EIS™®
Do everything faster™

Brand Guidelines

Welcome.

This guide defines the EIS global brand standards.

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Who We Are

EIS is an insurance software company that enables leading insurers to innovate and operate like a tech company: fast, simple, agile. Our platform of core and digital solutions for high-velocity insurance is open, flexible and liberates insurers to accelerate innovation, launch products faster, deliver new revenue channels, and create insurance experiences the world will love. And with thousands of APIs, the platform gives insurers the freedom to connect to a vast ecosystem of insurtech and emerging technologies.

Master Message: EIS enables insurance carriers to innovate and operate like a tech company: fast, simple, agile.

Position: The platform for **high-velocity insurance**.

Value Proposition: Become unbeatably fast at everything you do.

Platform Attributes

SPEED TO DEPLOY - Deploy in any place, at any pace.

SPEED TO INNOVATE - Build and get to market faster.

SPEED TO TRANSFORM - React fast in the face of change.

Insurer Benefits

GO LIVE FASTER - Get to success sooner.

ACCELERATE DEVELOPMENT - Turn this morning's idea into tomorrow's launch.

SIMPLIFY RELENTLESSLY - Build insurance experiences the world will love.

MAKE AGILE MOVES - Become the insurer you want to be.

Vision

To unify and transcend the way people manage health, wealth and risk for a better future.

Brand Essence

Brands are powerful icons. Every day consumers rely on brands to make their choices easier and less risky. A strong brand provides a "shorthand" message on what a company stands for and what it offers to its markets.

Our Point of View

Every insurance company needs to innovate and operate like a tech company. Fast. Simple. Agile. This is true because the rules of business have changed forever. An innovation that appears on the scene today can suddenly explode, completely supplanting whatever came before it. What wows a customer now might become ordinary overnight. To survive, grow and even regain competitive advantage in this frenetic environment, modern carriers need to adapt to the speed at which technology changes. EIS provides the platform built for high-velocity insurance–enabling carriers to become unbeatably fast at everything they do.

Mission

To enable insurance carriers to innovate and operate like a tech company: fast, simple, agile.

Logo

Usage of the EIS corporate logo.

Logo

The EIS Corporate Logo comprises three elements, the symbol, logo type, and tagline.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface Akko Pro (Medium) was chosen to compliment and balance the symbol.

The colored logo should be used on a white background or within whitespace of a photograph.

The white logo is used on solid, gradient and photographic backgrounds. Make sure the background allows for the EIS logo to be presented clearly and legibly.

Logo

The horizontal logos with and without the tag line are the primary logos and should be used in most instances. The clear space surrounding the logo is the equivalent to the width of the E.

The stacked logo is for large scale, vertical usage. Do not use the stacked logo at small sizes, as it can be illegible.

The logos with taglines should be used primarily for the following: Letterhead, Tradeshow Booths, eBooks. The tagline should not be used if spacing doesn't permit for it to be greater than 6pt body copy of the marketing materials it is presented on.

Always use logo files provided.
Do not re-create the logo.

Logo Misuse

Do not use different colors

Do not remove the symbol from the logo

Do not use drop shadows or any other effects

Do not distort the logo

Do not adjust the transparency of the logo.

Do not alter the colors of the symbol

Do not rerrange the components of the logo

Do not outline logotype

Do not recreate using any other typeface

Do not rotate any partof the logo

Core Colors

Primary and Secondary colors within the EIS palette.

Core Colors

The EIS color palette consists of seven Pantone colors that can be used…
- Individually or in combination
- In marketing, sales, promotional materials
- In print and digital media

The palette also includes black and white.

The primary colors to be used are Teal, Lt Teal, and Grey

The secondary colors that can be used in assets that represent the company are Magenta, Purple, Indigo, and Green

Primary Colors

EIS Teal
Pantone: 7700 C
C:93 M:61 Y:42 K:0
R:29 G:102 B:129
HEX #1D6691

EIS Light Teal
Pantone: 7459 C
C:75 M:31 Y:29 K:0
R:84 G:145 B:166
HEX #5491A6

EIS Grey
Pantone: 10 C
C:61 M:53 Y:48 K:19
R:101 G:101 B:106
HEX #65656A

Secondary Colors

EIS Magenta
Pantone: 258 C
C:53 M:86 Y:6 K:0
R:140 G:71 B:148
HEX #8C4794

EIS Purple
Pantone: 7669 C
C:68 M:73 Y:3 K:0
R:107 G:91 B:163
HEX #6B5BA3

EIS Indigo
Pantone: 7685 C
C:90 M:75 Y:10 K:0
R:53 G:85 B:154
HEX #35559A

EIS Green
Pantone: 369 C
C:67 M:12 Y:100 K:1
R:99 G:167 B:10
HEX #63A70A

Typography

Defining primary and secondary typefaces.

Typography: Primary Typeface - Source Sans Pro

EIS has standardized Source Sans Pro as the primary font of choice for marketing communications including website copy, collateral, and advertising.

Source Sans Pro is a versatile typeface that has clearness and strength, yet even color that works exceptionally well in user interfaces. Its modestly spaced and slightly condensed letterforms enable use in tight spaces and remain well-defined even at small sizes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light	The quick brown fox…
Light Italic	*The quick brown fox…*
Regular	The quick brown fox…
Regular Italic	*The quick brown fox…*
Semibold	**The quick brown fox…**
Semibold Italic	***The quick brown fox…***
Bold	**The quick brown fox…**
Bold Italic	***The quick brown fox…***
Black	**The quick brown fox…**
Black Italic	***The quick brown fox…***

Typography: Secondary Typeface - Calibri

As a secondary font, Calibri is used within PowerPoint (PPT) presentations and marketing communications such as Word Documents.

Calibri is a modern sans serif family with subtly rounded lines that is warm and modern. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves work well in bigger sizes to reveal a warm and soft character.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light	The quick brown fox...
Light Italic	*The quick brown fox...*
Regular	The quick brown fox...
Regular Italic	*The quick brown fox...*
Bold	**The quick brown fox...**
Bold Italic	***The quick brown fox...***

Typography: Secondary Typeface - Calibri

PPT Font Usage:

Headline - Level 1

Headline - Level 1 - Calibri 28t Bold, Black

Headline - Level 2

Headline - Level 2 - Calibri 22pt Bold, Italics, Teal

- Body Content - Level 3

Body Content - Level 3 - Calibri 22pt, Black and Teal bullets

Word Document Font Usage:

Headline - Level 1

Headline - Level 1 - Calibri 16pt Bold, Teal

Headline - Level 2

Headline - Level 2 - Calibri 14pt Bold, Teal

Headline - Level 3

Headline - Level 3 - Calibri 14pt Bold, Dark Gray

Body Content

Body Content - Calibri 11pt, Black

To ensure adherence to the above guidelines, it is highly recommended that the templates on the Employee Resource Center (ERC) are used and modifications to typography font, color, and sizing are not made.

Voice and Tone

Encouraging words for people to feel a connection with EIS.

Voice and Tone

Every word we say informs and encourages those around us. The EIS voice and tone should be consistent across all assets, but appropriate for the audience and the medium.

The voice and tone used within our copy should leave our audience feeling:
Smarter, informed, connected, and interested in learning more.

Our Voice is:

- ✓ Clever
- ✓ Clear
- ✓ Smart
- ✓ Informative
- ✓ Positive
- ✓ Authentic
- ✓ Transparent
- ✓ Futurist
- ✓ Human
- ✓ Thought-provoking

Our Voice is not:

- ✗ Dull
- ✗ Vague
- ✗ Snarky
- ✗ Preachy
- ✗ Pessimistic
- ✗ Copycat
- ✗ Deceitful
- ✗ Traditional
- ✗ Robotic
- ✗ Mundane

Witty

Forward-Thinking

Clear

Clever

Positive

Authentic

Transparent

Futurist

Informative

Educational

Human

Thought-provoking

Genuine

Real

Imagery

Visually descriptive imagery can be in the form of photographs, icons or illustrations…

Photography

Product Images:
Photos of EIS products or customer experiences.

Still Life Images:
Should convey a clean, clutter-free environment or a clear visual representation of the subject.

People Images:
Subjects should convey positive energy, be engaged with each other or electronic devices such as a laptop, tablet, mobile phone or smartwatch. Subjects' clothing and appearance should be consistent with the purpose of the image, e.g., subjects should be wearing wedding rings if representing a married couple, etc.
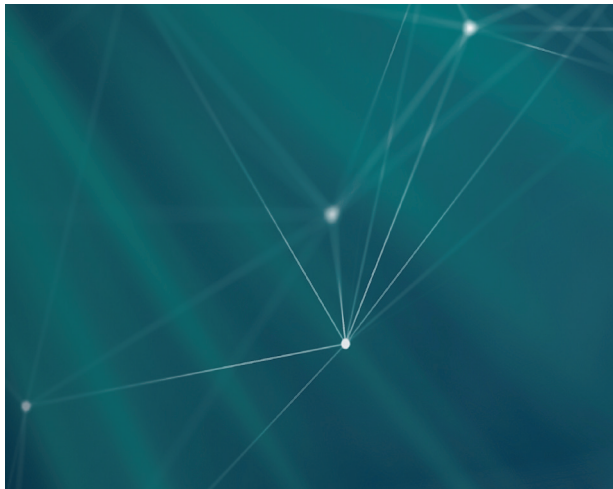
Abstract Imagery

Abstract Images:
Should be an interesting visual geometric, preferably in colors that are consistent with the EIS color palette.

All images must have an open background to allow for legibility in copy.

Graphical Illustrations, Icons

Graphical Illustrations:

Infographics, charts, a combination of data, words or images for use in blog posts, articles, etc.

Icons:

Vector icons are used to visually represent elements of the EIS brand through communication on the website, PPT slides, and eBooks.
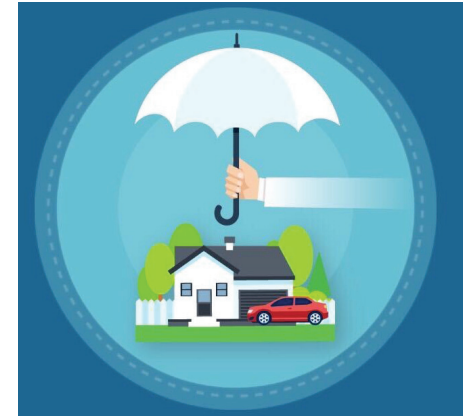
Flat Illustration

Flat Illustration:

Flat vector illustrations are used to represent concepts within our blog posts, newsletters, and videos. The simple imagery helps to convey messages more quickly than detailed illustrations.

Characters

Characters:
When discussing EIS concepts that are highly visual, flat-graphic vector characters are often used to visually represent the various user roles within the concepts.

At EIS, diversity is part of our DNA. We prefer to use characters that embody equality for all. Characters should be representative of our various personas and personalities with appropriate emotions that reflect their situations.

Characters are used in PPT presentations, eBooks, and videos.

Questions?

Contact: branding@eisgroup.com