

ervuafinalexpense.com



Ervua
Final Expense Insurance

Branding Guidelines

2022

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History

Ervua was founded to help provide certainty and peace of mind for our clients. 40% of the United States don't have life insurance, so the families left behind are often left with debts associated with end-of-life expenses. We strive to offer our clients a way to provide for and protect their families, through life insurance.



Key Messaging

- The voice and message of this brand are focused on HONOR. "We see that this is a hard experience. we know it can be scary. You don't have to be afraid because you are not alone. We're in this together."
- The tone should be comforting, respectful, and warm.
- Avoid fear phrases like "don't leave your family with debt" and instead focus on how they are helping their families.

"Protecting Your Family
Is Easier Than You Think"

"You Don't Have To Do
This Alone."

Target Market

- **Demographic Information**

50 to 65, couple, middle to upper class, approaching retirement.

- **Lifestyle**

Family-oriented, still working, somewhat active lifestyle.

- **Location**

Hartford Connecticut and surrounding areas.

- **Key Points**

People who know they have to have a life insurance policy in place immediately.

Usually, there is a triggering event, like the death of a loved one or a health scare, that causes them to look for life insurance in the first place.

Logo



Primary Logo



Icon Logo



Watermark (25%)

Color Palette

Primary

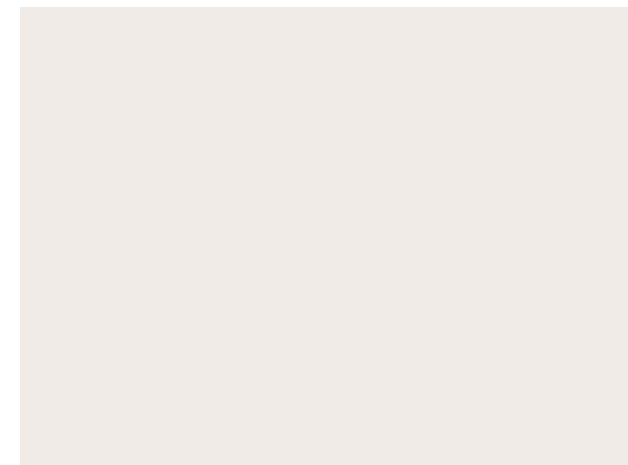


#06113C



#AECE61

Secondary



#F1E7E7



#A3B2C2



#939598

Typography

- Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

- Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

- Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

- Font Sizes

Title: Montserrat - 60px
Subtitle: Raleway - 45px
H1: Montserrat Bold - 45px
H2: Montserrat Bold - 30px
H3: Raleway - 20px
Body: Montserrat - 16px

Imagery



- Images should be bright, warm, and happy.
- Showcase couples and families in day-to-day life.
- Encourage feelings of connection and peace.
- Include multigenerational families.
- Use real clients whenever possible.

DO NOT



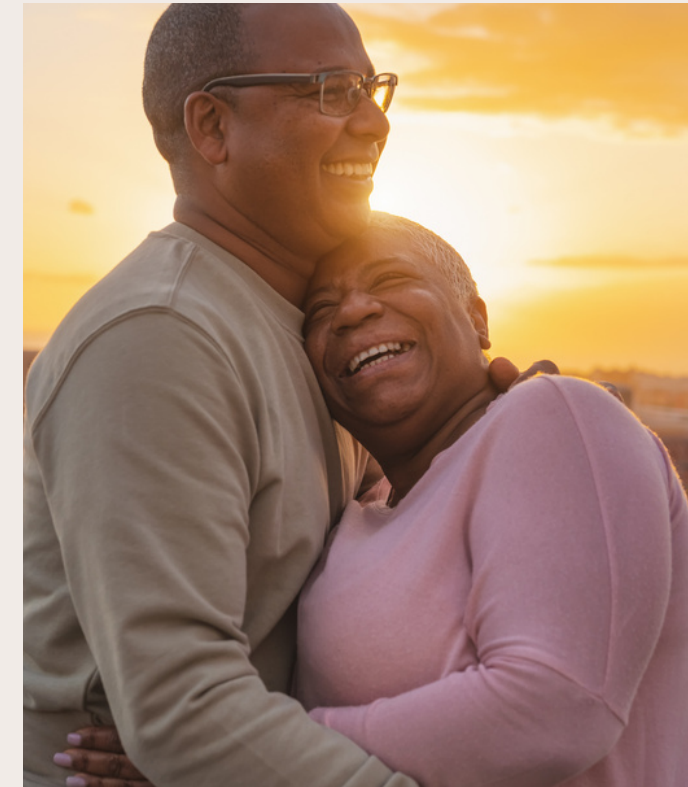
- Do not show images or use phrases based in fear.
- Do not use images with subjects upset or stressed.
- Do not promise any results of insurance applications.
- Do not violate the privacy of any clients who have not given express consent for the use of their images or story.



We always approach our clients with respect and honor, recognizing that this is not an easy topic to discuss or even think about. We are here to help them through their journey.

Our primary goal is to show our customers that we will walk hand in hand with them to create a financial safety net and leave a legacy for their families.

Additional Imagery Examples



Additional Messaging Examples

- Get the peace of mind you need with ERVUA. 40% of Americans don't have life insurance, so give your family the security and certainty they deserve.
- At ERVUA, we believe in creating peace of mind for our clients and their families.
- Take control of your family's financial future and choose a life insurance policy with ERVUA
- Working together to protect your family.
- Life insurance isn't a luxury. It's a necessity, to help provide peace of mind and financial security for your family.
- We understands the importance of having the right kind of coverage to make sure your family is taken care of.