



# VISUAL DIRECTION

Moodboard & Style Tile

prepared by  **FOUNDRY**



# AGENDA

For Today

01 Agenda

02 Moodboard Direction I

03 Moodboard Direction II

04 Style Tile I

05 Style Tile II

06 Style Tile III

07 Style Tile IV

A wooden deck with a thatched umbrella, overlooking the ocean. The deck is made of light-colored wood and has a dark brown railing. In the background, the ocean is visible with waves breaking on the shore. The sky is a clear blue with a few clouds. The overall mood is serene and relaxing.

02

# MOODBOARD

DIRECTION I

## DIRECTION 1 FOCUS

### 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.



## DIRECTION 1 FOCUS

### AGENT

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Dislikes the impression that Gulf is populated primarily by the wealthy

Needs access and training

## AESTHETIC

Dominantly light





## DIRECTION 1 FOCUS

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# PHOTOGRAPHY

Personal photos of middle-class families in the Gulf



## DIRECTION 1 FOCUS

### AGENT

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Needs access and training

## NAVIGATION

Rich, multi-tiered navigation with an emphasis on utility



## DIRECTION 1 FOCUS

### AGENT

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## LAYOUT

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





## DIRECTION 1 FOCUS

### AGENT

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Needs access and training

# TYPOGRAPHY

Classic sans-serif, strong

The old Avenir family

Avenir 35  
Avenir 45  
Avenir 55  
Avenir 65  
Avenir 85  
Avenir 95

The Avenir Next family (2004)

Avenir Next Ultra Light  
Avenir Next Regular  
Avenir Next Medium  
Avenir Next Demi  
Avenir Next Bold  
Avenir Next Heavy

*Bodoni Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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## AGENT

Needs access and training

A close-up photograph of a person's hand using a hand plane to smooth a piece of wood. The hand is positioned on the left, with fingers spread, while the right hand holds the handle of the hand plane. The plane is being pushed across a piece of wood, creating a smooth surface. The background shows a wooden surface with other pieces of wood and shavings.

03

# MOODBOARD

DIRECTION II



## DIRECTION 2 FOCUS

### 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 R. saved \$24,000 in nine months.

[HOW HE DID IT](#)



### What our customers are saying



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

Derrick A.

## DIRECTION 2 FOCUS

### 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





## DIRECTION 2 FOCUS

### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion  
over TWIA

Wants TWIA to be  
apart of life as little as  
possible

## PHOTOGRAPHY

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



## DIRECTION 2 FOCUS

### POLICYHOLDER

Professional

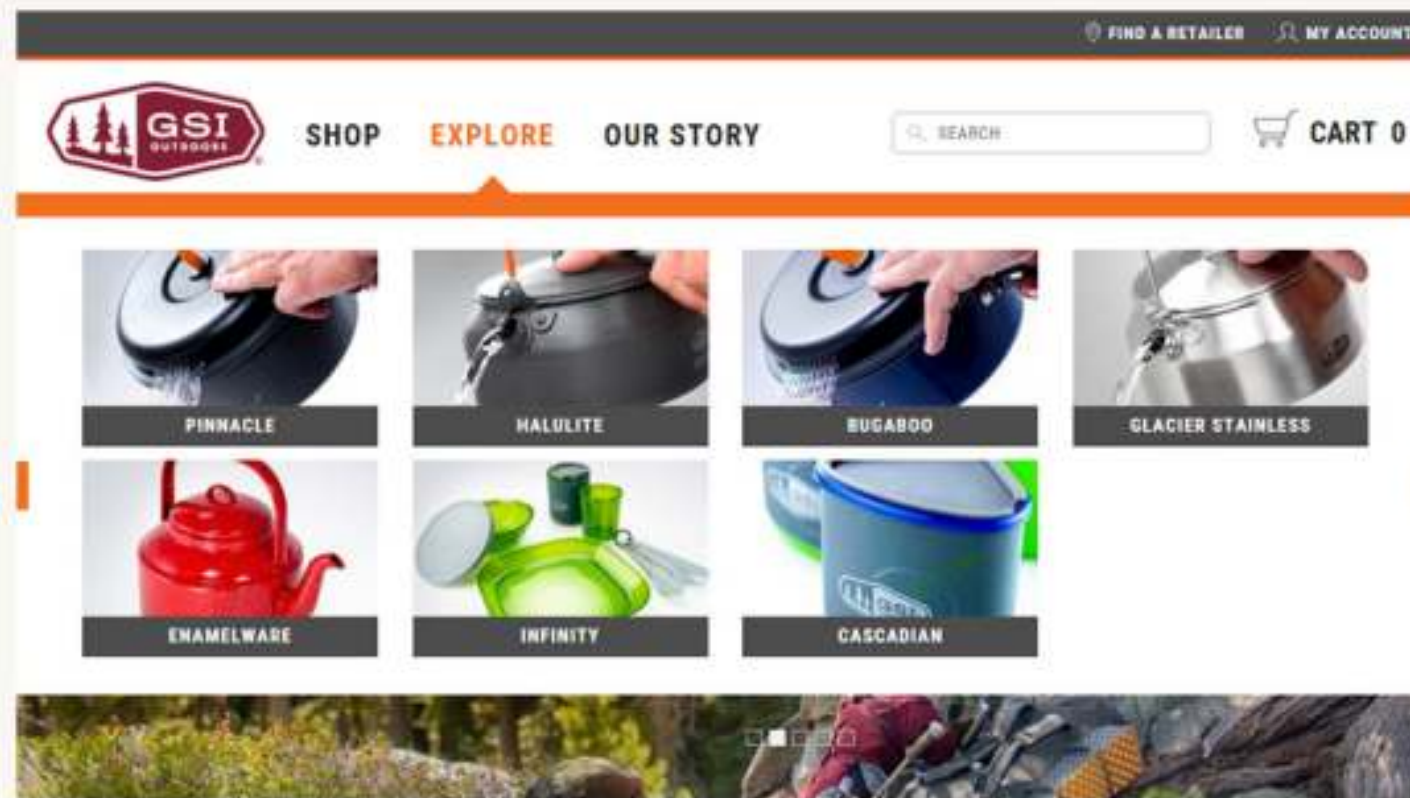
Tech Savvy

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



## DIRECTION 2 FOCUS

### POLICYHOLDER

Professional

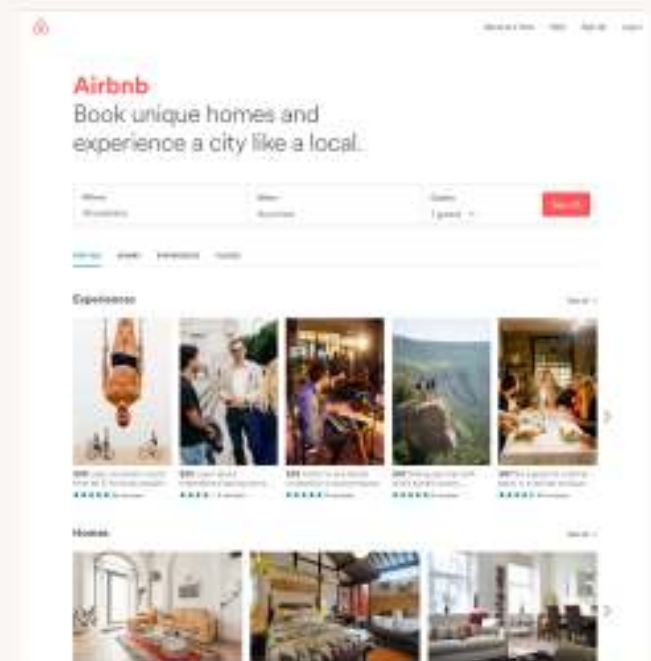
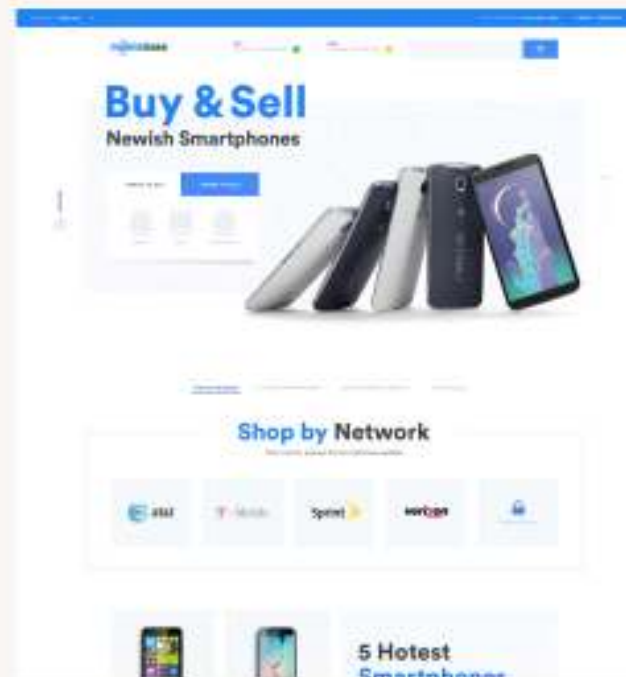
Tech Savvy

Distrust or confusion  
over TWIA

Wants TWIA to be  
apart of life as little as  
possible

## LAYOUT

Scrolling & mobile friendly.



## DIRECTION 2 FOCUS

### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion  
over TWIA

Wants TWIA to be  
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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

## DIRECTION 2 FOCUS

### POLICYHOLDER

Professional

Tech Savvy

Distrust or confusion  
over TWIA

Wants TWIA to be  
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possible

## ILLUSTRATION

Post Modern

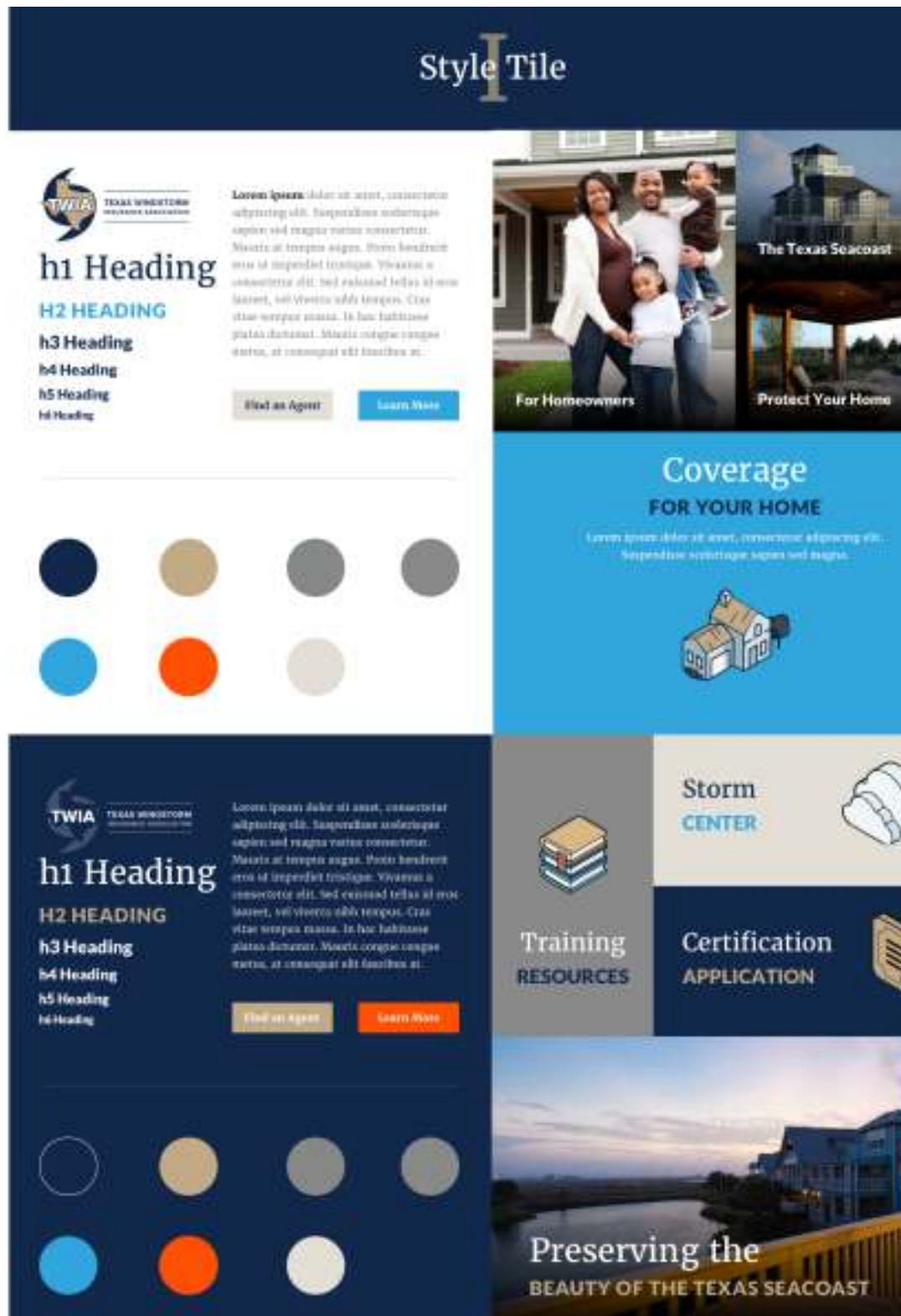






# STYLE TILE

## DIRECTION I



# Style Tile



## h1 Heading

### H2 HEADING

#### h3 Heading

#### h4 Heading

#### h5 Heading

#### h6 Heading

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For Homeowners

Protect Your Home

## Coverage FOR YOUR HOME

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# h1 Heading

## H2 HEADING

### h3 Heading

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Training  
RESOURCES

Storm  
CENTER



Certification  
APPLICATION

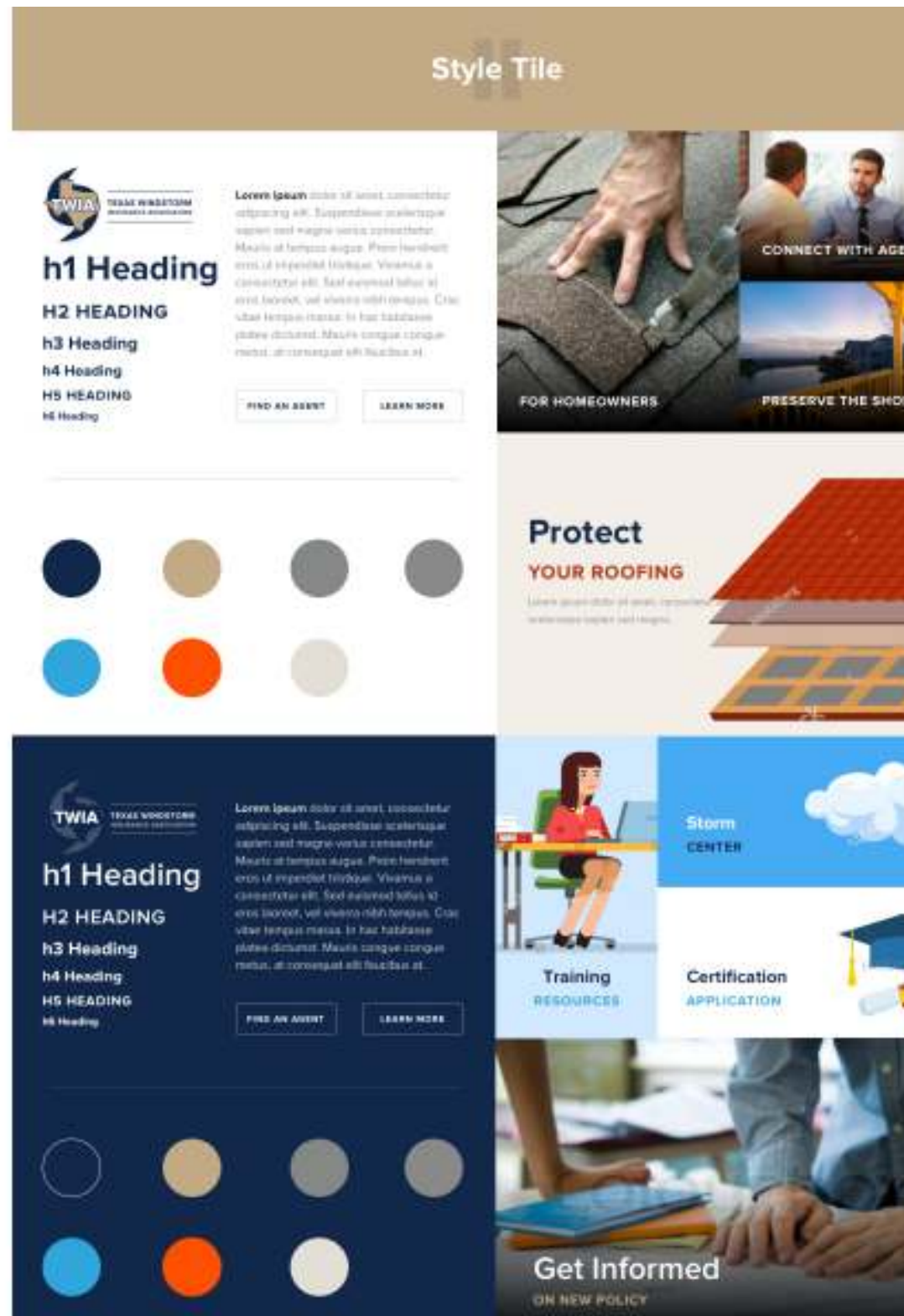






# STYLE TILE

DIRECTION II



## Style Tile



# h1 Heading

## H2 HEADING

### h3 Heading

#### h4 Heading

##### H5 HEADING

###### h6 Heading

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## Protect

### YOUR ROOFING

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## h2 HEADING

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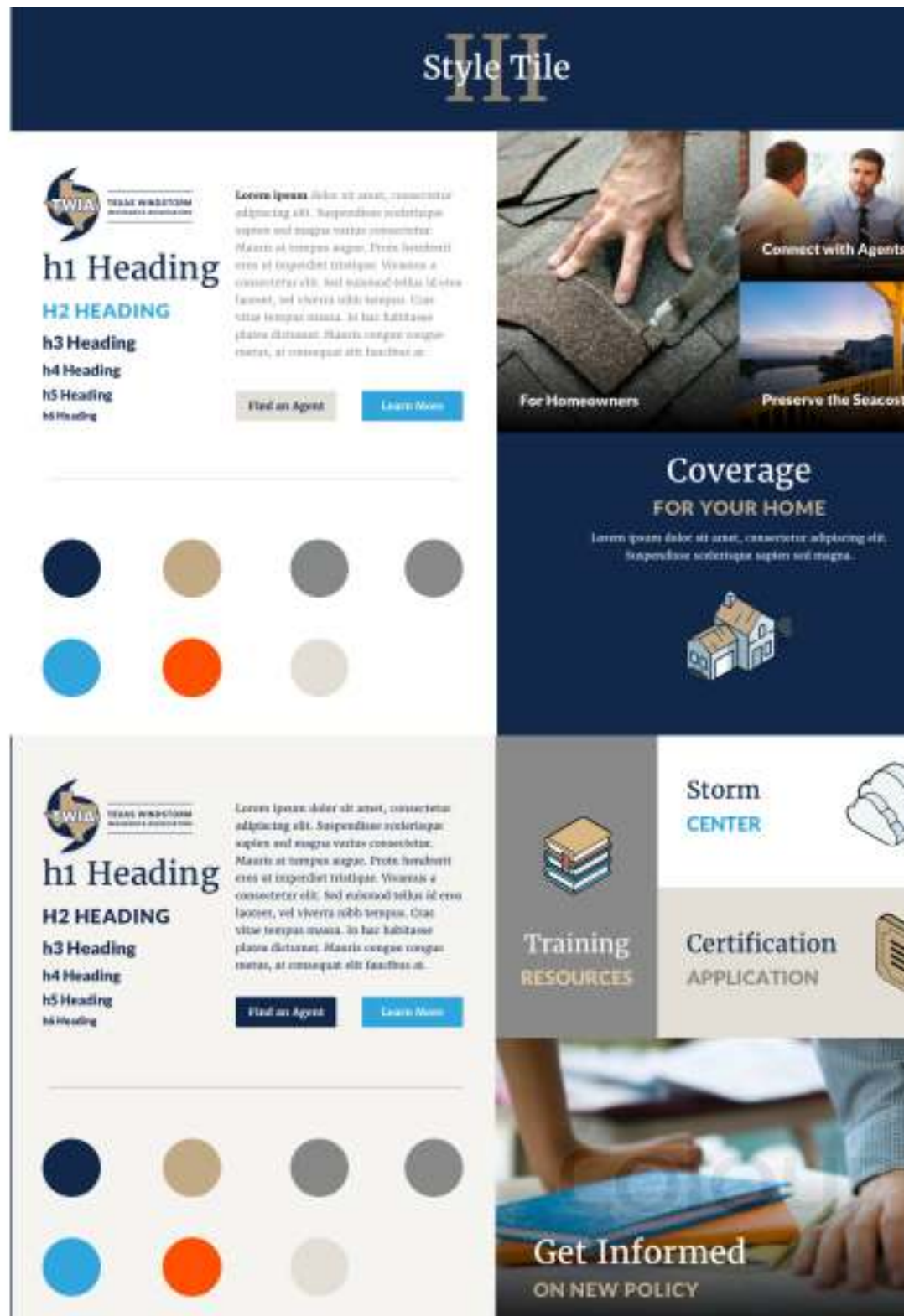


Get Informed  
ON NEW POLICY



# STYLE TILE

DIRECTION III



# Style Tile



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### H2 HEADING

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For Homeowners

Preserve the Seacost

## Coverage FOR YOUR HOME

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APPLICATION



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# STYLE TILE

DIRECTION IV



## Style Tile



### h1 Heading

#### H2 HEADING

##### h3 Heading

##### h4 Heading

##### H5 HEADING

##### h6 Heading

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### Training RESOURCES

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### Storm CENTER



### Certification APPLICATION



Windstorm  
CERTIFICATION





## Style Tile



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## Storm CENTER



## Certification APPLICATION



## Windstorm CERTIFICATION

