

A photograph of a woman and a young child on a beach. The woman is in the foreground, smiling warmly, with her arms around the child. The child is also smiling and has their arms around the woman. They are both wearing swimwear. The background shows the ocean with gentle waves and a sandy beach. The lighting is bright and warm, suggesting a sunny day.

Coverwise Corporate Brand Guidelines

Implementing the Coverwise brand in communications

Intro

Insurance. Some people think it's boring. But it can do almost anything - get you clean clothes, fly you home if the airline goes bust, fix your much-loved car - or even your much loved cat. We think that's amazing.

It doesn't have to cost much either. we'll help you choose the right thing so you only pay for what you need. And there'll be a real, named person to help if you need to make a claim.

We're proud to say that we're different to other insurers, combining our expertise with a huge helping of customer service that you just won't find elsewhere.

We're coverwise.com - pleased to meet you.

The Coverwise logo

The suggested minimum width is 160 px to ensure legibility.

The coverwise.com logo is a clear representation of our brand.

It is bright, clean and simple and should be used on all marketing material



COVERWISE LOGO
logo set on the dark blue
background.



ALTERNATIVE LOGO
The alternative logo can be used on
all marketing material.

The Danish Coverwise logo

The suggested minimum width is 160 px to ensure legibility.



COVERWISE LOGO
logo set on the dark blue
background.



ALTERNATIVE LOGO
The alternative logo can be used on
all marketing material.

Visual identity

Primary Colors



LightBlue

C	M	Y	K
68	39	1	0

R	G	B
88	138	194

Web

#588AC2



DarkBlue

C	M	Y	K
90	74	49	49

R	G	B
30	48	66

Web

#1E3042

Visual identity

Accent Colors



Green

C	M	Y	K
64	12	100	1

R	G	B
110	169	73

Web

#6EA949

Tone of voice

Most importantly, let's keep it simple.

LANGUAGE

We're going to be honest because that's the best way to be. And we'll keep away from jargon - who wants to read that? There's a bunch of normal human beings behind the brand and that's how we want to come across.

We think insurance should have a real feel-good factor, so it's something we try to get across by being positive and conversational. But there's also a calmness about us, something that puts you at ease and lets you know you're in a good place.

VISION

We're the insurer that treats you how you want to be treated. The one you've searched for but never found - until now!

You'll speak to the same person dealing with your case every time, because we think it's the best way to give great service. And things happen seamlessly - but if there is a problem, we'll find a solution.

coverwise.com's approach is modern and different. But it's grounded in old-fashioned values: things like courtesy, integrity and decency.

And we're enthusiastic about insurance, because it means you can do all the things you want to - with no worries about poor service or paying over the odds.

PERSONALITY

We're on your side - and that's rare in the world of insurance. Think of coverwise.com as that upbeat friend who sets themselves apart from the rest, because you can always rely on them. The one you'll ask for advice, whose intuition and intelligence guides you to the right choice.

You might not see us every week, but we give you a hand when you need one - and make you smile in the process. You'll leave feeling empowered

and with a sense that life's good.

Above all, we're the person that believes in you - and that means you believe in us.

TONE

The coverwise.com brand is centered on uncommon reassurance.

Uncommon reassurance means:

- we're different to the rest
- we are genuine
- you can trust us
- we'll never try and sell you things you don't need.

Which adds up to a Tone of Voice we define as:

HUMAN

So what is being human?

- Empathy
- Understanding
- Sharing Knowledge
- Friendly politeness
- Using everyday language
- Speaking as you'd like to be spoken to An individual approach

Brand value

The coverwise.com tone of voice can be summed up by the following words:

Engaging

We're engaging because we're human. We've got excellent products, offer a great service and want to help potential customers choose the right ones. We talk in a real, warm, human way, and we don't treat travel insurance as a necessary evil - we think it's great!

Courteous

Insurance doesn't have a great reputation for customer service. We're different. We recognise that thinking about insurance and claims makes people anxious. Empathy, warmth, respect and simple, good old-fashioned manners are a great way to lessen this anxiety.

Transparent

Always be honest, open and transparent. It's what we all want and appreciate as customers. Simplicity draws potential customers in; clarity gives them the confidence to invest in the brand.

Calm

Whenever someone deals with coverwise.com they should come away feeling calm, empowered and reassured. Above all they should know that they've chosen wisely, and that if they have to make a claim it will be met with great service delivered quickly and efficiently.

Upbeat

coverwise.com insurance is empowering - a hugely positive benefit at a low cost. So let's celebrate it. It's the reason you can relax while your 3,000 miles away, or have the confidence to spend £1,000 on a plasma screen. We're obviously sensitive when it comes to customers in adverse circumstances, but otherwise let's look on the bright side.

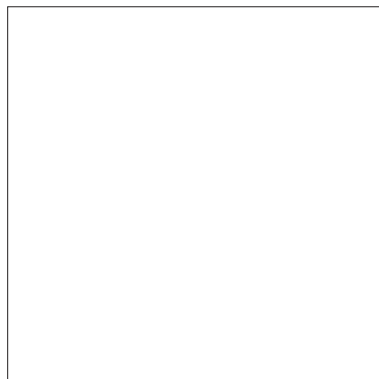
SIX WAYS TO STAY ON BRAND

It's not a straitjacket, just some points to bear in mind.

1. Keep it simple - avoid complicated sentences, confusing jargon and overly technical language.
2. Be honest - say it like it is.
3. Imagine you're talking to one person - like it's the real world; try to avoid falling into meaningless marketing-speak. You might find it helps to read your copy out loud.
4. Less is more - shorter copy is more readable and suggests assurance.
5. Show inner confidence - it has more resonance than bragging.
6. Smile! - know that coverwise.com is a brand apart from other insurers and offers genuinely good products and service.

Visual identity

Secondary Colors



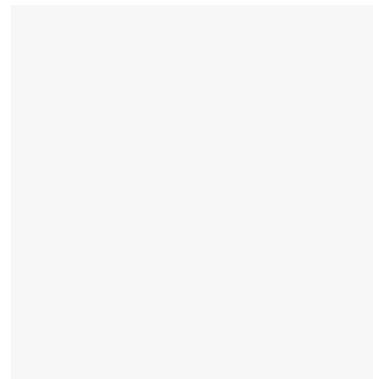
White

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

Web

#ffffff



LightGray

C	M	Y	K
2	1	1	0

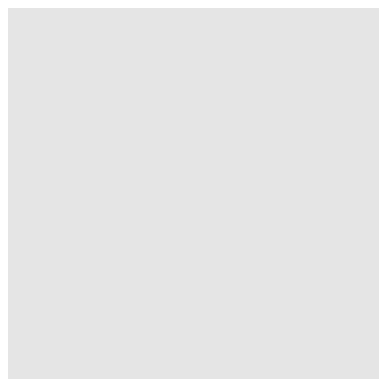
R	G	B
247	247	247

Web

#f7f7f7

Visual identity

Secondary Colors



Gray

C	M	Y	K
9	6	7	0

R	G	B
229	229	229

Web

#e5e5e5



DarkGray

C	M	Y	K
69	63	62	58

R	G	B
51	51	51

Web

#333333

Typography: Corporate typefaces

Primary typeface

Raleway: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[\|}{|:;:'"<>?.,/

Raleway: Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[\|}{|:;:'"<>?.,/

Raleway: Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[\|}{|:;:'"<>?.,/

Raleway: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*()+[\|}{|:;:'"<>?.,/

Typography: Corporate typefaces

Secondary typeface

JamePaul: Regular

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

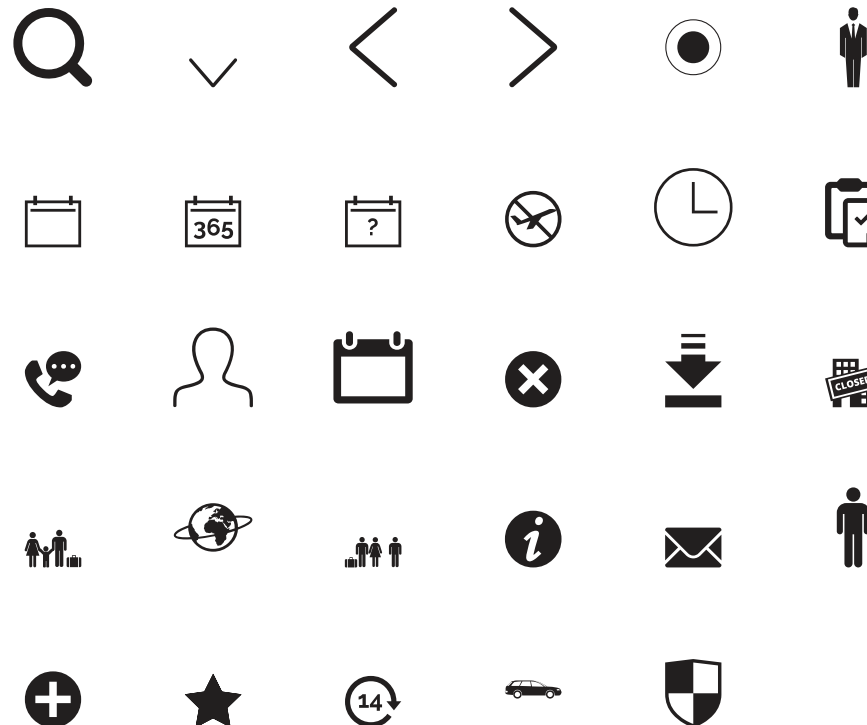
abcdefghijklmnopqrstuvwxyz

01234567890

!@#\$%^&() + [\] | ; : ' " < > ? , .*

Icones

Website icones



Typography: Using Railway Regular

Primary typeface

<small> 10 point:

The quick brown fox jumps over the lazy dog

H6 -12 point:

The quick brown fox jumps over the lazy dog

H5 -14 point:

The quick brown fox jumps over the lazy dog

H4 -16 point:

The quick brown fox jumps over the lazy dog

H3 -18 point:

The quick brown fox jumps over the lazy dog

H2 -20 point:

The quick brown fox jumps over the lazy dog

H1 -25 point:

The quick brown fox jumps over the lazy dog

Typography: Using Railway Light

Primary typeface

<small> 10 point:

The quick brown fox jumps over the lazy dog

H6 -12 point:

The quick brown fox jumps over the lazy dog

H5 -14 point:

The quick brown fox jumps over the lazy dog

H4 -16 point:

The quick brown fox jumps over the lazy dog

H3 -18 point:

The quick brown fox jumps over the lazy dog

H2 -20 point:

The quick brown fox jumps over the lazy dog

H1 -25 point:

The quick brown fox jumps over the lazy dog

Typography: Using Railway Medium

Primary typeface

<small> 10 point:

The quick brown fox jumps over the lazy dog

H6 -12 point:

The quick brown fox jumps over the lazy dog

H5 -14 point:

The quick brown fox jumps over the lazy dog

H4 -16 point:

The quick brown fox jumps over the lazy dog

H3 -18 point:

The quick brown fox jumps over the lazy dog

H2 -20 point:

The quick brown fox jumps over the lazy dog

H1 -25 point:

The quick brown fox jumps over the lazy dog

Typography: Using Railway Bold

Primary typeface

<small>10 point:

The quick brown fox jumps over the lazy dog

H6 -12 point:

The quick brown fox jumps over the lazy dog

H5 -14 point:

The quick brown fox jumps over the lazy dog

H4 -16 point:

The quick brown fox jumps over the lazy dog

H3 -18 point:

The quick brown fox jumps over the lazy dog

H2 - 20 point:

The quick brown fox jumps over the lazy dog

H1 - 25 point:

The quick brown fox jumps over the lazy dog

Typography: James Paul: Regular
Secondary typeface

H2 -60 point:

The quick brown fox jumps over the lazy dog

H1 -70 point:

*The quick brown fox jumps over the
lazy dog*

Imagery

The brand imagery

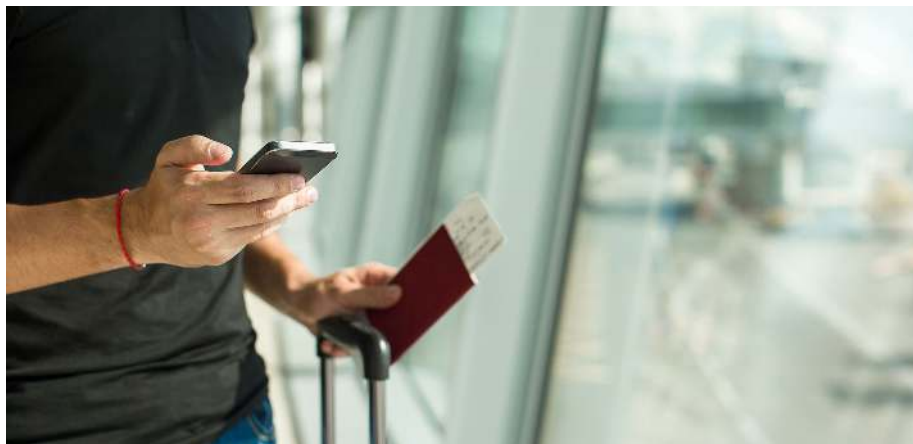
Cover image



Afbestillingsforsikring



Årsrejseforsikring



Backpacker / Cover image - Enkelt og hurtigt



Imagery

The brand imagery

Bilskadeforsikring



Enkeltrejseforsikring



Tyrkiet



Erhvervsrejseforsikring



Imagery

The brand imagery

Forsikringsoversigt



Enkeltrejseforsikring



Cover image - Forsikring til Paris



Egypten



Imagery

The brand imagery

Europa



Mastercard



Norge



Thailand



Imagery

The brand imagery

Anmeld skade



Rejseforsikring til USA



Verden



Slutleverandørsvigt



Imagery

The brand imagery

Studieophold



Cover image - Gode priser og dækning



Om Coverwise



404



Imagery

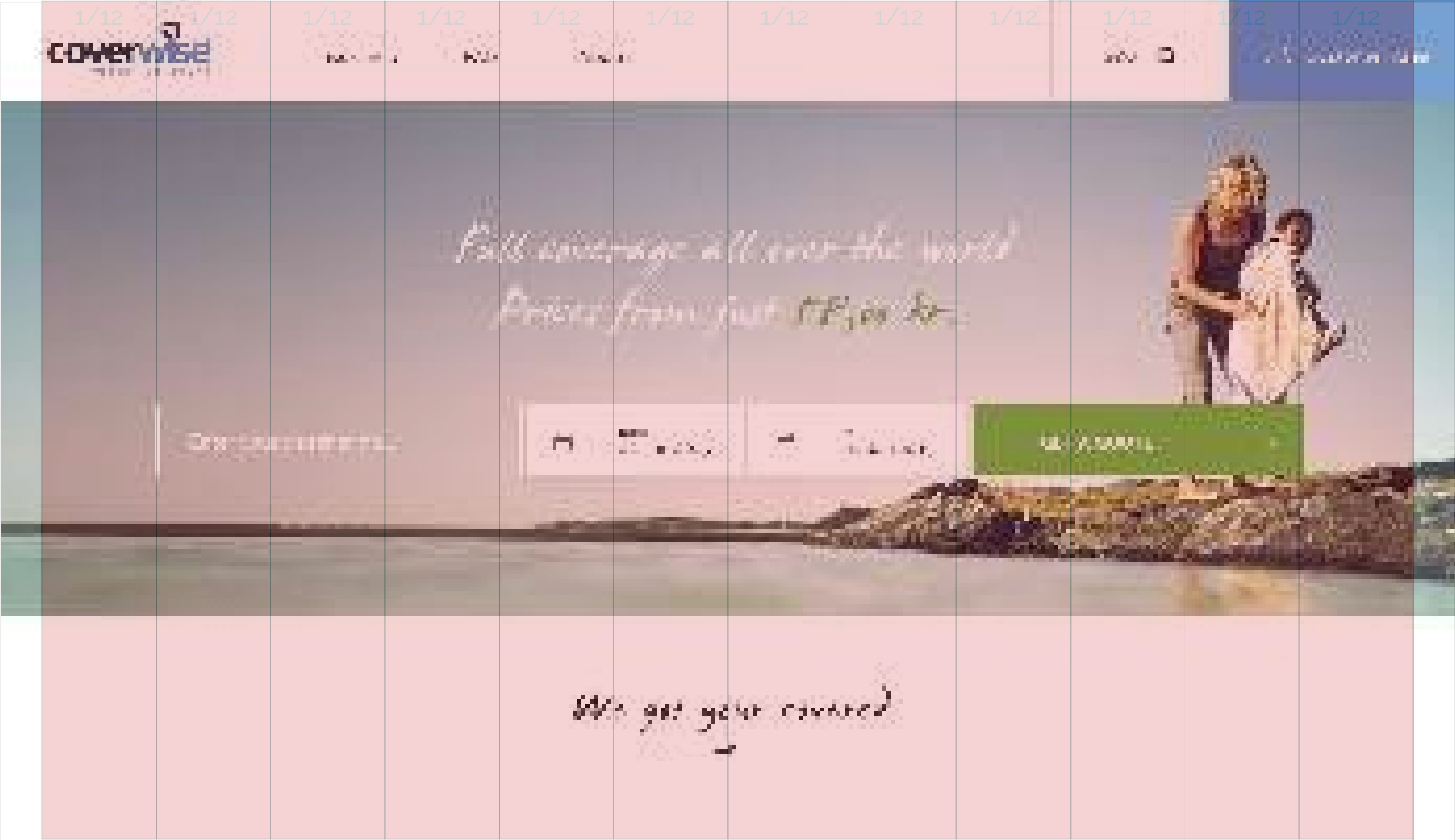
The brand imagery

F.A.Q.



Website cover

Bootstrap 3



Media Query Breakpoints

Breakpoints

Custom, iPhone Retina:

```
@media only screen and (min-width : 320px) {  
}
```

Small Devices, Tablets

```
@media only screen and (min-width : 768px) {  
}
```

Medium Devices, Desktops

```
@media only screen and (min-width : 992px) {  
}
```

Large Devices, Wide Screens

```
@media only screen and (min-width : 1200px) {  
}
```



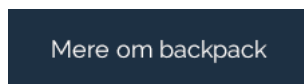
Buttons

Primary button:



On click lighten background color 20%

Secondary button:



On click lighten background color 20%

Tekst links

Link color: #588AC2, text-decoration: none;
hover: underline

Coverwise -> [Coverwise](#)

