

BRAND STYLE GUIDE



Expect MORE.

STORY
01

BRAND PYRAMID

TANGIBLE BENEFITS

- Efficiency and increase of productivity
- 24-hour Access to technology/data
- Fair and quickly paid commission
- Processing of claims in a timely manner
- Improved partner/consumer relationships
- Active Listening / Feedback
- Real time reporting
- Sustainability / Tenure in market / won't abandoned market
- Star agency program (loyalty program)
- Loyalty programs / scaled commissions VIP Communications
- Veteran owned company
- Discounts to first responders
- Waive deductible after no losses

EMOTIONAL BENEFITS

- Confidence
- Value
- Empathy
- Comfort
- Assurance
- Support
- Respect
- Empowerment
- Trust
- Protection
- Appreciation

VALUES

- Customer centric
- Innovation-focused
- High standard of excellence
- Tech Forward
- Responsiveness
- Transparency

PERSONALITY

- Supportive
- Responsive
- Empathetic
- Detailed
- Innovative
- Knowledgeable
- Loyal

BRAND PYRAMID

BRAND ESSENCE

We are driven by our **commitment** to **serve** and **protect people**.

BRAND STATEMENT

We Think Beyond Insurance.

CONTENT CREATION/MESSAGING

The tone of all content and messaging should reflect the concept of “We Think Beyond Insurance”. While there will be a need to speak in the industry-specific language of insurance providers, the tone of the messaging should add depth that conveys the “why” behind the products and services.

There should be an effort to always anchor language with a human connection with the goal of creating a personal bond with the audience. Messaging should go “beyond” the factual components of insurance products and processes to illustrate the human benefit and leave the audience feeling that at Orion180, people are the priority.

BRAND STORY

The world of insurance is characterized by misconceptions and misinterpretations. Rather than insurance feeling like assurance, it is often perceived as a mandated expense instead of a protective investment. Agents are often seen as policy processors instead of property and personal security advocates. At Orion180, we have embraced the audacity of innovation to redefine the culture of coverage and provide quality service focused on efficiency and empathy. At Orion180, we don't just sell insurance; instead, we've built and live for what it is designed to protect: **PEOPLE.**

AT OUR CORE

With people at the center of who we serve and what we do, we are positioned to distance ourselves from the competition by offering an experience that is a 180-degree departure from the status quo of the insurance industry. This differentiation is driven by our commitment to innovation. More specifically, the innovations that stand as the three pillars of who we are as Orion180.

TECHNOLOGY - **DO MORE.**

Innovation in technology allows us to do more as we harness the energy of our cutting-edge proprietary technology: A platform that streamlines real-time data with speed, accuracy, and transparency while elevating responsiveness to our partners and the people we serve.

CULTURE - **BE MORE.**

Our innovation in culture creates an environment that allows others to be more. We elevate partner agents to change agents and position insurance providers to become impact providers.

SERVICE - **GIVE MORE.**

Innovation in service is the catalyst by which we can give more and achieve the stellar performance that provides comfort and confidence in our partner relationships while consistently delivering a high level of customer care. While we remain grounded in our commitment to responsiveness and the quality of our interactions, we continue to explore and execute initiatives in which communities and causes benefit from our success.

EXPECT MORE.

By establishing an innovation-focused ecosystem as the company's cornerstone, we remain driven by our commitment to serve and protect people. As we continue to grow and evolve, Orion180 is positioned to do more, give more and be more as we embrace the challenge to think beyond insurance and expect more from ourselves.

BRAND STRATEGY

“Expect MORE.”

Beyond a tagline is our external and internal call-to-action.

- Orion180 is an innovation-focused organization with a “Think Beyond” mindset.
- Consistent with the growth vision and the expectation of new products and resources
- Driven by the three pillars (Constellations of Innovation): Technology, Service, and Culture

BRAND PILLARS

“Commitment to Innovation”

TECHNOLOGY - DO MORE.

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SERVICE - GIVE MORE.

Innovation in service is the catalyst by which we can give more and achieve the stellar performance that provides comfort and confidence in our partner relationships while consistently delivering a high level of customer care.

CONTENT CREATION/MESSAGING

As identified through the discovery process, people are the priority and focus of the three governing pillars:

Innovation in Technology, Service and Culture. When addressing these pillars, content and messaging should:

- Connect on a human level with verbal texture that goes beyond detailing products or processes.
- Illustrate how the pillar being described facilitates the ability to Do More, Give More, Be More.
- Convey a sense of organizational and personal commitment to the pillars so they are elevated to be more than superficial descriptive elements of the company.
- Ensure that “people” remain the “why” behind Orion180 innovation in each of these areas.

IDENTITY

02

IDENTITY



Two Color Primary Logo



Two Color Primary Logo with Tagline

TAGLINE POSITIONING



IDENTITY VARIATIONS



Two Color Reversed On Black



One Color Black On White

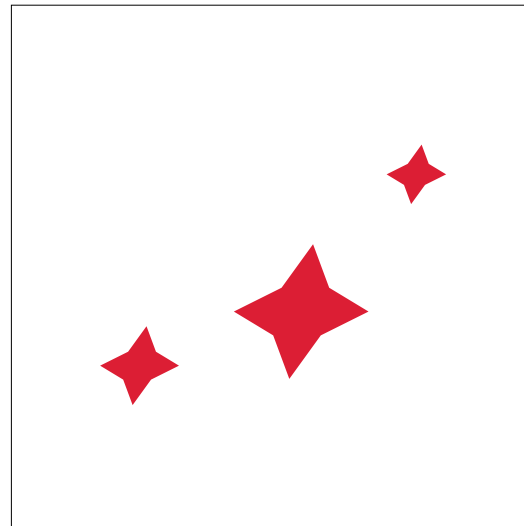


One Color Reversed On Black



One Color Reversed On Red

IDENTITY VARIATIONS



Icon



App Icon

IDENTITY VARIATIONS



MY180 Two Color



MY180 Two Color Reversed On Black



MY180 One Color Reversed On Red

IDENTITY IMPROPER USAGE

ALWAYS Orion180
NEVER Orion 180 (No space between)

ALWAYS Orion180
NEVER Orion (No abbreviation)



Do not alter logo color



Do not alter logo graphic effects



Do not alter logo's shape, angle or proportions

COLORS

03

PRIMARY COLORS

Orion180 Logo Red

**PANTONE 199 C**

#D50032

C 10 M 100 Y 86 K 2
R 213 G 0 B 50

Orion180 Logo Black

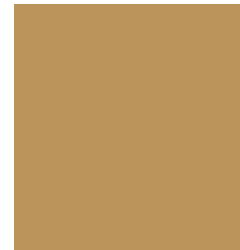
**PROCESS INK**

#000000

C 0 M 0 Y 0 K 100
R 0 G 0 B 0

SECONDARY COLORS

Technology - Gold

**PANTONE 465 C**

#B9975B

C 27 M 38 Y 74 K 3
R 185 G 151 B 91

Service - Teal

**PANTONE 7708 C**

#005670

C 95 M 59 Y 39 K 19
R 0 G 86 B 112**PROCESS INK**

#333333

C 0 M 0 Y 0 K 90
R 51 G 51 B 51

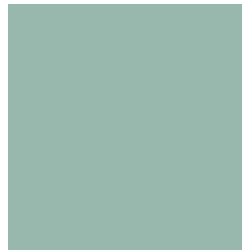
SUPPORTIVE COLORS



PANTONE 5125 C

#693C5E

C 58 M 83 Y 38 K 24
R 105 G 60 B 94



PANTONE 623 C

#9AB9AD

C 41 M 16 Y 33 K 0
R 154 G 185 B 173

COLOR SHADES



PANTONE 465 C

#B9975B

C 27 M 38 Y 74 K 3
R 185 G 151 B 91



PANTONE 7708 C

#005670

C 95 M 59 Y 39 K 19
R 0 G 86 B 112



PROCESS INK

#333333

C 0 M 0 Y 0 K 90
R 51 G 51 B 51



PROCESS INK

#666666

C 0 M 0 Y 0 K 80
R 101 G 102 B 102



PROCESS INK

#999999

C 0 M 0 Y 0 K 40
R 153 G 153 B 153



PROCESS INK

#CCCCCC

C 0 M 0 Y 0 K 20
R 204 G 204 B 204

TYPOGRAPHY

04

TYPOGRAPHY

Open Sans

Regular

The quick brown fox jumps over the lazy dog. 11 pt

The quick brown fox jumps over the lazy dog. 18 pt

Italic

The quick brown fox jumps over the lazy dog. 11 pt

The quick brown fox jumps over the lazy dog. 18 pt

Bold

The quick brown fox jumps over the lazy dog. 18 pt

The quick brown fox jumps over the lazy dog. 24 pt

PARAGRAPH FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?'><

TYPOGRAPHY

Montserrat

Regular

The quick brown fox jumps over the lazy dog. 11 pt

The quick brown fox jumps over the lazy dog. 18 pt

Italic

The quick brown fox jumps over the lazy dog. 11 pt

The quick brown fox jumps over the lazy dog. 18 pt

Bold

The quick brown fox jumps over the lazy dog. 18 pt

The quick brown fox jumps over the lazy dog. 24 pt

TITLE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

TYPOGRAPHY

Amibata

Regular

The quick brown fox jumps over the lazy dog. 11 pt

The quick brown fox jumps over the lazy dog. 18 pt

The quick brown fox jumps over the lazy dog. 24 pt

ACCENT FONT

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmno pqrstuvwxyz

1234567890!@#\$%^&*()_+="?:><

ICONOGRAPHY

05

ICONOGRAPHY

SOCIAL



LinkedIn



Facebook



Twitter



Instagram



YouTube

HOVER STATE



LinkedIn



Facebook



Twitter



Instagram



YouTube

GENERAL



Additional Info



Coverage Quote



Create Claim



Alert



Download



Edit



General Info



HO3



Home



Home Coming Soon



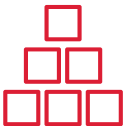
Info



Logout



My180



Org Units



Payments



Property



Recent Quote



Request Quote



Calendar



Chat



Claims 1



Claims 2



Close



Complete



Search



Settings



Shield Policy



Signature



Star



Star Outreach



Start



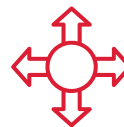
Term Life



User Profile



Verified



Work Queues

ICONOGRAPHY

Reports



Business Intelligence



Analytics



Commission Report



Mapping



Document Download



PDF Download



Reports ClaimBord



Reports Commission



Reports EarnedPrem



Reports Other



Reports PolicyBord



Reports SavedRpts



Reports SavedRpts2



Reports WrittenPrem

Admin



Admin



Agencies



Rates



User Add Users



Roles



Notification

Doc Library



Document Library



Admitted



Non-Admitted



Educational Videos



Folder



Folder 2



Reference



DL - Documents



DL - Marketing

Contract Mgmt



Contract Mgmt



Base Rates



Territory



Zip Code

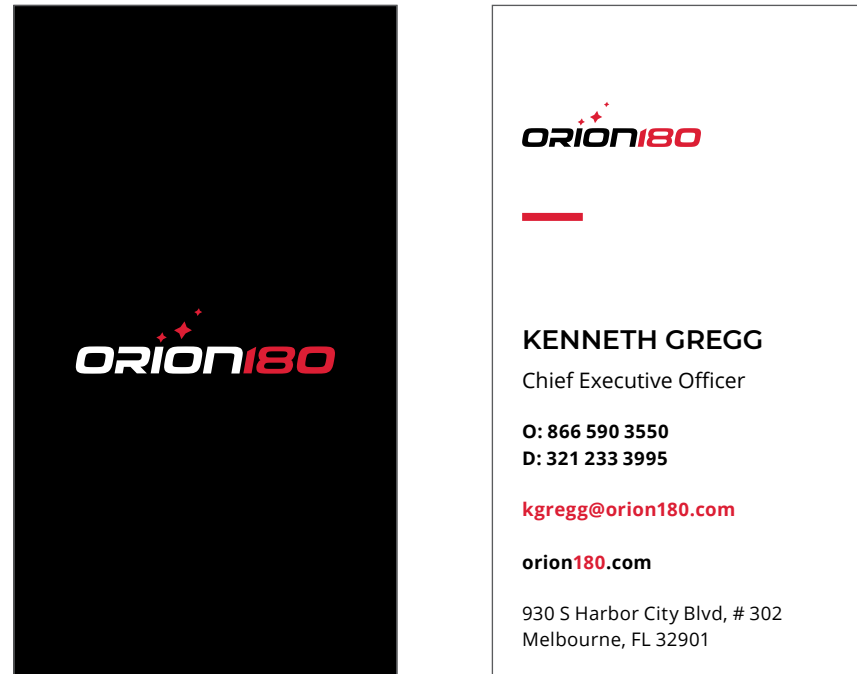


Territory Zip Code

STATIONARY

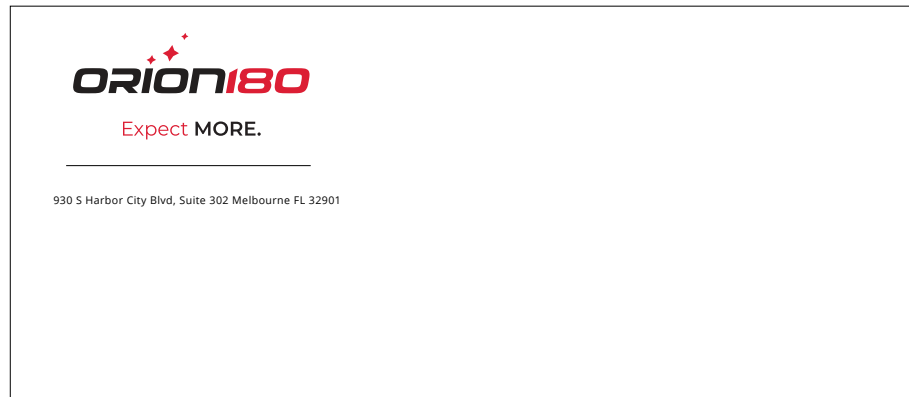
06

BUSINESS CARDS



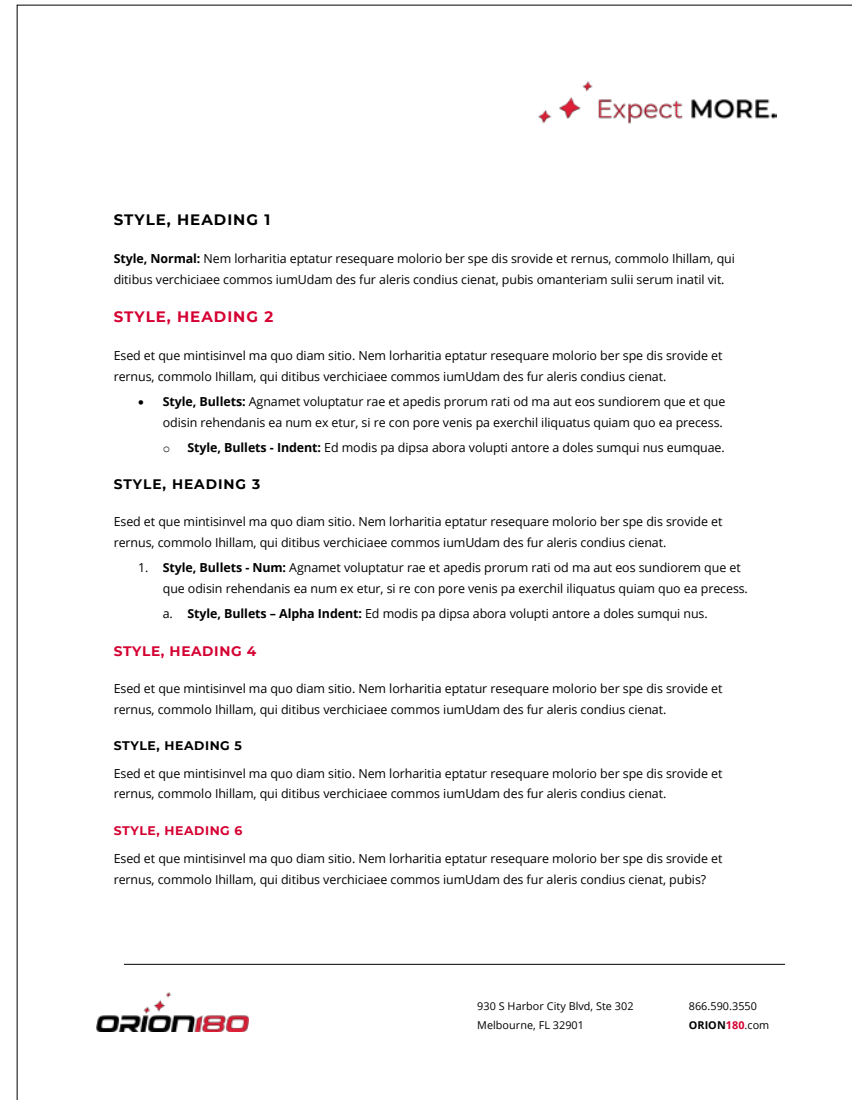
Vertical, Spot UV On Logos, 38pt Stock, Red Edge

LETTERHEAD & ENVELOPES



#10 Envelope

Letter (8.5" x 11") Page



EMAIL

07

EMAIL SIGNATURE



Kenneth Gregg / CEO
kgregg@Orion180.com

D: 321.233.3995
O: 321.213.6222

930 S. Harbor City Blvd., Suite 302
Melbourne, FL 32901



Email Signature With Portrait



Kenneth Gregg / CEO
kgregg@Orion180.com


D: 321.233.3995
O: 321.213.6222

930 S. Harbor City Blvd., Suite 302
Melbourne, FL 32901




Email Signature

EMAIL TEMPLATES



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ONE COLUMN

Hello (FirstName),

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CALL TO ACTION


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CALL TO ACTION



Anthony Regalado / Territory Mgr
 aregalado@orion180.com
 ☎ 303.588.8888
 ☎ 888.938.8888
 Schedule a Meeting






SUBHEAD TITLE
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CALL TO ACTION

Orion180 Insurance Services
 930 S. Harbor City Blvd., Suite 302
 Melbourne, FL 32901


(866) 590-3550
Orion180.com



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 930 S. Harbor City Blvd., Suite 302
 Melbourne, FL 32901

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 Uninsured/Underinsured



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TWO COLUMN


Hello (FirstName),

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RECENT HITS

Hello (FirstName),

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State	County	Year Built	Construction	DTC (mlns)	Occupancy	TIV	Policy Type
AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3
AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3
AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3
AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3
AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3
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AL	Orange	2009	MNC	5+	SF	\$2.1 million	HO3

SUBHEAD TITLE

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CALL TO ACTION


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IMAGES

08

IMAGES



Images make use of blending the star icon with a wavy pattern into the background. Red is an identifying color to be used in all images.



Color backgrounds are used to represent the three pillars. Gold for technology, teal for service and black or neutral for product related communications.

LIFESTYLE IMAGES



BOILERPLATE

09

BOILERPLATE

100 WORDS

Orion180 is a technology-based insurance company that partners proprietary systems with outstanding customer service to simplify the insurance experience. Both partner agents and insureds can Expect MORE as they avail themselves of our admitted and non-admitted products at competitive prices. Our mission at Orion180 is to provide excellent, results-driven service to independent insurance agents that distances both us and them from our competitors. We prioritize our relationships with our partner agents, so you can prioritize your relationship with your insureds in the community. Our technology and spirit of service create a new path for the insurance market.

75 WORDS

Orion180 is a technology-based insurance company that partners proprietary systems with outstanding customer service to simplify the insurance experience. Both partner agents and insureds can Expect MORE from our admitted and non-admitted products at competitive prices. Our mission is to provide excellent, results-driven service that distances both us and them from our competitors. We prioritize our relationships with our partner agents, so you can prioritize your relationship with your insureds in the community.

50 WORDS

Orion180 is a technology-based insurance company that partners proprietary systems with outstanding customer service to simplify the insurance experience. Both partner agents and insureds can Expect MORE as they avail themselves of our admitted and non-admitted products at competitive prices. With Orion180 you can protect what's yours.

25 WORDS

Orion180 is a technology-based insurance company that partners proprietary systems with outstanding customer service to simplify the insurance experience.

15 WORDS

Orion180 is a technology-based insurance company that partners proprietary systems with outstanding customer service.



ORION180

Expect **MORE.**