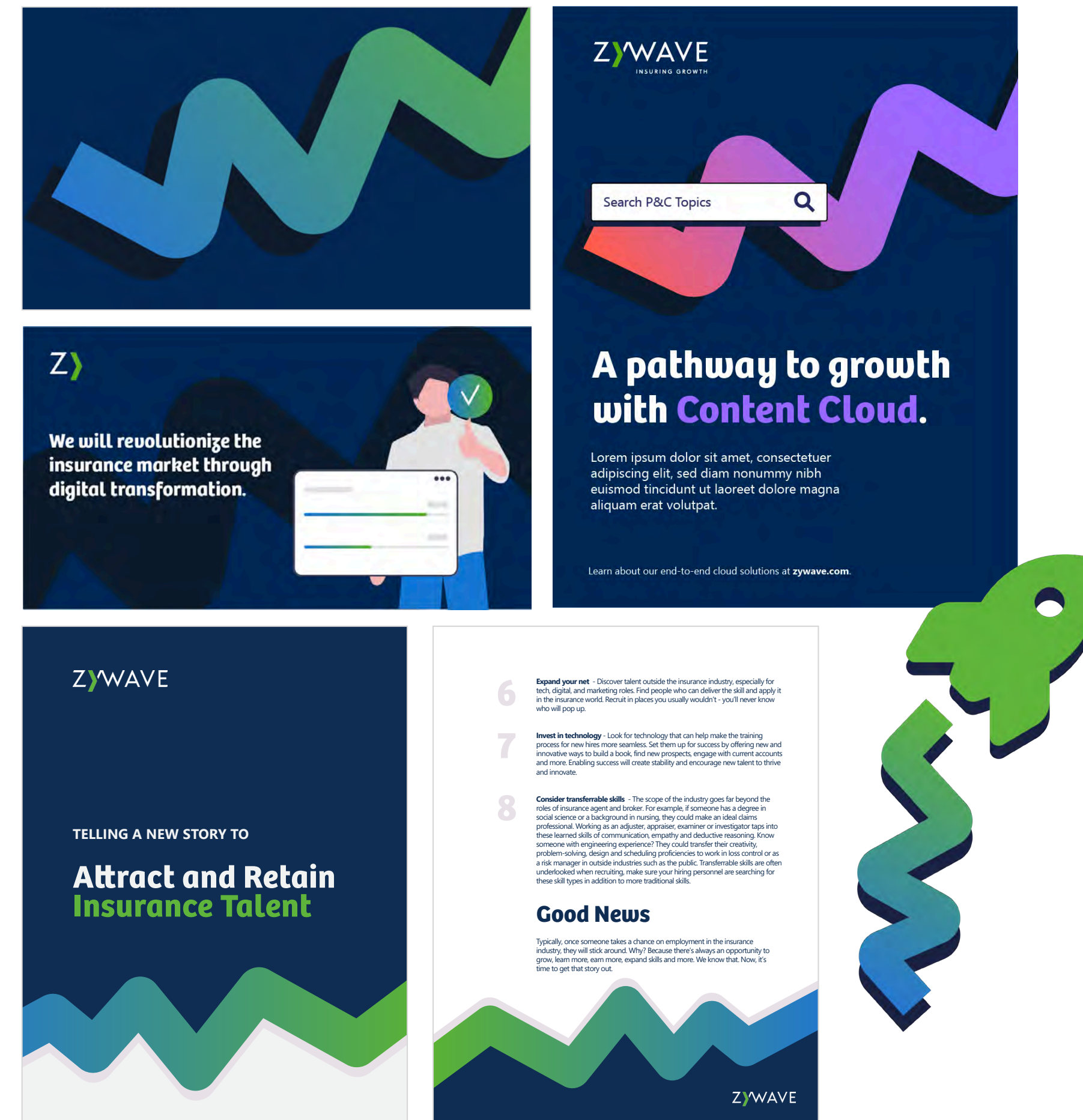
- ✓ On dark backgrounds, such as PMS 295, add a darker drop shadow such as **PMS 296**.
- ✓ On light backgrounds, such as white, you may add a light gray (**10% black**) drop shadow.
- ✗ Drop shadows should never have a blur effect. They should always be hard edges.

DIRECTION

- ✓ Always ensure the wave is angled slightly up and to the right

RECOMMENDED PROPORTION:

8.5x11” paper to 72pt/1in thick squiggle



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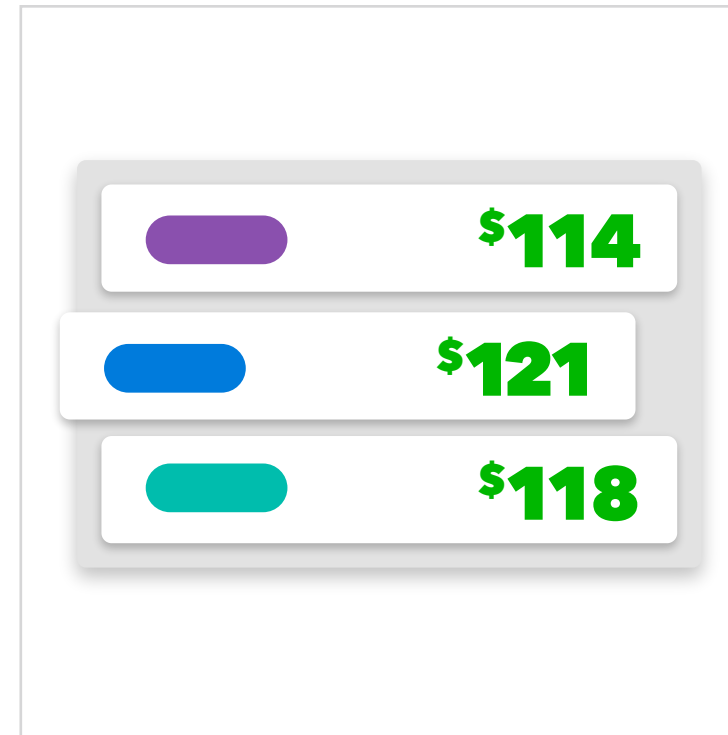
IMAGERY

We use a variety of image types to convey the personality of our brand and value of our products. Ensure imagery represents a diverse range of people. Imagery should be closely tied to content with the use of product illustrations and icons. Illustrations and stock photography used to add visual interest and diversity.



CHARACTER ILLUSTRATIONS

Free, editable SVG illustrations sourced from [Undraw.com](https://undraw.com)



PRODUCT/UI ILLUSTRATIONS

Create custom visualizations that generically communicate product functionality, features or benefits.



PHOTOGRAPHY

Free photos sourced from [Unsplash](https://unsplash.com).

Buy photos with our [Getty](https://www.gettyimages.com) or [Adobe Stock](https://www.adobe.com/stock) accounts.

We use photography to display that real people work at Zywave and real customers use our products.



ICONOGRAPHY

Editable SVG icons sourced from [FontAwesome.com](https://fontawesome.com)

Always use the solid style.

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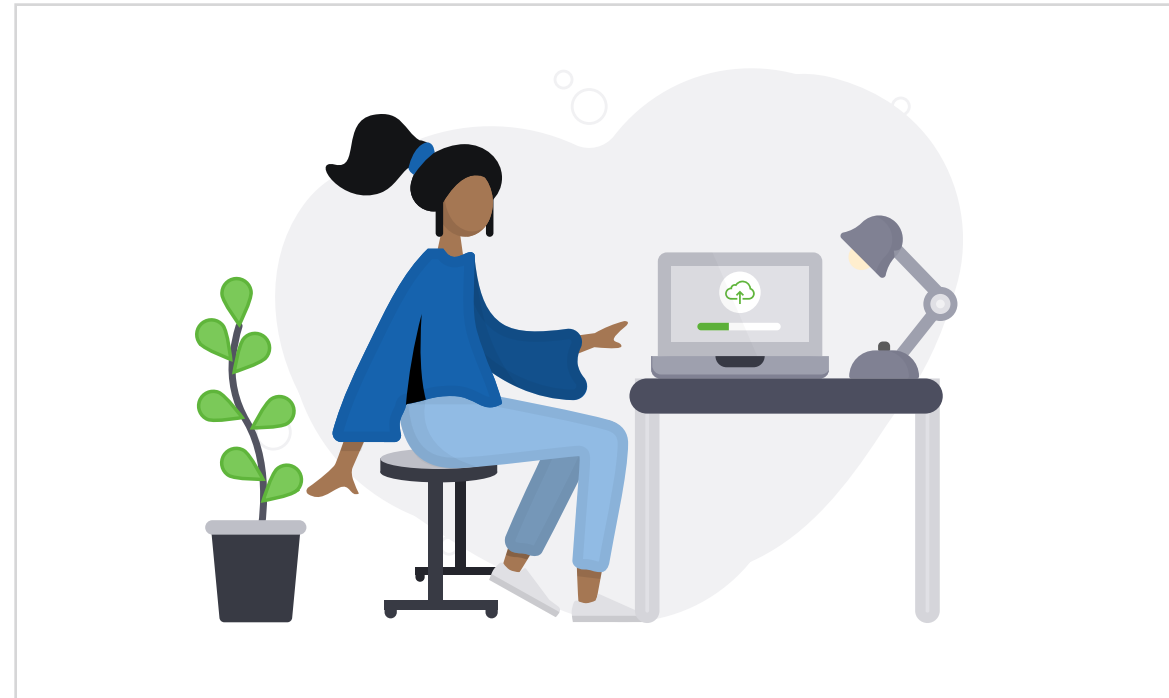
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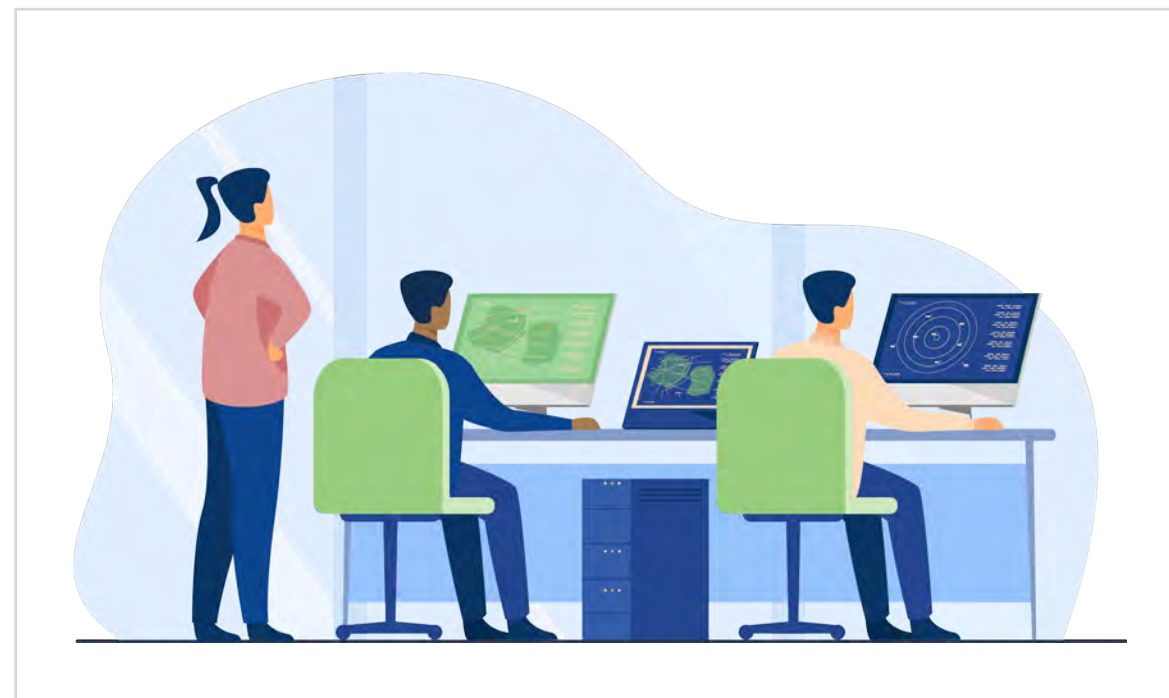
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CHARACTER ILLUSTRATIONS

In the past we have heavily relied on this style of illustration. While we will continue to use these when needed and fitting, **use these sparingly**. When using ensure the illustration is closely tied to the message of the content.



✔ STOCK ILLUSTRATIONS
Our color palette should be incorporated to make stock illustrations feel more unique to the Zywave brand.



✔ You may incorporate tints from our color palette for special, internal events such as ZyFest.



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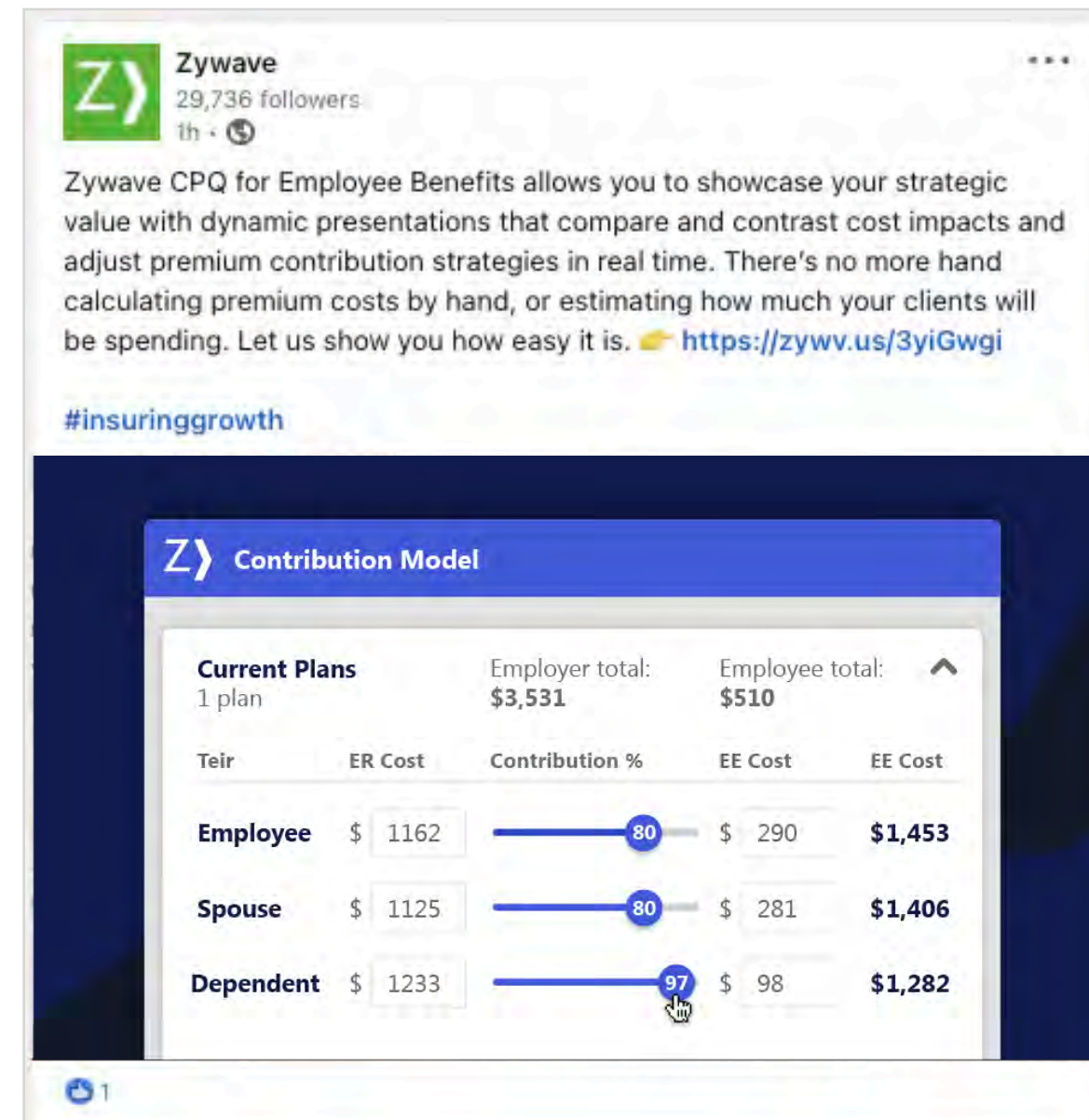
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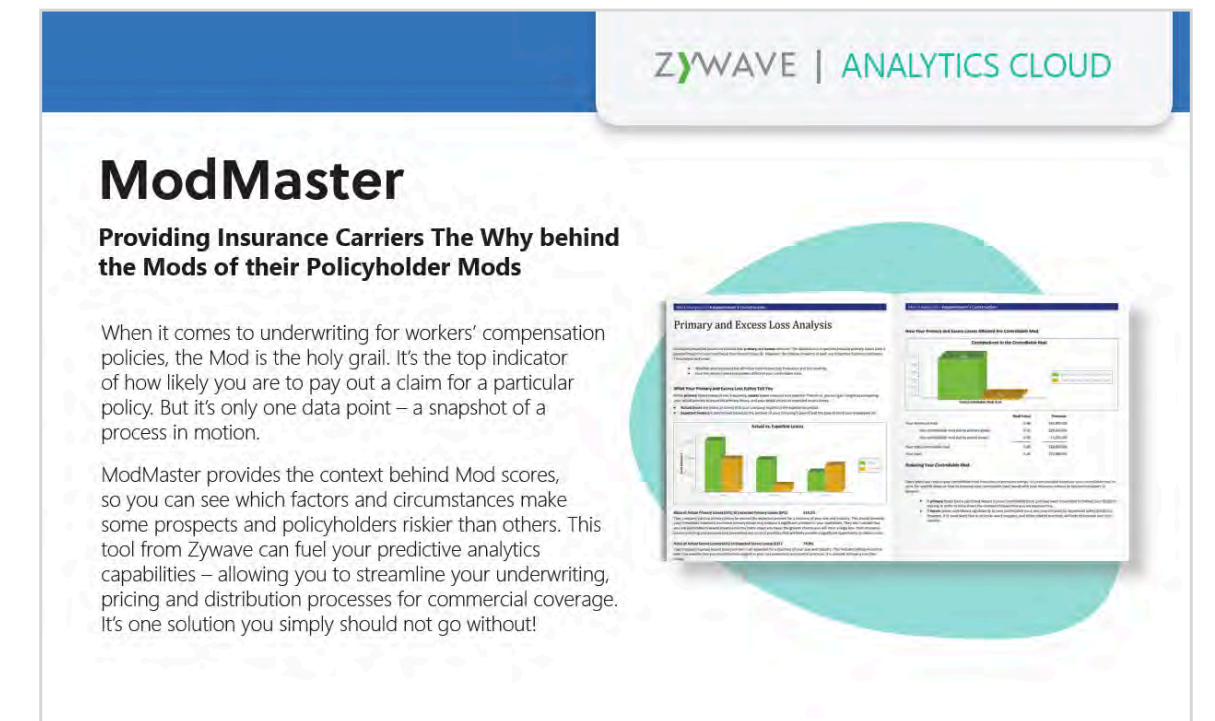
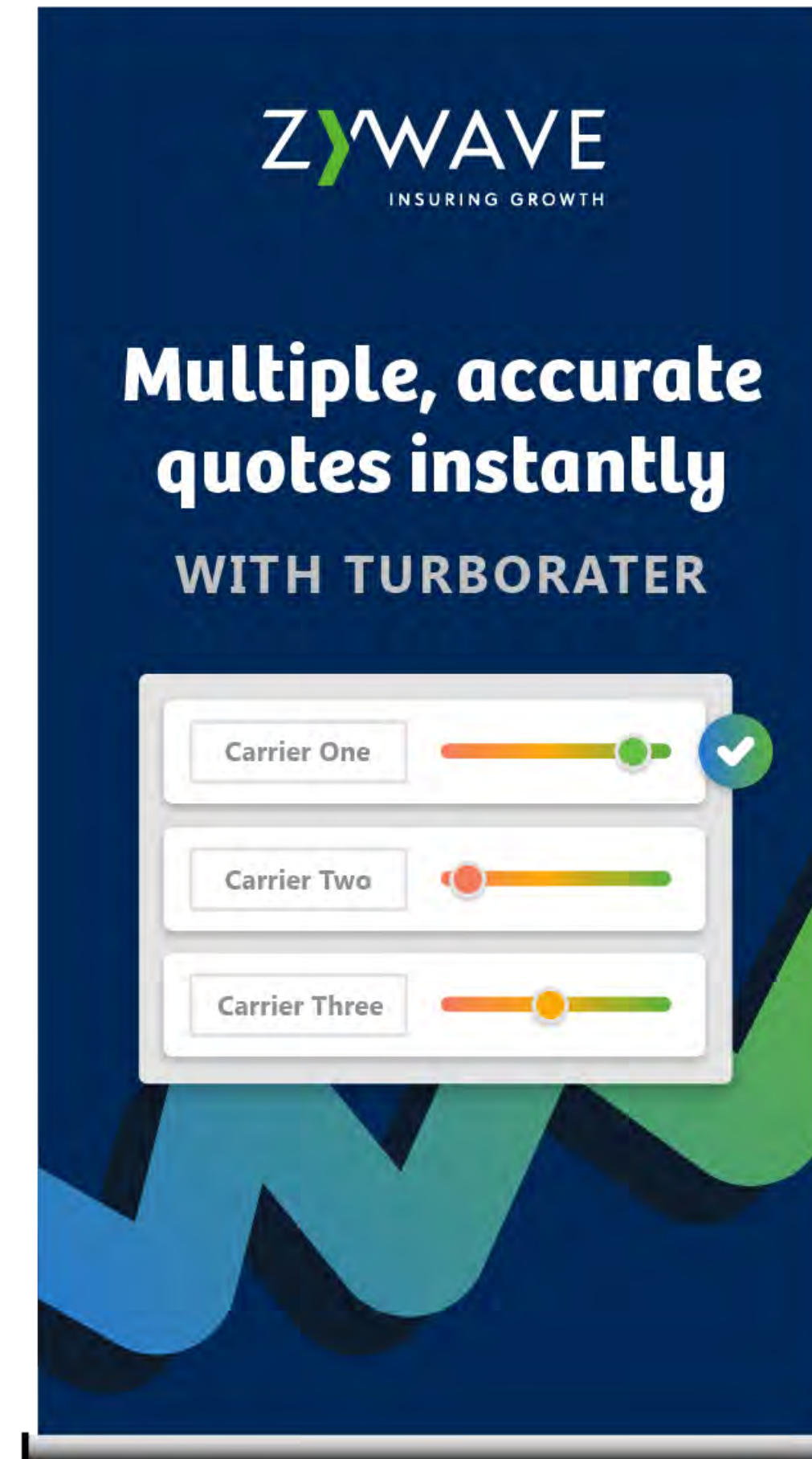
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PRODUCT ILLUSTRATIONS



✓ CUSTOM REPRESENTATIONS

We use these to illustrate technical concepts, product functionality, features or benefits in a way that is simple and easy to understand.



✗ PRODUCT SCREENSHOTS

Use sparingly - only when needed for more technical explanations. Use more visually appealing and simple product illustrations a majority of the time.

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LIFESTYLE

Should feel modern and natural. People should appear professional but not stuffy. Expressions should match the intended message of your piece.



PORTRAIT

Leverage the 'cut-out' style to showcase photography in a modern way. Use this style when paired with a quote or testimonial.

IN APPLICATION



Do not use overly posed or edited stock photography. Avoid outdated photography and use of unrealistic filters and effects.

Brand Introduction

Messaging

Visual Identity

Color

Typography

Logos

Graphics

Imagery

- Character Illustrations

- Product/UI Illustrations

- Photography

- Iconography

Layout/Applications

Presentation Design

Architecture/Acquisitions

ICONOGRAPHY

Editable SVG icons sourced from [FontAwesome.com](https://fontawesome.com)

Always use the solid style icons rather than thin, line icons.

	Distribution Intelligent digital distribution.
	Technology Top technology for speed-to-market.
	Cost Savings Minimized risks & maximized premiums.
	Lead Generation Data-driven lead generation.

ZYWAVE | ITC

Ideal front-office solutions for independent insurance agencies across all lines of business

MARKETING RATING MANAGEMENT

MEET US AT

**InsurCon 2022:
Booth 21**

March 9-10 Wisconsin Dells, WI

ZYWAVE

UPCOMING WEBINAR

ROI Revealed: Learn The Total Economic Impact™ of Zywave Solutions.

ERIC RENTSCH
Zywave SVP of Product Management

ANDRE GIRAD
Forrester Consultant

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› Layout/Applications

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LAYOUT/APPLICATIONS

Do this:



- ✓ Use action-focused language such as "Meet us at"
- Use bold, chunky, filled icons with hard drop shadows

Don't do this:



- ✗ Avoid using "we" language that focuses on Zywave
- Do not use thin line icons

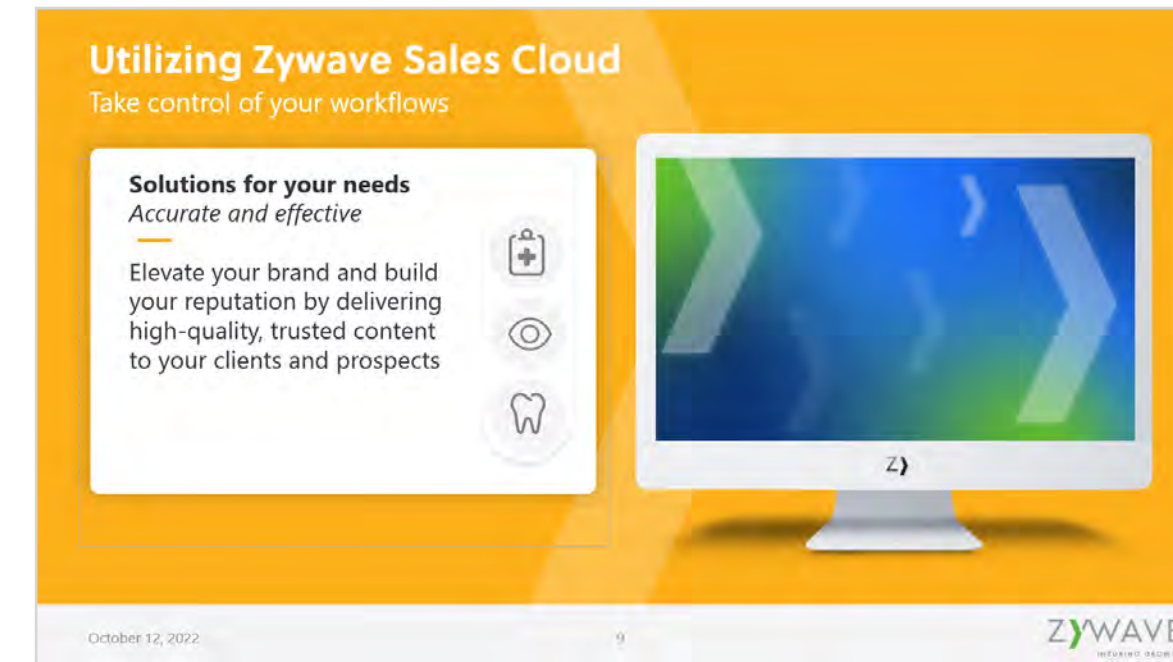
PRESENTATION DESIGN

Do this:



- ✓ Use To the Moon Blue or White as a background color
- ✓ Use filled icons that contrast with the background
- ✓ Use Bree Bold for headlines and Segoe for body text
- ✓ Restrained use of accent gradient

Don't do this:



- ✗ Avoid using secondary colors as background colors
- ✗ Do not use thin line icons
- ✗ Avoid using Segoe for headlines. Use Tahoma as an alternate
- ✗ Avoid large areas of gradients

BRAND ARCHITECTURE | ACQUISITIONS

AQUISITION LOGOS, DAY ONE:

- Maintain brand name, but add "A Zywave Company" tagline
- Provide consistency by adopting parent brand identity
- 6-12 month transition time depending on brand awareness/equity, product/ ops restraints
- Acquired brands/companies should minimize over time, fully integrating into the Zywave's portfolio of solutions
- Long term acquired product names will transition to live within a Cloud, either as a featured solution and/or as a solution sold within a Cloud portfolio

DAY ONE

6 – 12 MONTHS



Product Name

EXAMPLE



Carrier Engagement



CPQ for Commercial Lines

BRAND ARCHITECTURE | PRODUCTS

The product logos combine the cloud logo with the product name. When listing multiple products under the same cloud - use the primary cloud logo and list the products as you would any other text on the page (see typography guidelines, pg. 14).



Product name should not extend past 150% of the cloud logo width. Exception being if product name is already two lines and extends past 150% (ex. *Decision Master Warehouse + PlanAdvisor*).

