

Moodboard & Style Tile





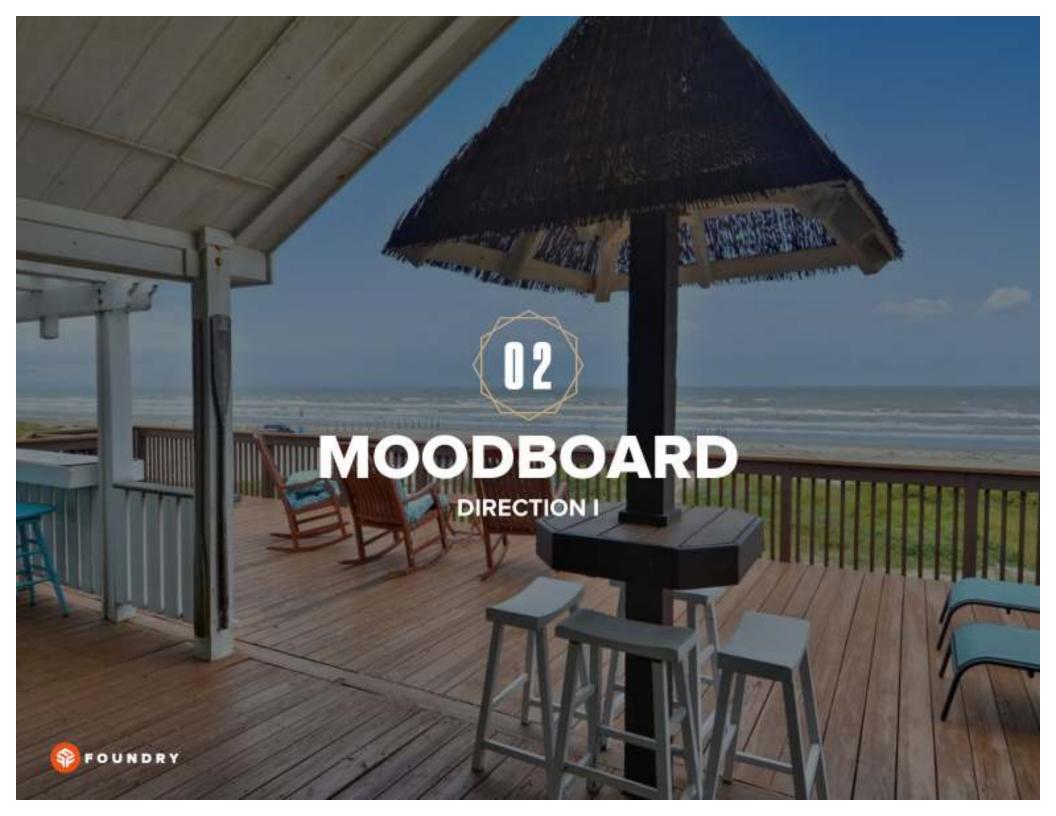
Agenda 05 Style Tile II

Moodboard Direction I 05 Style Tile III

Moodboard Direction II 07 Style Tile IV

Style Tile I





#### **AGENT**

Professional

Non-Tech Savvy

Trusts TWIA, high regard for TWIA

Dislikes the impression that Gulf is populated primarily by the wealthy

Needs access and training

# TONE

Very professional, similar to a bank in terms of expressing stability.





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# **AESTHETIC**

Dominantly light









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# **PHOTOGRAPHY**

Personal photos of middle-class families in the Gulf









#### **AGENT**

Professional

Non-Tech Savvy

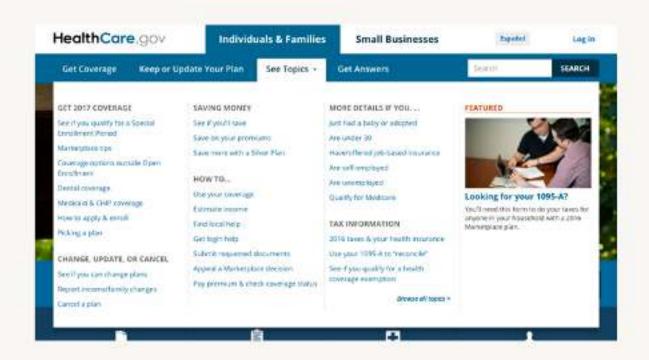
Trusts TWIA, high regard for TWIA

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# **NAVIGATION**

Rich, multi-tiered navigation with an emphasis on utility





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# LAYOUT

Closer to a portal in terms of density and placing utility above fold.







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# **TYPOGRAPHY**

Classic sans-serif, strong

Avenir 95	<b>Avenir Next Heavy</b>
Avenir 85	Avenir Next Bold
Avenir 65	Avenir Next Demi
Avenir 55	Avenir Next Medium
Avenir 45	Avenir Next Regular
Avenir 35	Avenir Next Ultra Light
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# Bodoni Italic ABCDEFGHIJKLMNOPQRSTUVW. abcdefghijklmnopqrstuvwxyz 0123456789.,!?-\_:;



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# ILLUSTRATION

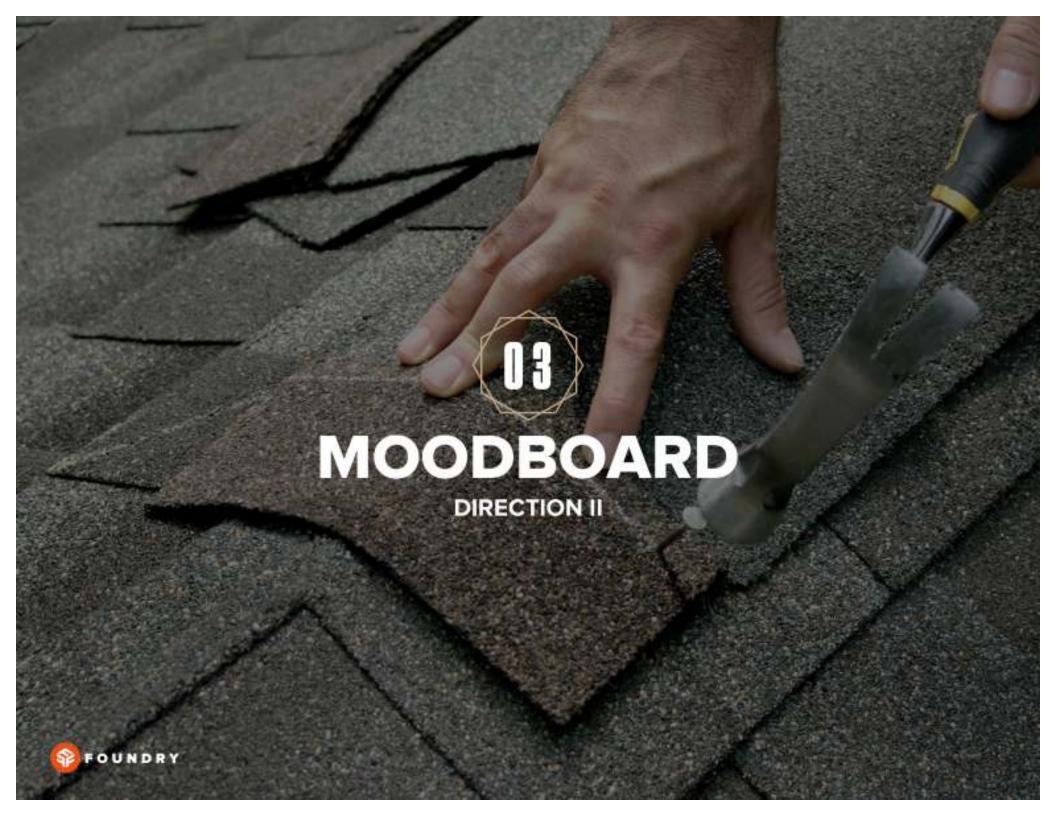
Iconographic











#### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# TONE

Very Professional, similar to Healthcare.gov or BP



"It's honestly a joy that I don't owe anybody any money."

With Simple, Will P. saved \$24,000 in nine months.

HOW HE GIS IT

















#### What our customers are saying



Once a day I get a comment about how cool my @Simple card is, I tell them it's only half as cool as the bank that gave it to me.

Dárrick A.



#### **POLICYHOLDER**

Professional

Tech Savvy

Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# **AESTHETIC**

Dominantly blue, secondary gold









#### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion over TWIA

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# **PHOTOGRAPHY**

Photos that speak to context such as finding a roofer or looking up a policy.









#### POLICYHOLDER

Professional

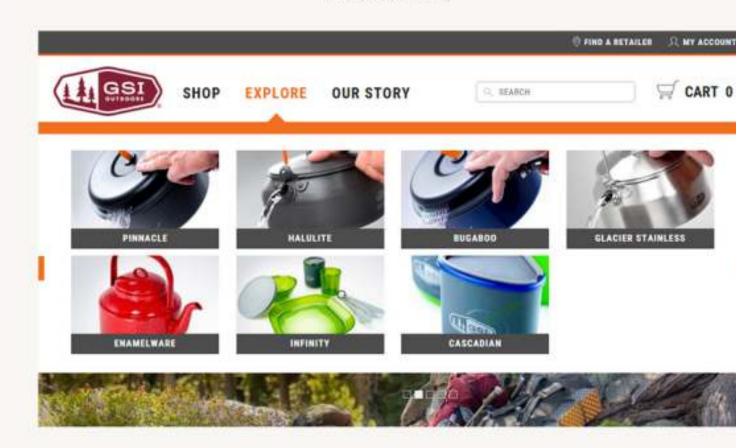
Tech Savvy

Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# **NAVIGATION**

Rich, multi-tiered navigation with an emphasis on discoverability





#### POLICYHOLDER

Professional

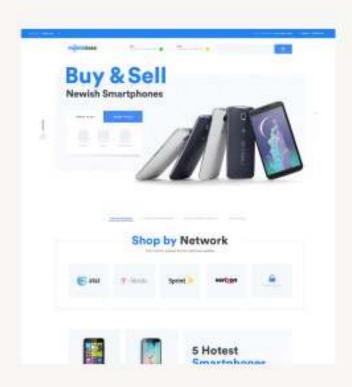
Tech Savvy

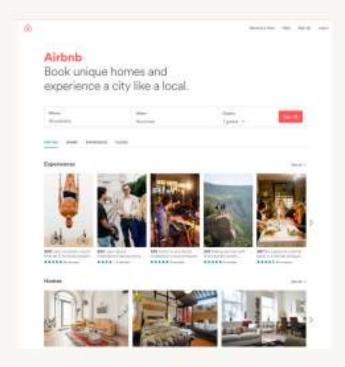
Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# LAYOUT

Scrolling & mobile friendly.







#### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# **TYPOGRAPHY**

Classic sans-serif, strong

Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Light
Proxima Nova Light Italic

Meta Serif Black Meta Serif Extra Bold Meta Serif Bold Meta Serif Medium Meta Serif Book Meta Serif Light



#### **POLICYHOLDER**

Professional

Tech Savvy

Distrust or confusion over TWIA

Wants TWIA to be apart of life as little as possible

# **ILLUSTRATION**

Post Modern















### h1 Heading

H2 HEADING h3 Heading

h4 Heading h5 Heading hi Heading

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Seam Mass





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# h1 Heading

#### **H2 HEADING**

h3 Heading

h4 Heading

h5 Heading

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Find an Agent

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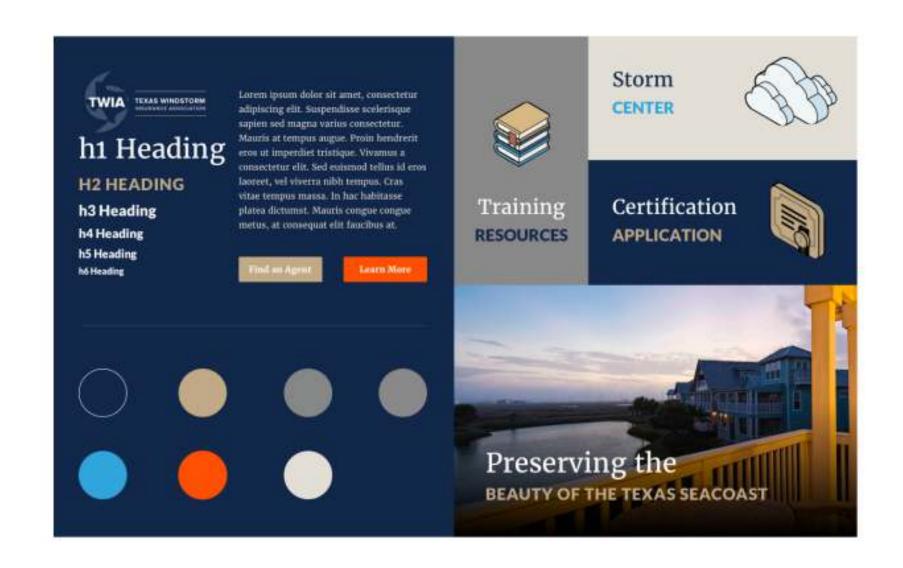


# Coverage FOR YOUR HOME

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# STYLE TILE **DIRECTION II**



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#### **H2 HEADING**

h3 Heading h4 Heading

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HS HEADING

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Protect

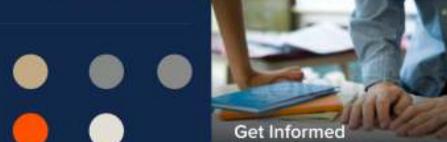
Training RESOURCES

ON NEW POLICY



Certification APPLICATION









## h1 Heading

**H2 HEADING** 

h3 Heading

h4 Heading

**H5 HEADING** 

h6 Heading

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FIND AN AGENT

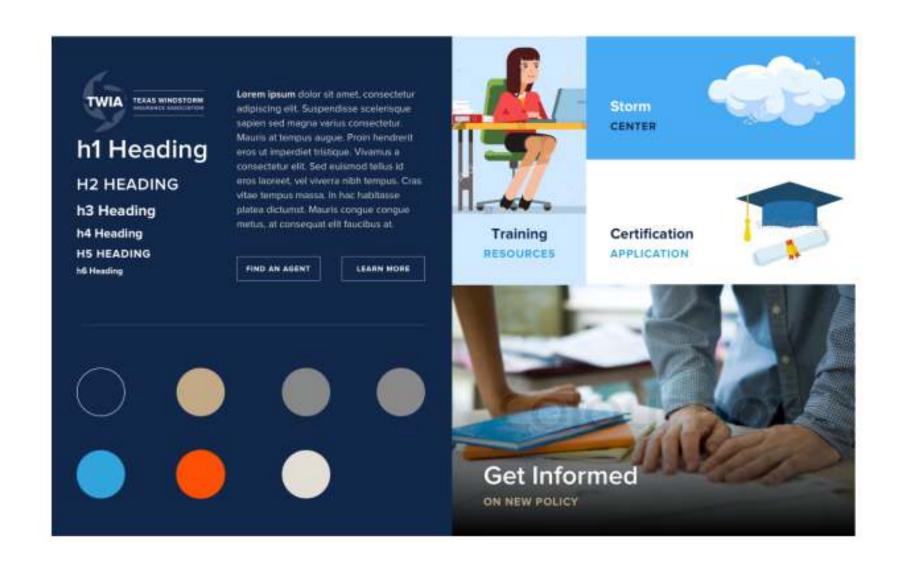
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#### h1 Heading

#### H2 HEADING

h3 Heading h4 Heading h5 Heading

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## h1 Heading

#### **H2 HEADING**

h3 Heading h4 Heading

h5 Heading hittening Lorent Ipotes deler alt artest, consectente ediplicating ells. Sospenditum reclerisque sopien and enagras vertes creoscioties. Maerite at tempera megae. Prote ferrebenti ens et imperdiet mistigate. Vivorrates a consecterar ells. Sod estimado rellas id enso laccoer, vel vivorra nicho tempes. Cisa: vitue inerpea muesa. In har habitanos places distantes. Maeria compos conque metas, at emangate elli fascilina. di.

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Training



Certification

APPLICATION







DIRECTION III















# h1 Heading

#### **H2 HEADING**

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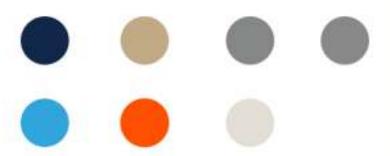
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Find an Agent

Learn More



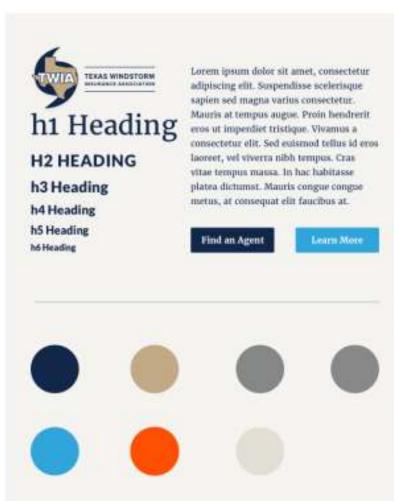


# Coverage FOR YOUR HOME

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# STYLE TILE DIRECTION IV



#### h1 Heading

#### H2 HEADING

h3 Heading h4 Heading H5 HEADING 65 Heading

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### h1 Heading

#### **H2 HEADING**

h3 Heading h4 Heading HS HEADING **66 Hooding** 

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Certification

APPLICATION.

























# h1 Heading

#### **H2 HEADING**

h3 Heading h4 Heading H5 HEADING h6 Heading Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendiase scelerisque sapien sed magna varius consectetur. Mauris at tempus augue. Prois hendrerit eros ut imperdiet tristique. Vivamus a consectetur elit. Sed suismod tellus id eros laoreet, vel viverra nibih tempus. Cras vitae tempus massa. In hac habitasse platea dictumst. Mauris congue congue metus, at consequat elit faucibus at.

FIND AN AGENT

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# **Training**

#### RESOURCES

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