

BRAND REFRESH

BRAND REFRESH PACKAGE
& CASE STUDY

ob
BRAND
CONSULTING

Give your business more zing

Perhaps you're feeling that your brand is looking a bit dated, or isn't aligning with new services or products you're introducing. Maybe it's time for a brand review and refresh to bring it back to life.

It's important to regularly evaluate your brand, to ensure it still serves your business, as best it can. A brand refresh can make a massive difference to customer perception, employee motivation and revenue growth.

Let's have a chat about our OB Brand Refresh package, we can work together, to bring back that refreshing "zing" to your brand and business.

Contact us for a conversation

Refresh your brand zest

Connect

Re-connect with your network and attract new audiences through a reinvigorated brand language, clarified proposition market message and positioning.

Energise

An effective brand delivers engaging comms and brand tools that energise marketing and sales activity.

Perform

Brand presentation tools can enhance sales successes, and boost audience engagement and loyalty.

Talent

Reflect your company values, culture and market aspirations effectively to attract like-minded talent and fully engage your internal teams.

Compete

Differentiate your company's unique offer and benefits, let your brand stand-out from your competitors and be memorable for your target market segments.

Clarity

Join up brand structure, comms messaging and marketing collateral for a clearly articulated proposition,

Perception

Let your brand effectively influence the perception of your company to align with your vision and objectives.

Delivering a perfect serve

Brand

- Brand strategy
- Messaging
- Identity & guidelines
- Images & icons

Experiential

- Event support
- Merchandise
- Banners
- Signage

MarComms

- Brochure
- Stationery
- Presentation
- Newsletter

Digital

- Website
- Social media
- Email signature
- Video



Brand Refresh Package

Introduction

UGIS is a specialist underwriting agency, delivering targeted products exclusively to brokers within the UK insurance market.

Established in 2000, UGIS required a brand refresh to align with promoting their company and the launch of their new highly effective broker platform 'Vibrant' which was created to support their fast and flexible insurance service.

The brand and Vibrant platform were to be launched at the BIBA conference.

Case Study *UGIS*

The challenge

UGIS's vision is to be an underwriting powerhouse for small to mid-sized brokers, by making complex underwriting simple and accessible.

Our challenge was to capture and deliver their unique brand proposition, character and positioning, across an ecosystem of messaging, sub-brands, web, video, print, social media, campaign comms and across their exhibition delivery.

Another key directive was to attract brokers to sign up to the new Vibrant insurance services platform.



Our solution

Our brand solution focused on a positioning of 'traditional values, digitally driven', creating an accessible brand world that reflected the friendly relationship-led business of UGIS, coupled with the simplicity and efficiency of the digital service provided through 'Vibrant'.

The brand is bold, confident and memorable to maximise impact and to support the ambition that UGIS has for its company, digital platform and its growing broker client base.

The logo for UGIS features the word "ugis" in a bold, lowercase, sans-serif font. The letter "u" is white and has a thick orange horizontal bar extending to the left. The letter "i" has a blue dot above it. The letters "g", "s", and "is" are white. The entire logo is set against a dark blue background.

Traditional values

Digitally driven

[see case study](#)

Our solution

The underlined 'U' highlights their underwriting capabilities and introduces a visual brand language that can be both corporate professional and designer playful. This brand language provides great flexibility for future roll-out across all branded marketing comms touchpoints. This is supported by simple, confident, playful and accessible messaging options.

The brand language creates a stand-out brand, setting UGIS apart from their B2B insurance firm peers. With these robust brand foundations in place, UGIS are now in a great position to promote their unique broker portal Vibrant, whose sub-brand complements the UGIS brand language.

vibrant
by **ugis**



MarComms

Website



MarComms

Stationery



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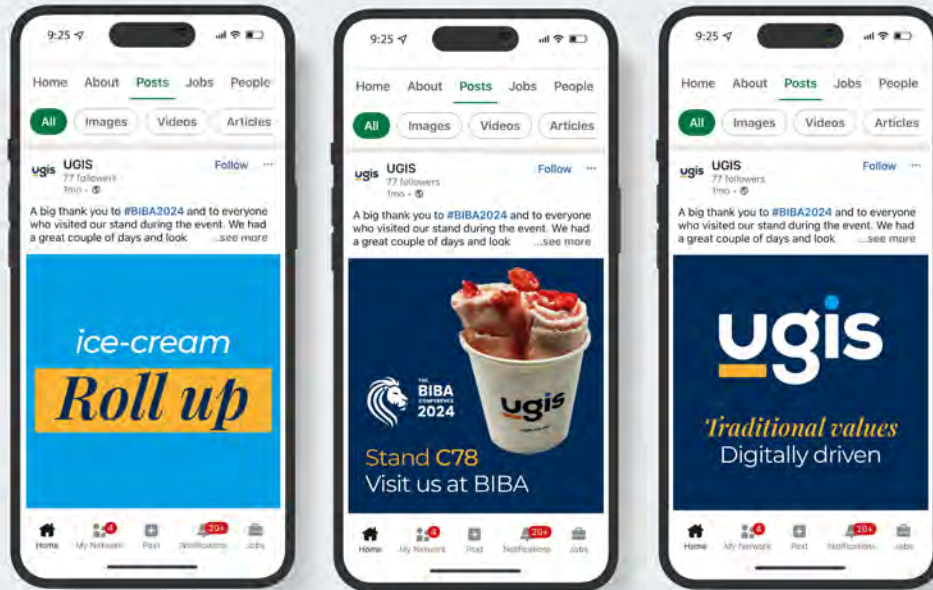
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MarComms

Social media





Traditional values
Digitally driven

Ice-Cream Rolls Menu

Commercial Property Owners Crunch
A rich *vanilla ice cream* infused with *Nutella* and *Oreo*, representing the irresistible robustness and satisfaction of commercial properties.
(Contains milk, wheat, hazelnut, soya)

Residential Bliss Berry
A creamy blend of *strawberries* and *sweet meringue*, capturing the warmth and comfort of residential properties.
(Contains milk, egg, wheat, soya)

SME Surprise Swirl
A delightful mix of *salted caramel swirls*, and *biscoff crumbles* in *creamy vanilla ice cream*, reflecting the dynamic and diverse nature of small and medium-sized enterprises.
(Contains milk, wheat, soya)





Exotic Fruit Blaze

A smooth and creamy *vanilla ice cream* bursting with vibrant swirls of *Mango* and *Passion Fruit*.

Each spoonful delivers a refreshing sensation, much like the confidence and efficiency experienced by brokers using the Vibrant underwriting portal. With every bite, you'll taste the sweetness of instant quotes, the tanginess of real-time accounting data, and the richness of comprehensive management tools. Plus, hidden within are crunchy *Ferretto Rocher*, symbolising the immediate issuance of a full document suite. And just when you think it can't get any better, there's a surprise burst of caramel, representing the seamless claims management information provided by Vibrant.

Enjoy the bliss of serving clients 24/7, all wrapped up in this delightful ice cream experience.
(Contains milk, wheat, soya, hazelnut)

The Special

Please note that all ice cream rolls contain or have traces of **milk, wheat, hazelnut, soya** and **egg**. If you have any allergen intolerances or concerns please speak to a member of the Roll Me Up team.

Video

Introducing business lines



Merchandise

Exhibition items



Experiential

Event stands and display banners



Result

The UGIS team were fully invested in the brand production process, always helpful, not only for tight production timelines, but importantly to inform brand insights for the best strategy to achieve business objectives.

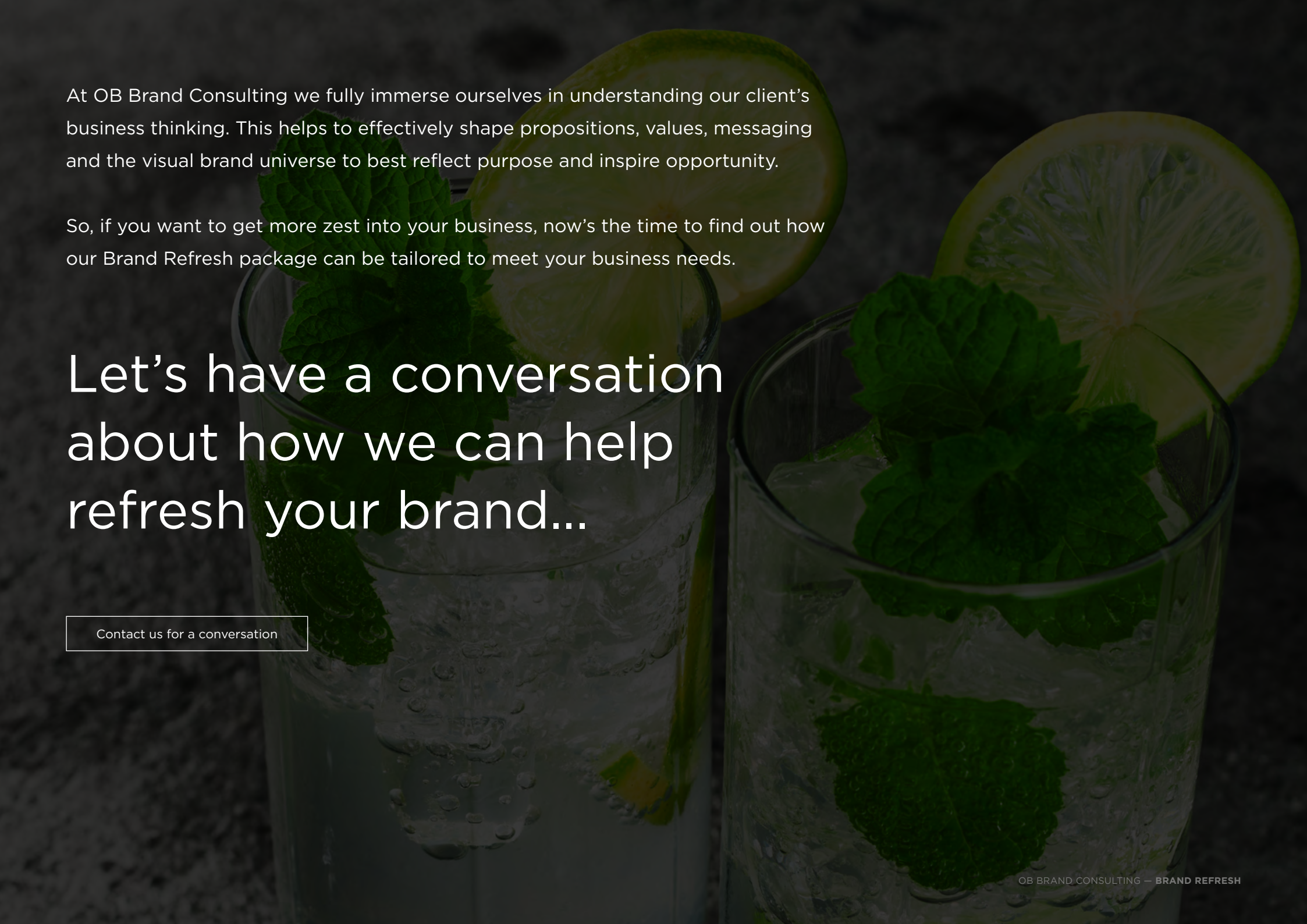
We created a dynamic brand world that truly reflects the ambition, values and 'soul' of the UGIS company. Providing a brand vehicle that will support and enable future growth plans.

The brand launch at BIBA proved very successful, with great target audience engagement and onboarding for their new Vibrant insurance services platform.



“ Our stand was impressive and one of the busiest at the BIBA event. We packed a punch, hit our targets and that’s because we were well equipped, well designed and the marketing mix was just right. ”

Prod Adamou
Director, UGIS

The background of the entire page is a photograph of two glasses filled with water, ice, lemon slices, and fresh mint leaves. The image is dimmed to a dark, muted green color to allow the white text to stand out. The glasses are positioned side-by-side, with the one on the right being slightly more prominent.

At OB Brand Consulting we fully immerse ourselves in understanding our client's business thinking. This helps to effectively shape propositions, values, messaging and the visual brand universe to best reflect purpose and inspire opportunity.

So, if you want to get more zest into your business, now's the time to find out how our Brand Refresh package can be tailored to meet your business needs.

Let's have a conversation about how we can help refresh your brand...

[Contact us for a conversation](#)

Find out more



[read our lookbook](#)

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