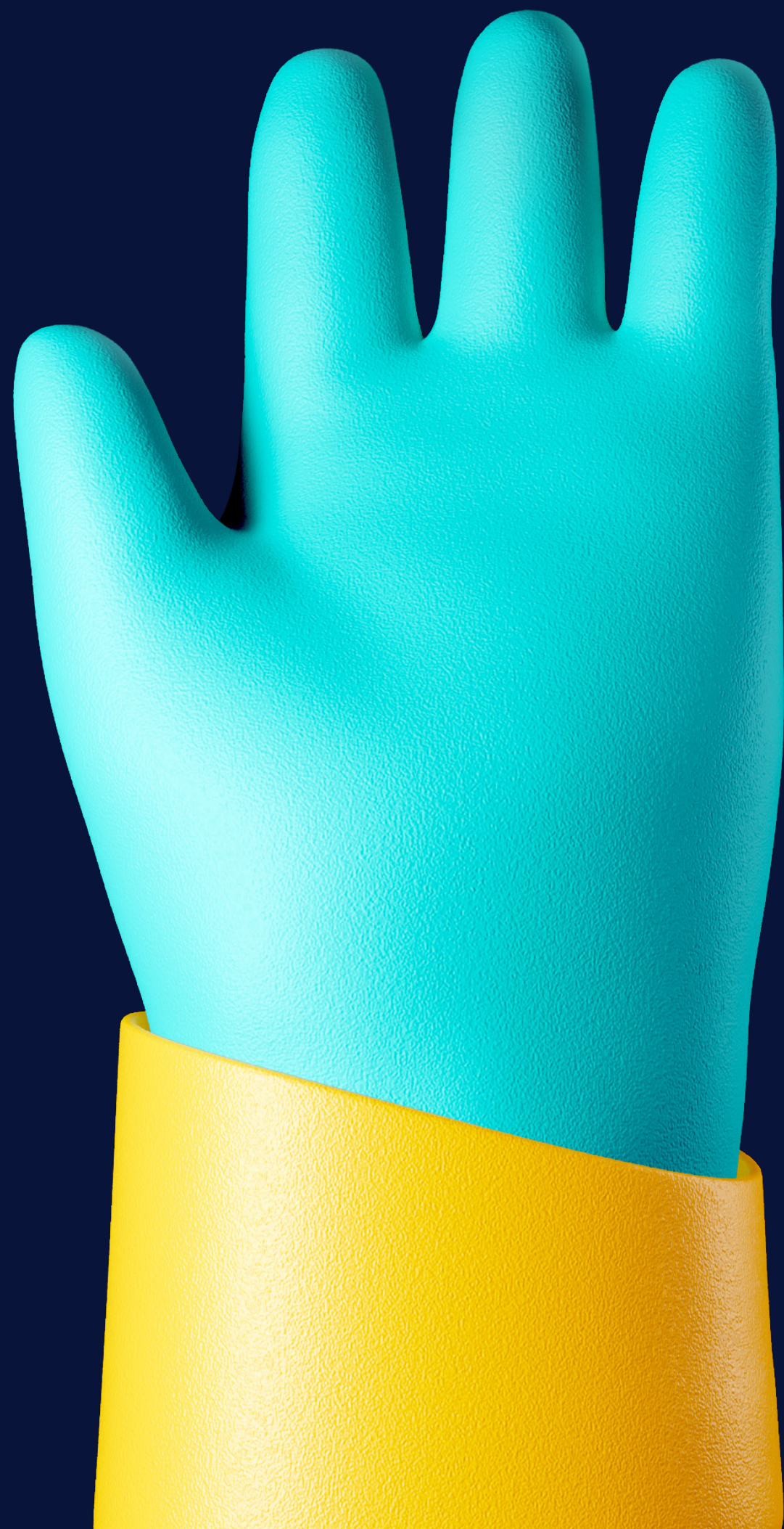




Brand Guidance



Hi there! Nice to have you.

This brand guide aims to give you an overview of the Yoloh brand and the things that make it live and breathe, from strategy to design assets.

It's an informative guide and has all the assets you may need in the making of the brand. Use all of the assets as you see them and try not to start making your own - if it ain't broke!

Have a look through and if you need any support just head to the back page. Until then, peace out.

Manifesto

We all dream of having a personal assistant, especially for insurance.

Well, the waiting is over.
Say hello to Yoloh.

We'll lend a hand to get the things done that you don't want to do.

So you get back the time for the things you do.

Insurance dejumbled.



Tone of *voice*

01 **Unpretentious leader** a.k.a The Attentive Guide

A quietly intelligent, diligent guide with a knack for explaining confusing things in simple, accessible terms – with a touch of warmth and wit.

02

Principles Accessible
Attentive
Proactive

Accessible

We turn confusion into clarity,
and delight in dejumbling jargon
into clear, simple, universal terms.
We love thinking up easy-to-grasp
analogies and favour familiar turns
of phrase over discombobulating
linguistic contortions*

*See what we mean?



We are:

Simple
Succinct
Conversational

We are not:

Patronising
Reductive
Overfamiliar

Attentive

We're smart, and that comes across in what we say – but we never say it in an alienating or off-putting way. We build trust by being warm and relatable, adding a touch of wit and playfulness where appropriate. We always sound interested and engaged in an individual's unique needs.



We are:

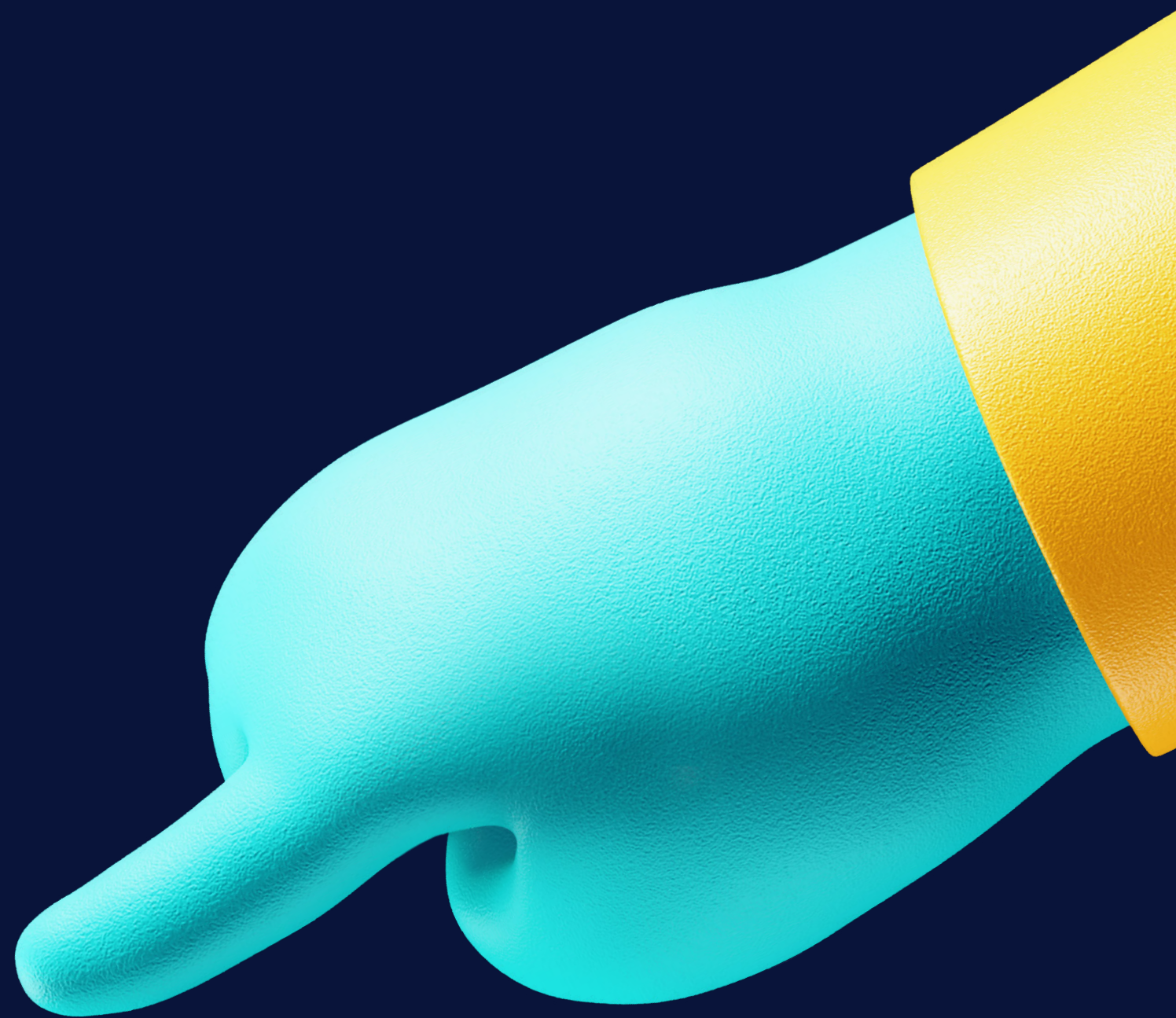
Intelligent
Helpful
Witty

We are not:

Condescending
Meddling
Comical

Proactive

We never settle, and our restless desire to find a better way comes across in how we speak. Always on the front foot, we're positive and encouraging about how fresh insights can shape our personalised recommendations. We ask the right questions, but it feels like a chat – never an interrogation.



We are:

Curious
Upbeat
Determined

We are not:

Invasive
Excitable
Aggressive