

Brand guidelines

2021

liassurex

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1.00

Introduction

1.00 **Introduction**

1.01 Introducing the new brand

1.00 Introduction

1.00 Introduction

1.01 Introducing the new brand

Hello!

Welcome to our new brand

Our brand starts with our logo, but it doesn't end there. It extends into everything we do and everything we say.

These guidelines describe the basic rules of how to apply the LIA Assurex brand identity. They help us and all our partners remain consistent in our communication across all touchpoints, and lead to maximum impact from our brand.

Whether you are one of our partners, suppliers or broker, we hope that you will work with us to consistently deliver the LIA Assurex brand.

Please note that the designs shown in these guidelines are examples and not necessarily always final layouts.

2.00

Brand Strategy

2.00 **Brand Strategy**

- 2.01 Promise
- 2.02 Personality
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2.00 Brand Strategy

- 2.00 Brand Strategy
- 2.01** Promise
- 2.02 Personality
- 2.03 Vision
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- 2.05 Values

As a newly merged entity with highly skilled experts and a digitally driven strategy, LIA Assurex is more than ever equipped to protect what matters the most for its customers. We want to bring more confidence in tomorrow inside our customers', partners' and employees' mindsets; we believe that this new alliance between 2 reputable insurance companies enables that and opens wide doors for great opportunities to the entire stakeholders' ecosystem.

2.00 Brand Strategy

2.00 Brand Strategy

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The brand's strapline is therefore

**Let's talk
about tomorrow**

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we are Competent

Our solid know-how in the industry is what got us to where we are in the market. Competence injects a strong message of reliability and trust among our different stakeholders.

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we are Courageous

We take bold steps to ensure your future is secure with us; our recent merger is a living example of such steps. We firmly believe that our human and system capabilities enable our customers and partners to courageously plan their future leading them to grow without fear.



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we are

Dynamic & youthful

Reflecting a free-spirited, never settle down, and always pushing through and moving forward clientele.



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“
**Become the insurance
partner of choice in the
mindset of individuals,
businesses and brokers.**”

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**“We secure people’s
lives and give resources
to our customers to
plan for what’s ahead”**



2.00 Brand Strategy

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Integrity

We believe in a diverse, ethical and inclusive workforce that is considered a major driving force behind our success. The fundamental pillar of our human capital resides as well in their integrity which makes each person in the organization self-aware, accountable, responsible, and truthful and that their actions are always consistent

Customer Centricity

We are committed to make our customers part of the solution paths for every product, service and performance and putting them at the center of all our activities

Growth

We firmly believe in our ability to ensure a fertile environment where our shareholders, business partners, people, and the community can safely grow and shape a better future

Care

We take pride in attracting, nurturing and retaining top talent, and we actively participate in supporting and enhancing the vitality of our community

Innovation

We thrive for positive change and put forward new ideas and models to bring out creativity

3.00

Brand Identity

3.00 **Brand Identity**

3.01 Brandmark

3.02 Color variations

3.00 Brand Identity

3.00 Brand Identity

3.01 Brandmark

The LIA Assurex logo is composed of the symbol which is in itself part of the wordmark.

It serves to identify the company and its products & services at a glance.

It embodies the strength, solidness and deep alliance of the two merged entities.

3.02 Color variations

Wordmark

The logo consists of the word "liassurex" in a bold, sans-serif font. The letters are primarily blue, with the "i" and "a" being a darker shade of blue. The "l" is a dark blue rectangle. The "i" is a dark blue circle. The "a" is a dark blue rectangle with a blue circle inside. The "s" is a dark blue rectangle. The "s" is a dark blue rectangle. The "u" is a dark blue rectangle. The "r" is a dark blue rectangle. The "e" is a dark blue rectangle. The "x" is a dark blue rectangle.

Symbol

3.00 Brand Identity

3.00 Brand Identity

3.01 Brandmark

3.02 Color variations

There are three versions of the LIA

Assurex logo:

- **Full color:** when on white or no background.
- **Reverse 1:** LIA as white when on a dark background.
- **Reverse 2:** Assurex as white when on a blu-ish background where the legibility of the original blue color is compromised.
- **Single color:** black & white

Always use approved artwork and do not attempt to recreate any artwork.

Full color



Reverse 1



Reverse 2



Single color



4.00

Identity elements

- 4.00 **Identity elements**
 - 4.01 Primary colors
 - 4.02 Secondary colors
 - 4.03 Graphical element

4.00 Identity elements

4.00 Identity elements

4.01 Primary colors

Our primary colors are an essential element of the brand. They should be consistently matched in all reproduction.

4.02 Secondary colors

4.03 Graphical element

Main colors

Pantone
287 C

CMYK
C 100
M 90
Y 12
K 0

RGB
R 35
G 62
B 139
233E8B

Pantone
292 C

CMYK
C 60
M 20
Y 0
K 0

RGB
R 61
G 178
B 255
3DB2FF

Background colors

Pantone
2768 C

CMYK
C 100
M 100
Y 30
K 50

RGB
R 14
G 4
B 67
0E0443

Gradient **(for digital use mainly)**

From **# 233E8B** To **# 0E0443**

Center location **25%** Angle **-60°**

4.00 Identity elements

4.00 Identity elements

4.01 Primary colors

4.02 Secondary colors

The secondary colors are to be used on product collaterals, as well as digital applications (ex: website, intranet, graphs, etc..)

4.03 Graphical element

Other colors (products based)

CMYK	RGB
C 70	R 11
M 0	G 206
Y 30	B 196
K 0	# OBCEC4

(Medical)

CMYK	RGB
C 65	R 115
M 100	G 39
Y 22	B 115
K 7	# 732773

(P&C)

CMYK	RGB
C 0	R 255
M 50	G 147
Y 95	B 30
K 0	# FF931E

(Life)

CMYK	RGB
C 26	R 188
M 97	G 41
Y 23	B 119
K 0	# bc2977

(Travel)

CMYK	RGB
C 83	R 43
M 53	G 114
Y 0	B 184
K 0	# 2b72b8

(Motor)

CMYK	RGB
C 55	R 106
M 0	G 203
Y 10	B 225
K 0	# 6acbel

(Marine)

4.00 Identity elements

4.00 Identity elements

4.01 Primary colors

4.02 Secondary colors

4.03 Graphical element

The LIA Assurex graphical element is a major identifier of the new identity. It serves to recognize the company at a glance.

It can be employed in both digital or printed material, but must always be used in a subtle manner (20% opacity) and take full height or width of the layout.

On a white background, it keeps its full opacity.



4.00 Identity elements

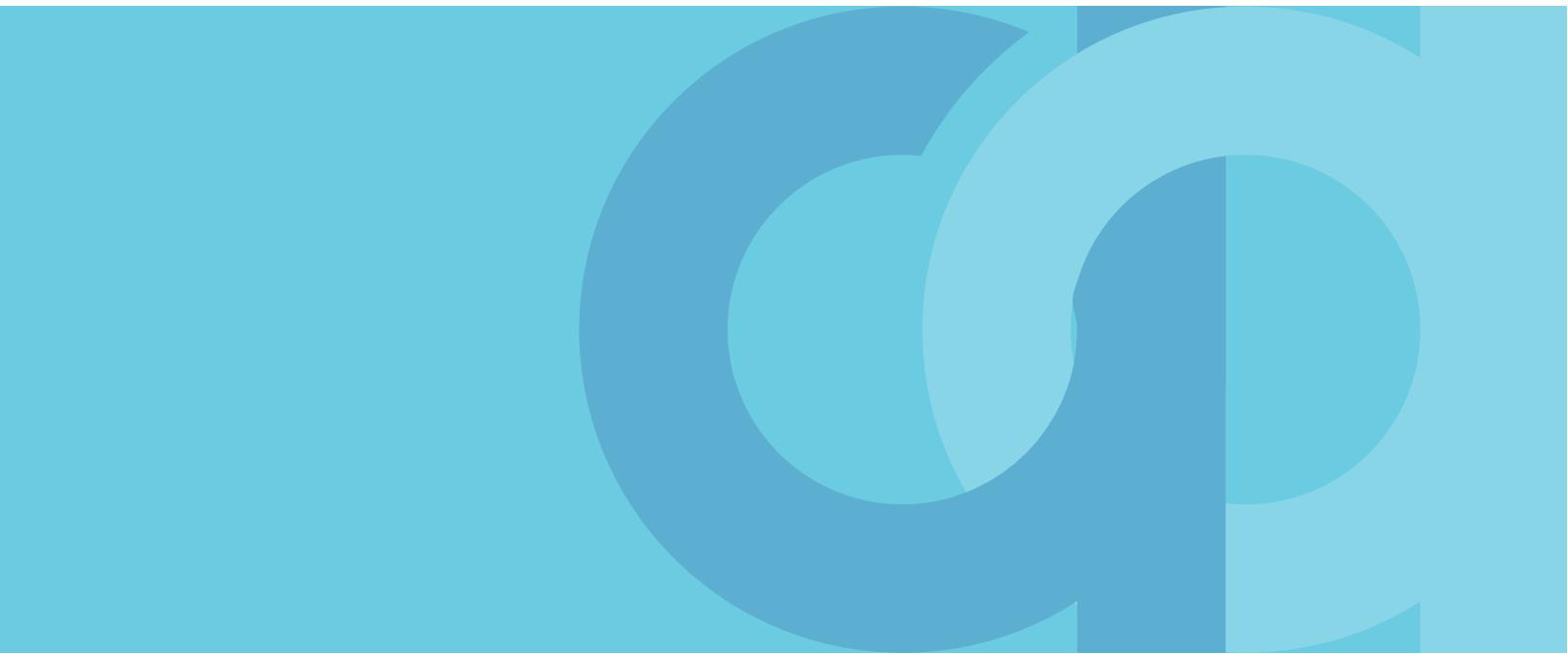
4.00 Identity elements

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It can also be used with the secondary color palette as shown here.



Thank you

Please contact the LIA Assurex Marketing Department if you have any queries regarding these guidelines or the identity in general.

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liaassurex