



CyberPolicy[®]

BRAND GUIDELINES

version 2.1



◆ Introduction

ABOUT US

CyberPolicy simplifies online insurance shopping. Offering an easy-to-use platform that enables customers to research, compare coverages, and purchase insurance all in one place. Customers can compare personalized quotes from the most trusted insurers in the industry and get the best coverage at a price that doesn't break the bank.

Easy is the name of the game. No more phone-tag, no more guessing, no more unanswered questions, no more waiting. Just reliable coverages from leading insurers where and when it's needed most. Insurance doesn't have to be a hassle anymore.

Compare. Buy. Done.

VALUES

- ▶ Customer-Centric Approach
- ▶ Quality of Service
- ▶ Professionalism
- ▶ Trust
- ▶ Innovation
- ▶ Transparency

Our approach is always customer centric. We do our best to build a relationship with our customers, so we can better understand and anticipate their unique needs, and work to find them the right coverage.

We work hard to be a secure, reliable, trusted, and unbiased source, that focuses on providing our customers with quality options nationwide.

We share our expertise and knowledge in the field, and guide our customers through the experience, providing them with a level of transparency that helps them to feel confident in their purchase.

We are always looking toward the future, looking for ways to innovate and improve our industry.

◆ Voice & Terminology

TONE

When we interact with our customers our tone is always friendly, approachable, and professional. We use layman's terms, and transparent, straightforward language, so that we maintain a conversational approach with our customers.

We try to build a relationship with our customers, listening with an open mind, so that we have a holistic view of their needs, and get them the right coverage. We are straightforward and transparent about coverages and options, but never pushy.

We provide approachable, customer centric advice from friendly professionals to make sure that your business is covered exactly how it needs to be.

- ▶ **Friendly**
- ▶ **Transparent**
- ▶ **Straightforward**
- ▶ **Professional**
- ▶ **Approachable**

TAGLINES

Plan. Prevent. Insure.™

Securing Your Digital World™

Other trademarks:

CyberPolicy™

CyberCheckup™

Please use a capital "P" in when spelling **CyberPolicy** ▲



Logo

PRIMARY



Color Logo
for use on white and light backgrounds



Reverse Logo
for use on dark backgrounds

SECONDARY



Stacked Logo



Logo with Tagline

Logo

IMPROPER USAGE



Do not use old logo with gray typeface and ™



Do not change the colors or opacity of the logo



Do not rotate or distort the logo in any way



The icon should never be removed the logo



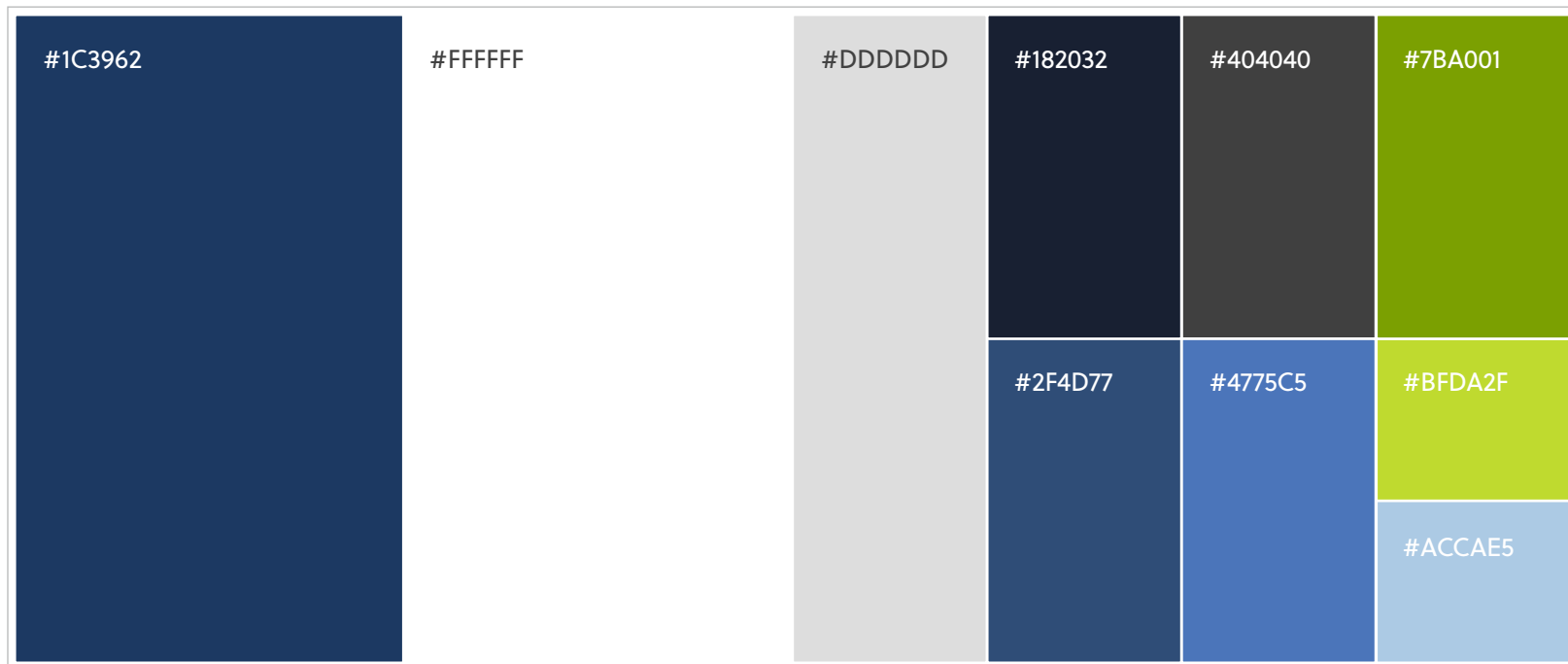
Do not use the standard logo on dark or busy backgrounds



Do not use the reverse logo on light or busy backgrounds

Colors

PRIMARY

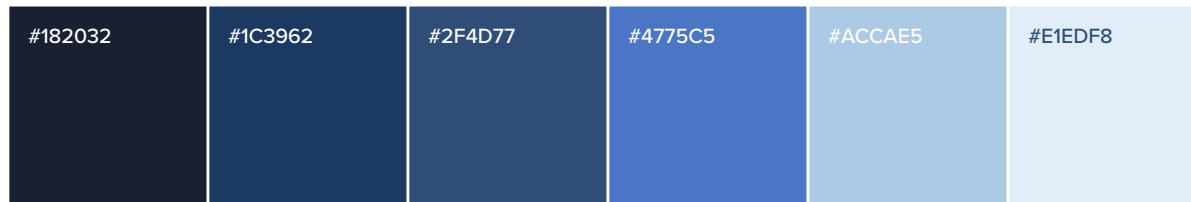


Use this as a reference for color usage proportions

Colors

FULL PALETTE

Blues



Greens



Neutrals



Highlights (used sparingly)



● Typography

PRIMARY & SECONDARY

Soleil Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soleil Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soleil Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soleil Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

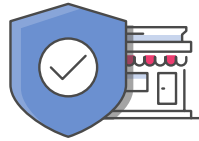
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Elements

ICONOGRAPHY



General Liability



Business Owners Policy



Professional Liability



Workers Comp



Commercial Auto



Directors & Officers



Cyber



Umbrella



Surety



Fidelity & Crime



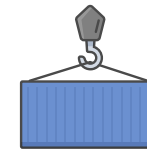
Employment Practices Liability



Lessor's Risk



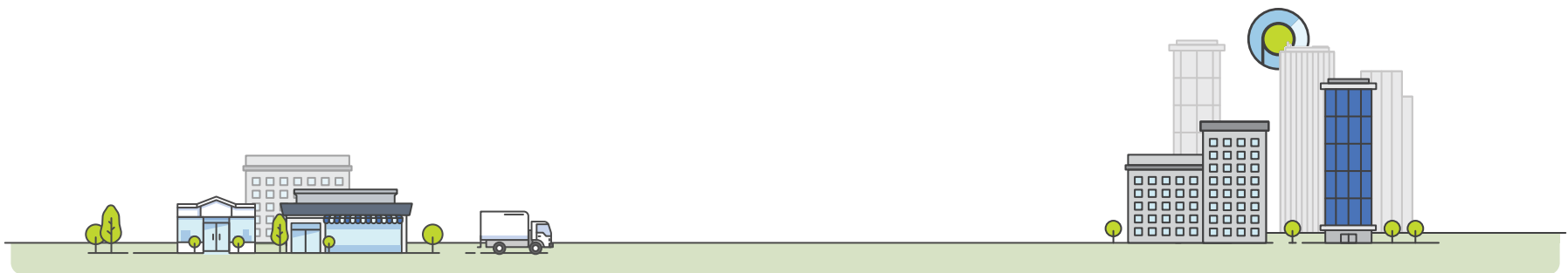
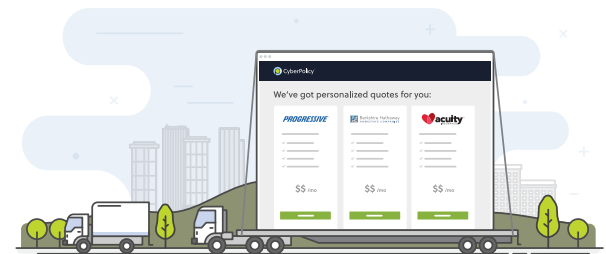
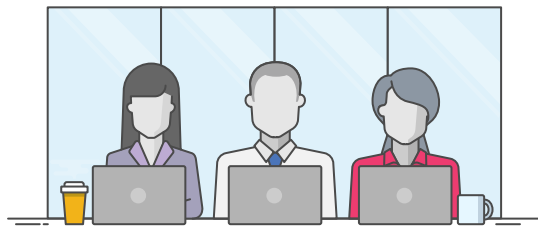
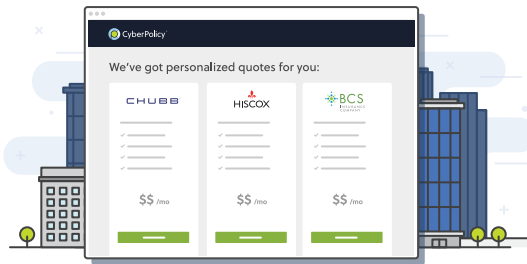
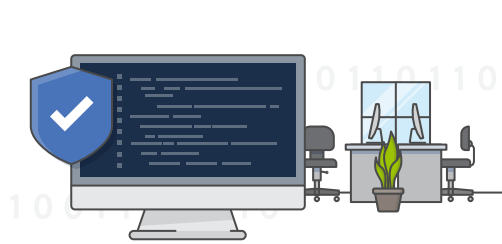
Liquor Liability



Inland Marine

Brand Elements

ILLUSTRATIONS



◆ Brand Elements

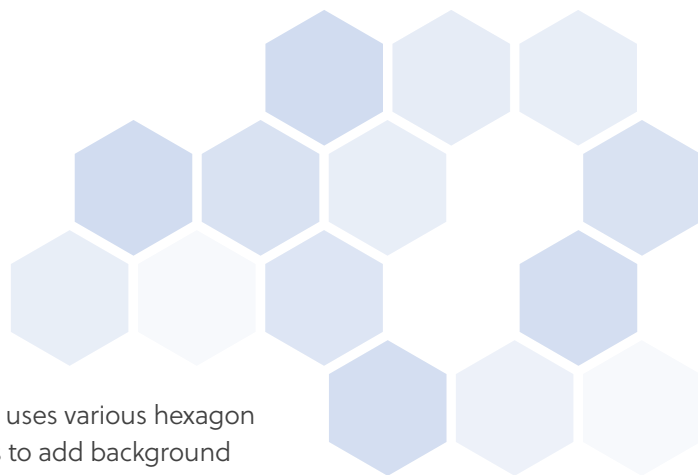
OTHER ITEMS



The icon mark can be used on its own as a branding element.

PLAN. PREVENT. **INSURE.**™

When used as a visual element, the tagline should be exactly as above.
Do not change capitalization, punctuation, or color treatment.



The brand uses various hexagon patterns to add background depth and visual interest.



The icon to be used with CyberPolicy Checkup™ product

◆ Communications

BOILERPLATE

In 2016, [CyberPolicy®](#) became the world's first marketplace to help small businesses compare, quote and buy cyber insurance online in minutes. Since then, CyberPolicy has expanded its offerings to deliver more complete coverages and bundles for SMBs including additional core business insurance products. CyberPolicy offers the most competitive rates in 50 states and helps small businesses "Plan. Prevent. Insure.™" for complete protection. For more information, please visit [CyberPolicy.com](#).