



OptiMed + Innovatemap

Final Brand Concept

03.23.21

Goal

Present a brand identity concept and align on a direction to enable activation.



Positioning

Foundational Statement

OptiMed makes employee health benefits simple.

Our self-service technology and flexible offerings allow brokers and employers to find the right coverage for their team, their budget, and their business.

Benefits

Save Time.

Simplify Your Coverage.

Get Answers With Self-Service.



Audience

A broker who is looking for non-traditional insurance solutions to help customers save money.

More progressive, hungry, wants to hustle.

Techy savvy, can navigate a website.



Insights from the Workshop

Spectrum Exercise

We want to be known for offering multiple products not just GAP.

Emphasize self-service but when you run into a road block our experts are here to help.

More logic-forward. We are a financial decision.

The website should look like we care and are trustworthy.



A large banner image shows a family of four (a man, a woman, and two children) sitting on a couch, looking at a tablet together and smiling. Overlaid on the bottom left is the text "Limited Medical" in a large, bold, blue font.

optimedhealth.com

HOME BROKERS EMPLOYERS MEMBERS PROVIDERS ABOUT

Limited Medical

The main content area of the website includes several sections:

- Products & Services:** Shows a photo of a family and the text "Products & Services".
- Broker Center:** Shows a photo of a smiling man in a suit and the text "Broker Center".
- Member Services:** Shows a photo of a group of diverse professionals and the text "Member Services".
- Blog Posts:** A grid of five blog cards with titles and dates:
 - "Time Is Right Now To Lower Out Of Pocket Expenses" (January 14, 2021)
 - "The Legacy of 2020" (December 30, 2020)
 - "ICHRA Spells Employer Healthcare Plan Voucher" (December 15, 2020)
 - "Build Group Health Coverage Starting With Lowest Price" (December 3, 2020)
 - "Reversing Diabetes Saves Money, Saves Lives" (November 12, 2020)



What we'll see today

Identity Concept

Identity Elements

- Logo
- Colors
- Type
- Visual elements

Identity Applications

- Website
- Email signature
- Banners
- Social media
- Presentation slide
- Digital background



How to review these concepts:

This

That looks like us.

I don't feel like the color palette makes us look sophisticated enough.

This looks modern, inspiring, and trustworthy.

I think this will resonate with our target audience.

Not this

~~Should there be a comma there?~~

~~Is that color pink or purple?~~

~~There's too much space between the lines of text.~~

~~I don't like this.~~



Concept



Logo & Wordmark

Sans serif typeface to differentiate from competitors. It's modern, simple, and visually balanced.

Color Palette

Typography

Visual Elements

Photography

OptiMed



Logo & Wordmark

Sans serif typeface to differentiate from competitors. It's modern, simple, and visually balanced.

Color Palette

Typography

Visual Elements

Photography

OptiMedHealth



Logo & Wordmark

The mark is based on the letter O.
The different aspects of OptiMed
coming together.

Color Palette

Typography

Visual Elements

Photography



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Photography

OptiMedHealth

OptiMedHealth

OptiMed

OptiMed



Logo & Wordmark

Color Palette

Dark navy paired with orange to differentiate from competitors. More personality without being too playful.



Typography

Visual Elements

Photography



Logo & Wordmark

Color Palette

Typography

Header: Excellent Bold.
Monospace font.

Body: DM Sans Regular.
Geometric sans serif.

Visual Elements

Photography

Excellent

**OPTIMED MAKES EMPLOYEE
HEALTH BENEFITS SIMPLE.**

DM Sans Regular

Our self-service technology and flexible offerings allow brokers and employers to find the right coverage for their team, their budget, and their business.



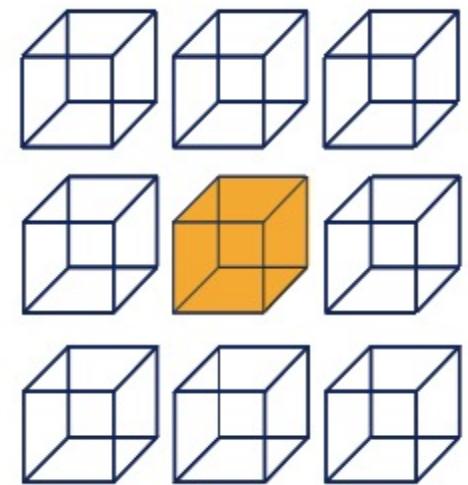
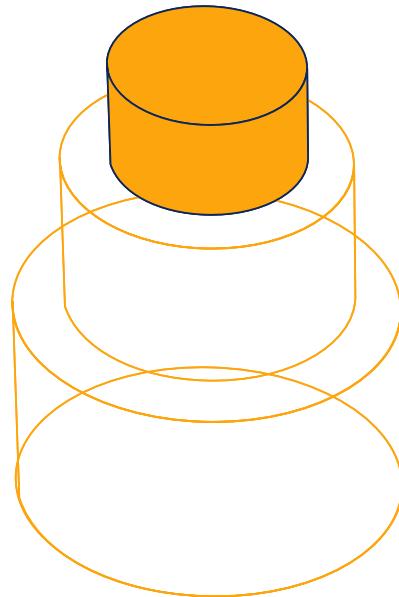
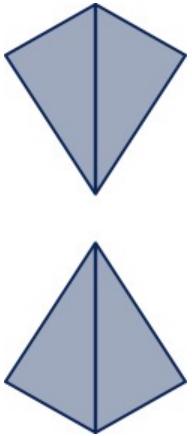
Logo & Wordmark

Color Palette

Typography

Visual Elements

Isometric geometric shapes arranged in a variety of ways to create a smart and simple design.



Photography



Step One Title

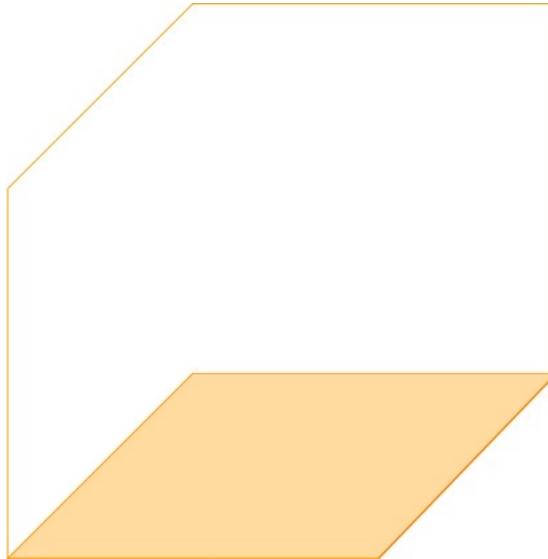
Step Two Title

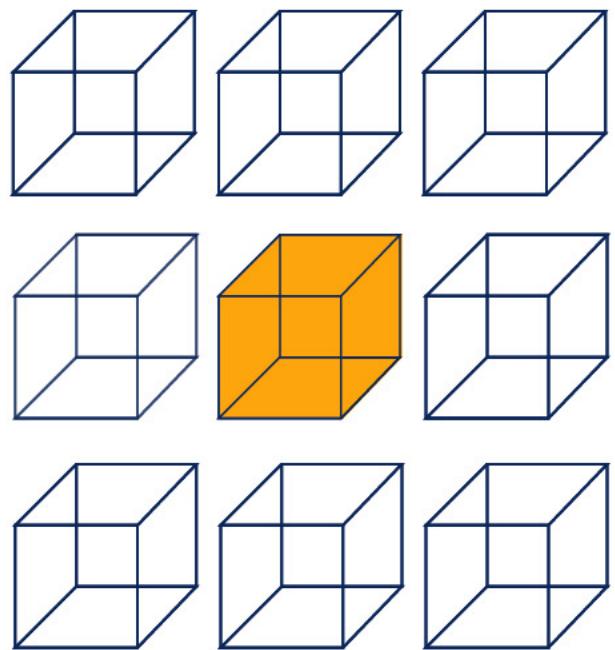
Typography

Visual Elements

Photography

In some instances, photography may be more appropriate than isometric shapes. The shapes can be used as a mask to create a similar style.





WE SIMPLIFY
COVERAGE SO
YOU CAN HAVE
PEACE OF MIND.

OptiMedHealth



linkedin.com

Home My Network Jobs Messaging Notifications Me Work Try Premium Free for 1 Month

OptiMed Health Plans

More Visit website + Follow

Home About Posts Jobs People Videos

OptiMed Health Plans
264 followers
3mo •

+ Follow ...

Looking for the lowest cost group health coverage for an employer of 50 or more? Rates as low as \$50/month? Online quote-churning software makes it simple to start at this point and add benefits almost one by one unit ...see more

[because health benefits should be clear] OptiMedHealth

2 Like Comment Share Send

Be the first to comment on this

Messaging

New Message

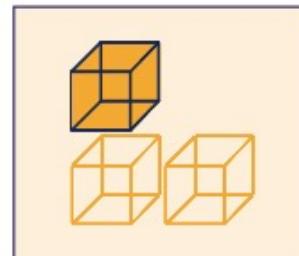
Recipients

Subject

Hey Ryan, can you reply back to this email with a quick "yay" or "nay" on moving forward with this?

Either is great, just wanted to be sure!

-Neville



One product or the full suite, we have you covered.

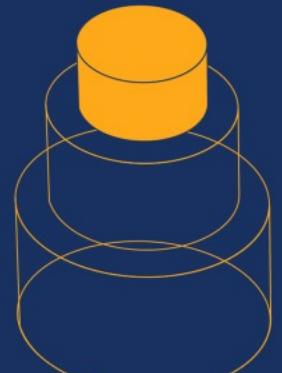
OptiMed

Send



OptiMedHealth

BUILT TO
MAKE YOUR
LIFE EASY



OptiMed

SAVE TIME

Don't wait around for answers. Move at your pace with OptiMed.

[TELL ME MORE](#)





Health benefits
are not a
one-and-done.





Brokers

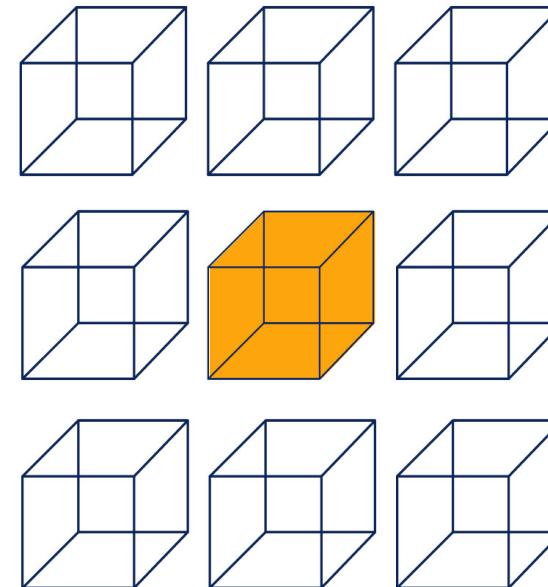
Employers

Providers

~~MYSTERY.~~ TRANSPARENCY.

OptiMed's technology allows brokers and employers to take control of their coverage, with easy access to expert service if needed.

[TELL ME MORE](#)



Brokers

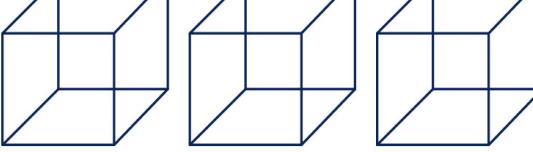
Employers

Members



with easy access to expert service if needed.

[TELL ME MORE](#)



Brokers

You have enough to do; we keep things simple for you.

[MORE >](#)

Employers

Your time is valuable. Stop managing quotes over fax and get answers on-demand.

[MORE >](#)

Members

Only pay for what you need – come here for all solutions or supplement existing coverage

[MORE >](#)



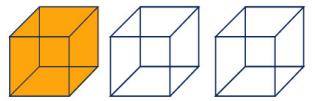
SIMPLIFY



MORE >

MORE >

MORE >



SIMPLIFY YOUR COVERAGE

Let OptiMed take on the complexities to
simplify your employee health benefits.



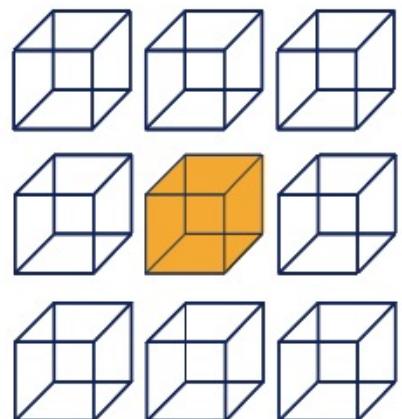


OptiMedHealth

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Next Steps

Revisions & Final Concept

