ORACLE RMS +

INSURANCE RISK MANAGEMENT SERVICES

Brand Direction + Guidelines

DECEMBER 7, 2022

Brand Attributes

SERVICE

Priority access to Oracle RMS+ CSRs for a busy clientele

Enhanced service and support for more complicated needs

Personalized service that *exceeds expecations*

EXPERTISE

Risk Management Services for uniquely demanding financial needs

A senior, expert CSR assigned to each Plus client

Oracle RMS+ builds on Oracle RMS' already best-in-class expertise

Oracle RMS+ is a leader in the marketplace

EXPERIENCE

Customers can leverage the full Oracle RMS **network** of industry connections in order to get access to superior products and prices

A one stop shop for unique needs - "we can handle any request"

Experience protecting family estates

Brand Voice

AND TONE

BRAND VOICE IS

- Confident
- Empathetic
- Personal
- Informative
- Trustworthy

BRAND VOICE IS NOT

- Cocky
- Cold
- Misleading
- Arrogant
- Passive

BRAND LOOK AND FEEL IS

- Minimal/simple/elegant
- Uses black and white (high contrast)
- Refined
- Warm and human
- Modern

BRAND LOOK AND FEEL IS NOT

- Complicated
- Flashy
- Loud
- Sterile
- Bright
- Traditional

Brand Colour Palette

Primary Colours

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000

CMYK: 0/100/15/60
RGB: 122/0/60
HEX: #7A013C

PANTONE 617U
CMYK: 30/22/60/6
RGB: 174/170/124
HEX: #AEAA7C

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFF

Secondary Colours

PANTONE 619U
CMYK: 40/33/72/18
RGB: 136/126/73
HEX: #887E49

NOTE: TO BE USED FOR "GOLD" TEXT ON A WHITE BACKGROUND

PANTONE 8361C (METALLIC)
CMYK: 30/22/60/6

NOTE: TO BE USED ONLY FOR SPECIALTY PRINT JOBS. THIS IS A METALLIC GOLD.

Brand Colour Palette

Gradient

PANTONE 616U
CMYK: 23/17/53/2
RGB: 206/196/137
HEX: #CEC489

PANTONE 617U
CMYK: 30/22/60/6
RGB: 174/170/124
HEX: #AEAA7C

PANTONE 618U
CMYK: 36/28/67/11
RGB: 165/156/97
HEX: #A59C61

PANTONE 619U
CMYK: 40/33/72/18
RGB: 151/140/83
HEX: #978C53

NOTE: IN SOME CASES YOU MAY WANT TO CREATE A GOLDEN GRADIENT EFFECT USING THE ABOVE FOUR COLOURS. THIS CAN BE USEFUL FOR CREATING "SHINE" AND THE SHEEN OF METAL.

Logo

ORACLE◯RMS+

INSURANCE RISK MANAGEMENT SERVICES

ORACLE◯RMS+

INSURANCE RISK MANAGEMENT SERVICES

Logos can be downloaded here:

bit.ly/3Vzmd8x

Typography

The quick brown fox jumps over a lazy dog

The quick brown fox jumps over a lazy dog

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The primary typeface is Gotham.

Gotham can be used across all platforms, from web to print. **Gotham** is similar to the Montserrat typeface, and shares the same general tone, but it has a bit more polish that renders exceptionally well at both small and large sizes.

Note: Montserrat can be used as a backup where Gotham is not available.

Tip: Consider contrasting very "light" and very "heavy" font weights to create drama and visual tension.

Tip: When "knocking out" white text on a dark background, increase the font weight to improve readability.

Photography

DO
Choose images that feel authentic and/or tell a story.

Tip: Close-cropping is a good way to add interest to a composition.

DON'T
Be careful of images that don't feel natural (that feel like "stock" photos).

DO
Use images that include golden tones and highlights.

DON'T
Stay away from images with strong colour accents that are outside of the brand colour palette.

DO
Use understated colours.

DO
High contrast images can reinforce a sense of drama and a luxury tone.

Photography

DOS AND DONT'S

DO
Use lifestyle images to create a feeling of connection and warmth.

DON'T
Be careful witht studio photography that has a sterile feel.

DO
Use images that reinforce concepts of family and relationships.

DON'T
Don't use images that aren't reflective of your audeince.

Tip: Define your customer profile so that you can more easily picture them.

DO
Keep it local. Look for images with regional settings to boost authenticity.

DON'T
Don't use images that have no connection to Ontario.

Photography

DO
Diversity Matters.
Be inclusive with
image choices.

DON'T
Don't use the first stock
photos you find, or you will
not have diversity on your
imagery.

DO
Incorporate brand colours
into illustrattions and icons

DON'T
Don't lose focus of your
branding. Keep colours
inline.

Icons

For visual continuity, use only Icons with a light "stroke weight".

Starter icons can be downloaded here:
bit.ly/3iJ2vsN

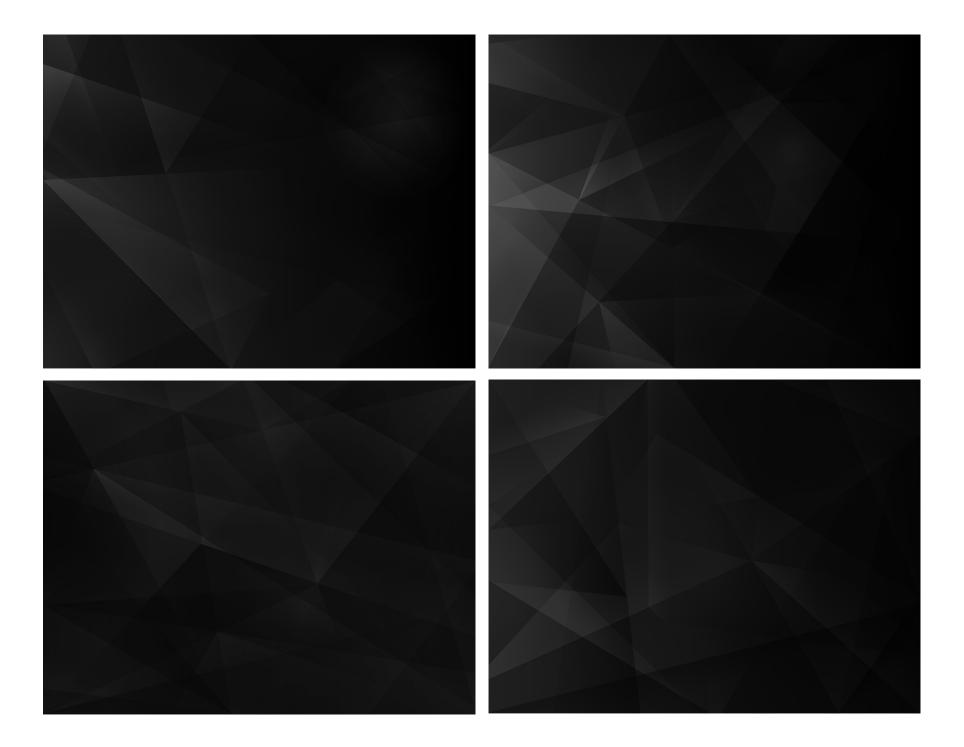Find more good icon sets here: https://www.istockphoto.com/portfolio/fleazV

Additional Graphics

The following background images can be used to add texture and dimension to **Oracle RMS+** communications.

☁

Background PNGs can be downloaded here:
bit.ly/3uuQMAq

Tempates

WORD AND POWERPOINT

Templates can be downloaded here:
bit.ly/3F8pAfW

Banner Ideas

BACKGROUND TREATMENTS

Next Steps

These guidelines are intended
to be a work in progress.

For questions, please email Kent at krygiel@gmail.com

This document can be downloaded here:
bit.ly/3F10ob4