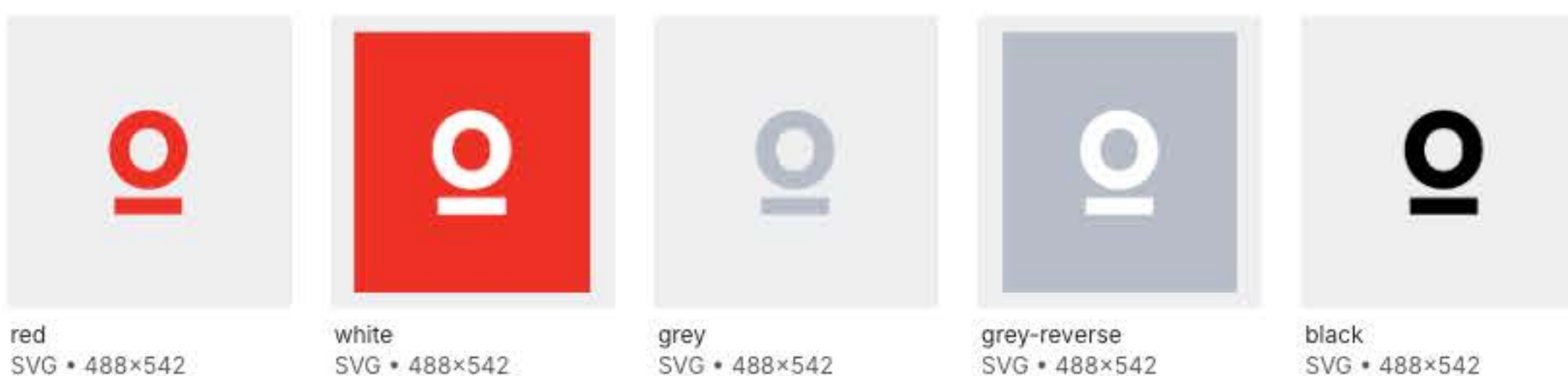


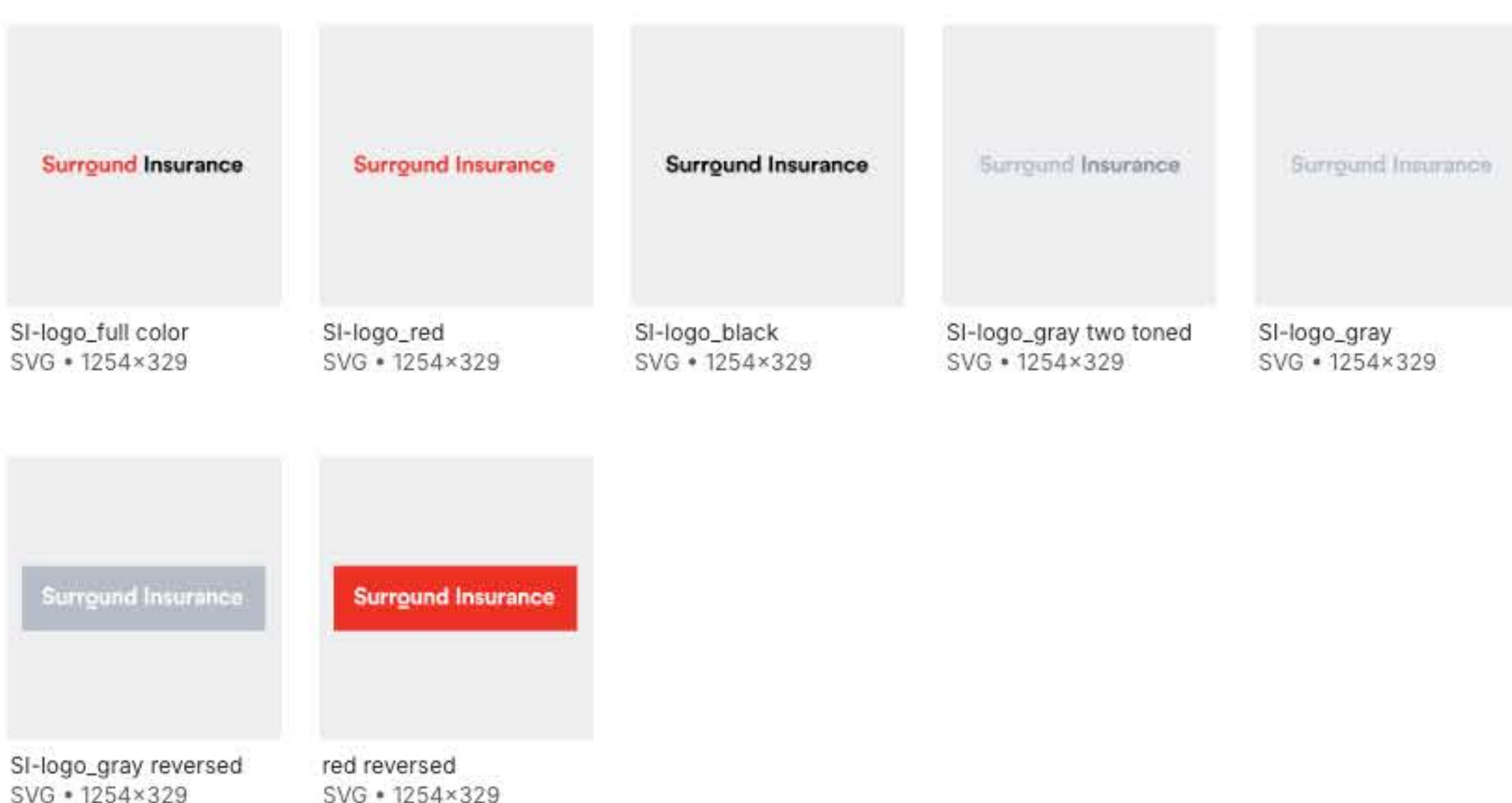
- Logo
- Avatars and mobile...
- Full logo
- Stacked logo
- Short logo
- Heading
- Tagline Lockups
- Surround Insurance ...
- Accessibility
- Colors
- GIFs
- Icons
- Illustrations Flat
- Illustrations RAW
- Internal
- Photography
- Photography - Unb...
- Print
- Products

Logo

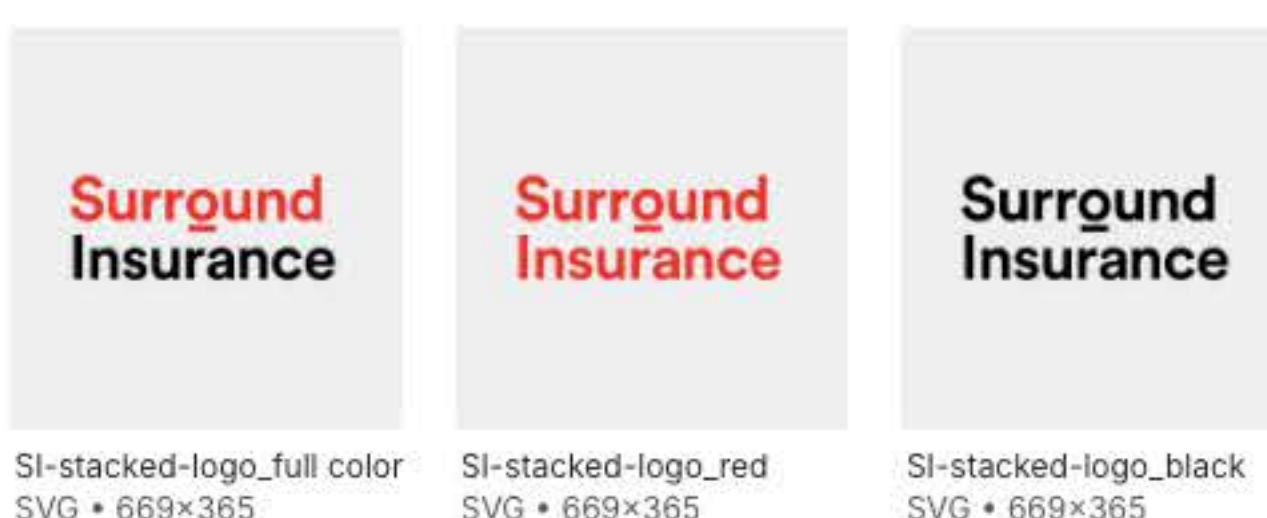
Avatars and mobile logo marks



Full logo



Stacked logo



Add a note...

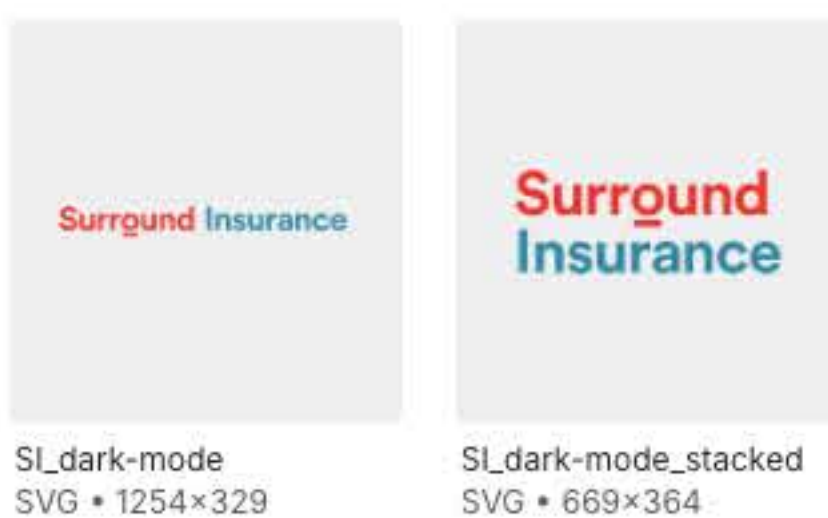


Short logo

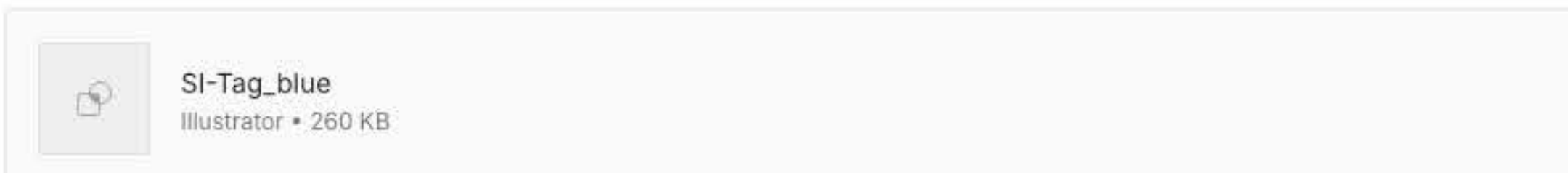
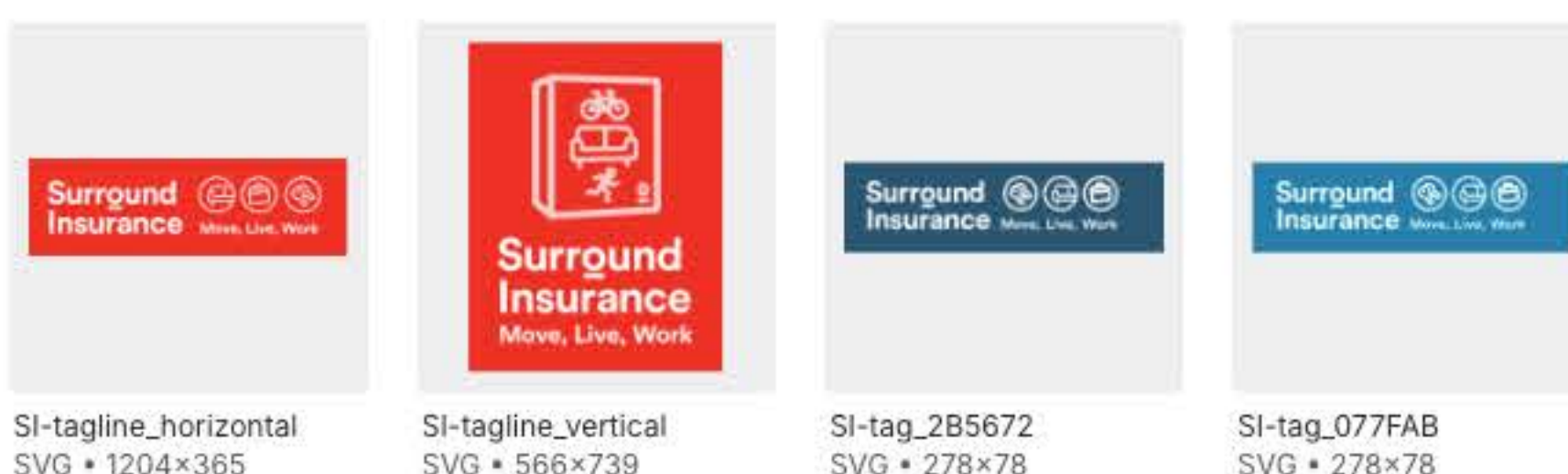


Heading

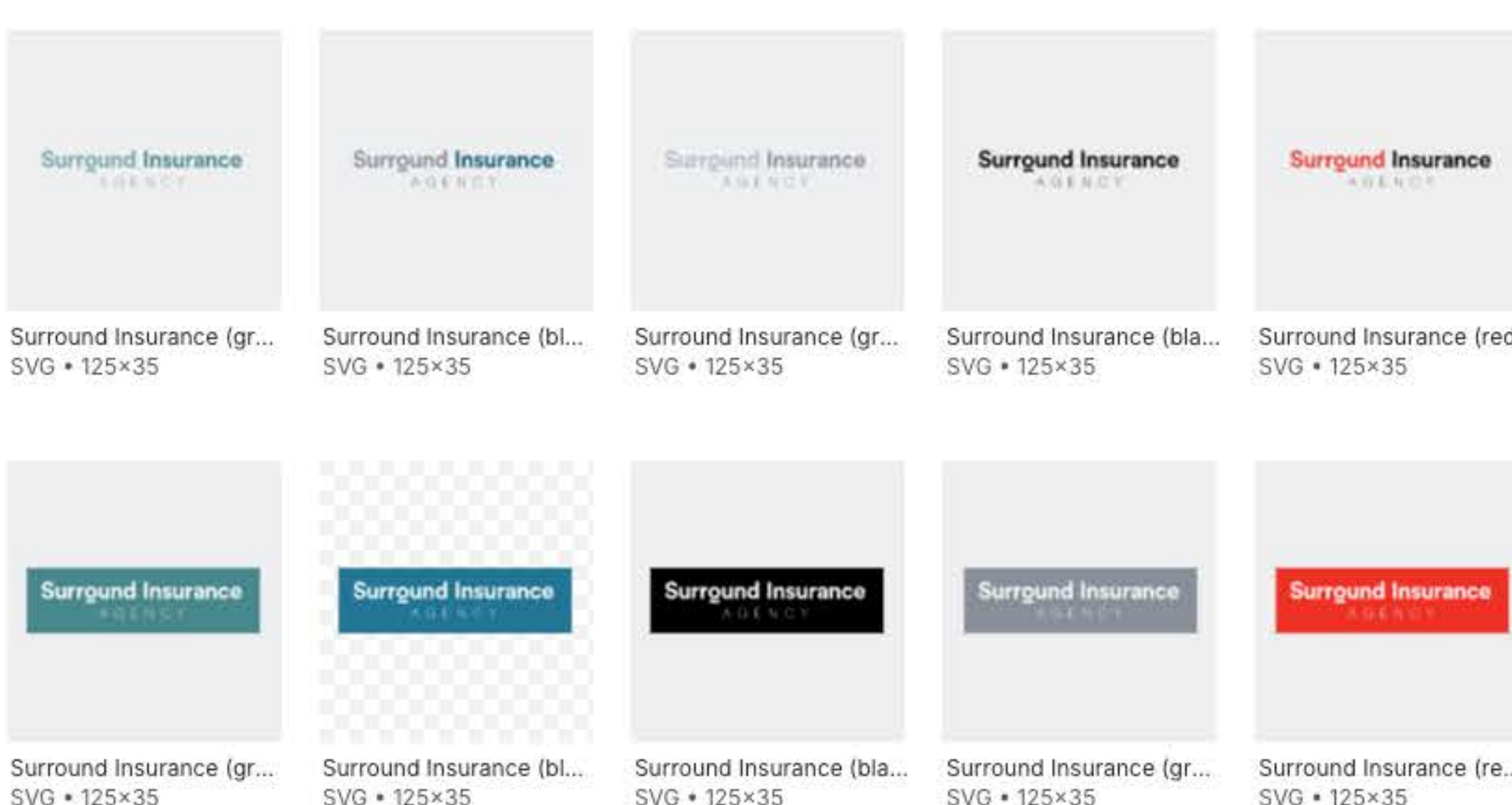
These logos are for use in applications that have dark mode options. They've been tested to meet WCAG 2.0 AA at minimum.



Tagline Lockups



Surround Insurance Agency



[Accessibility](#) >

Accessibility

This is based on the guidelines laid down by the Web Accessibility Initiative. This overview gives guidance on some of the most common elements a designer should consider. Please be mindful and do research and testing to determine if new features are accessible and empathetic. <https://www.w3.org/WAI/WCAG21/quickref>

Up to 25% of users have some form of disability. Creating inclusive experiences is not only the right thing to do, but many accessibility standards have been shown to support users that are not disabled.

For example, closed captioning is widely used on Facebook because users prefer to read the videos rather than having the sound on for each video they might casually scroll past. They could choose to hear the video, but prefer closed captions. Lack of closed captions would prevent a very high percentage of users from engaging with the video on Facebook.

Website

- Text and icons

Color contrast and font sizes

- Rules for typography size and color has been outlined in the [Typography](#) section
- <https://usecontrast.com> is great plugin for Macs that let's you droplet colors in any program and get their hex code
- This is a website that allows you to input hex codes and find out the color contrast ratio. <https://contrastchecker.online>

Don't Use Colors and Icons Alone

Color blindness and cultural interpretation can prevent some users from understanding or using certain web features. Always include on screen text and alt tags with any icon/image.

- Organization of elements

Text to speech

Sites should be easily read by a text to speech system, Apple's text to speech works well for testing. For a brief overview of this issue, you can review Kasey Labelle's presentation on creating accessible text on websites. <https://theyreusertools.wistia.com/medias/g0pegh1k1d>

Avoid

- Floating or pinned navigation. These elements will be read multiple times by a screen reader and make understanding hard for individuals with vision issues.

Write Chronologically, Not Spatially

Screen readers will do their job and read those instructions aloud to someone who can't see the spatial relationships between words and objects.

Write Left to Right, Top to Bottom

Most screen readers will parse information from left to write, from top to bottom. Think about a few things when reviewing the order and placement of your words. Instead, if there's information critical to an action (rules around setting a password, for example, or accepting terms of service before proceeding), place it before the text field or action button. Even if it's hidden in a tooltip or info button, it should be presented before a user arrives at a decision point.

- Animation

Animation and movement

Animation and movement can create emphasis for the viewer and encourage engagement. Animation is like cursing. If you overuse it, it loses all its impact.

Animation should be slow enough to give users the possibility to notice the change, but at the same time quick enough not to cause waiting. Imitating the behavior of objects from the real world we can create a sequence that allows users to understand what to expect from the interface.

Avoid

- Fast movements. This can create vertigo for some users.
- Blinking lights or opacity. This can be harmful to users that have epilepsy or other neurological issues.
- Parallax. This can create vertigo in users and should be used sparingly.
- Uncontrollable animations. Animation should not take over the screen or prevent users from using the website or application in a more simplified manner. For example, do not create an experience where a user has to click on a moving object. Or a video that takes over the screen with a hidden close button.

Language

If possible, get a copy of The Responsible Communication Style Guide to help when crafting empathetic and inclusive language for prospect, member, and producer copy. <https://shop.recompilermag.com/collections/books/products/the-responsible-communication-style-guide>

Guidelines

- Use accessible, easy to understand language whenever possible. For example "monthly cost" instead of the insurance industry term "premium." Some insurance regulations may require us to use industry terminology and in these cases it's important to follow those regulations. **
- In addition to having easy to understand language, it is important to give users the option to communicate themselves in areas where needed. This includes but is not limited to having text spaces that provide adequate space/character length. **
- Build up prospects and members. Our users have many non-insurance goals in their life. We're working with them to achieve those goals, with our innovative insurance products. But we should not delude ourselves that they are thinking about insurance as much as we think about insurance.
- Use common contractions wisely. Contractions can create a friendly atmosphere, but they should not be used to such a degree that they mask the meaning of the copy.
- Gender inclusive terms. Ya'll, folks, and "hey all" should be used to address a large group of people. Avoid the slang "hey guys" or "dudes."

Describe the Action, Not the Behavior

- Instead of microcopy that includes behavioral actions like: Click, Tap, Press, See
- Try device-agnostic words that describe the action, irrespective of the interface, like: Choose, Select, View

Avoid

- Colloquialisms. These can be culturally specific and hard for people from other countries to understand. For example: "cherry picking," "woke," and "OMG" could all be misinterpreted or misunderstood.
- Defining a user's gender. Examples and hypotheticals should be framed as "they". Avoid he/him, she/her and do not assume gender.
- Swearing. This should be obvious, but no communication from Surround Insurance should include swear words or an allusion to a swear word. This would include acronym slang such as WTF, OMFg, STFU, GTF0, and AF. ** Also avoid industry jargon: **
- If a user is not familiar with industry specific terminology, then they are automatically made to feel as though they are not 'welcome' or relevant to a product. Industry jargon is typically less personable and can constrain how a product is received.
- Heavy use of industry jargon is deemed indecipherable and for expert

Print

Print roughly follows web font standards, with the exception that Open Sans will never be used and smaller/thinner text sizes can be tolerated. Please download the AI file for samples of acceptable font styles. Please visit the [Typography section](#) for a template of print typography styles.

Video (pre-recorded)

Guidelines

Video with voice over or someone speaking onscreen must have:

- Font styles and language considerations should be the same as the web experience.
- On screen texts that accurately reflects what is in the program's audio track by matching the dialogue, music, and sounds, and identify the speakers. On screen text should be delivered synchronously with the corresponding dialogue and other sounds at a speed that can be read by viewers.
- Have alt text for the thumbnail if possible.

Closed captions

- Closed captions should be complete for the entire program and don't obscure important on-screen information and are not obscured by other information on the screen.
- Appropriate caption placement also requires that caption font sizes are legible and adequately positioned so they don't run off the edge of the video screen. In most instances this will be generated by the video hosting service (Youtube, Facebook, Wistia), and won't be a concern.
- Have font sized appropriate for legibility.
- A white color fill font with a black outline can be seen against any color.

How to generate captions

Facebook, Youtube, and Wistia all support closed captioning.

- Use a service such as <https://www.rev.com/caption> to transcribe and generate the closed caption file.
- Do not "bake" the captions onto the video, instead load it as a separate file along with the video you upload. Youtube has clear instructions on how this works: <https://support.google.com/youtube/answer/2734796?hl=en>
- If you must bake the captions into the video for whatever reason, they must be created in a basic sans-serif font, all of these are acceptable: Arial, Calibri, Helvetica, Tahoma, and Verdana.

User error and prevention

** While user error should be minimized through user testing, complete error prevention is unrealistic and essentially impossible. As a result, users should have a variety of methods to prevent error. This includes but is not limited to: **

- undoing actions/retracing steps
- warning messages
- confirmation messages

Navigation

A key part of accessibility is giving users the option to not only navigate through more than one channel, but to be able to complete an entire task through each one. For keyboard-only and assistive technology users, this is very important as these users rely on specific paths for completing tasks and overall interaction with the system.

** Note:**

On Wix, this is especially difficult to do since the style manager provides very limited paths for alternative assistive technology. There are two types of 'headings' in the manager that are tied to this: one that dictates appearance of headings while the other serves as alt text for accessibility. Use <https://silktide.com> to simulate potential accessibility issues in order to correct.

Visual Clarity

Content should be accessible and organized according to different device types. The overall experience of each device type should remain consistent and allow users to successfully and efficiently complete their designated goal.

** For example: the idea is the same in the sense that the company's tools, products, and overall website should be accessible through any device. Moreover, every device should have its own display setting so that the Surround website is modified to fit each and so that users can navigate efficiently and effectively no matter the device. **

Culture

In addition to their specific set of needs, in having a comprehensive understanding of Gen Z and Millennials is key in order to design for their cultural set of demands. In addition, having a set of user personas for each helps provide a baseline for going forward.

Both millennials and Gen Zs are heavily shaped by the digital age, there are a few key differences between the two generations. Millennials are typically socially conscious, ethically driven, and value experiences over material goods. As such, it is important to remember that this group of potential prospects are looking for coverage that will protect and ensure these values. While Gen Z is not far off, this generation is typically more technologically savvy, and values communication much more than their predecessor. Gen Zs also tend to be motivated more by financial incentive while millennials are typically more frugal. These differences are crucial when targeting potential prospects from each generation.

Additional reference Links

- POUR method - <https://medium.com/muz-ll/accessibility-is-our-responsibility-5f9627a89177>
- The ATTY Project - <https://attyproject.com/resources/#professional-help>
- Standards for Writing Accessibly - <https://alistapart.com/article/standards-for-writing-accessibly>
- Design Better Forms - <https://uxdesign.cc/design-better-forms-96fadca0f49c>
- Accessibility Tools - <https://theyreusertools.wistia.com/medias/5k9cv2wa98>
- Actually, Gender-Neutral Pronouns Can Change a Culture - <https://www.wired.com/story/actually-gender-neutral-pronouns-can-change-a-culture/>
- Trans-inclusive Design - <https://alistapart.com/article/trans-inclusive-design/>
- Stop Gratuitous UI Animation - https://medium.com/@sophie_naxtonUX/stop-gratuitous-ui-animation-9ece9aa9eb97
- Animation principles for UX and UI designers - <https://uxplanet.org/animation-that-matters-adding-value-to-your-interface-65496fe4c182>
- Creating Usability with Motion: The UX in Motion Manifesto - <https://medium.com/ux-in-motion/creating-usability-with-motion-the-ux-in-motion-manifesto-a87a4584ddc>
- Your UI isn't a Disney Movie - <https://startupsventurecapital.com/your-ui-isn-t-a-disney-movie-703f7fbd24d2>

Experts and innovators working on accessibility and inclusivity

- Vivianne Castillo - <https://twitter.com/vcastillo630>
- Sara Soueidan - <https://twitter.com/SaraSoueidan>
- Madelena Mak - <https://twitter.com/MadelenMak>
- Jennifer Tu - <https://twitter.com/jtu>
- Sabrina Fonseca - <https://twitter.com/sabrinaaa>
- Max Measure - <https://twitter.com/maxmeasure>
- Elea Chang - <https://twitter.com/elea>
- Affect the Verb - <https://twitter.com/affecttheverb>
- &Partners - <https://twitter.com/andpartnrs> / <https://andpartners.io>
- Christopher Ategeka - <https://twitter.com/chrisategeka>

- Logo
- Accessibility
- Colors
 - Web colors
 - Primary Colors
 - Secondary Colors
 - Warning / Notificatio...
 - Asphalt Variations
 - Sidewalk Variations
 - Street Variations
 - Skyscraper Variations
 - Hustlin' Hue Blue Va...
 - Kate's Laugh Variati...
 - Vacation Sky Variati...
 - Home Office Sky Va...
 - Hyperlink Color
 - Print / Pantone Colo...
- GIFs
- Icons
- Illustrations Flat

Colors

Web colors

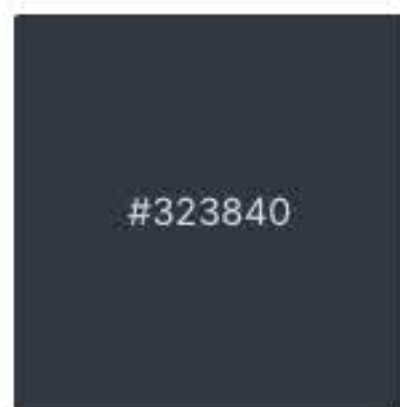
Primary Colors



main colors Sketch layer • 492x492



Revolution Red Color



Asphalt Color



Sidewalk Color



Street Color



Subway Tile Color

Secondary Colors



accent colors Sketch layer • 440x440



Hustlin' Hue Blue - Move Color



Kate's Laugh Color



Vacation Sky Color



Home Office Sky Color

Warning / Notification Colors



accent colors copy Sketch layer • 369x369



Tang Yellow Color



Duo Orange Color

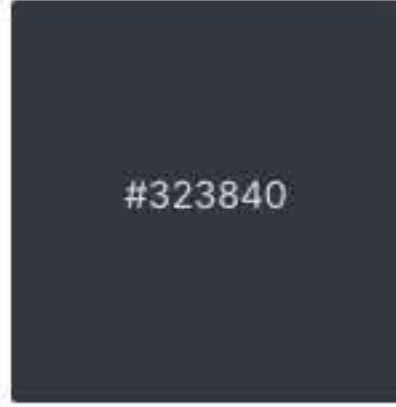


Jolly Jay Color



Avocado Color

Asphalt Variations



Asphalt 00 Color



Asphalt 01 Color



Asphalt 02 Color

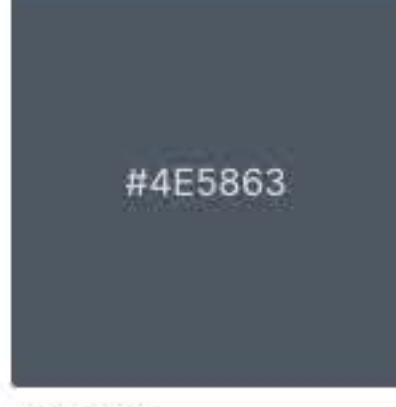


Asphalt 03 Color



Asphalt 04 Color

Sidewalk Variations



Sidewalk Color



Sidewalk 02 Color



Sidewalk 03 Color



Sidewalk 04 Color

Street Variations



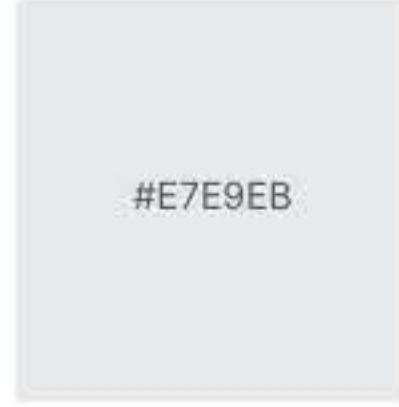
Street Color



Street 02 Color



Street 03 Color



Street 04 Color

Skyscraper Variations



Slate Color



Skyscraper 02 Color

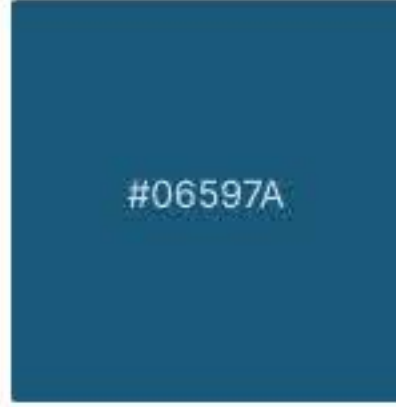


Skyscraper 03 Color



Skyscraper 04 Color

Hustlin' Hue Blue Variations



Super Hustlin' Hue Blue Color



Hustling' Hue Blue Color



Hustlin' 02 Color



Hustlin' 03 Color



Hustlin' 04 Color



Hustlin' 05 Color

Kate's Laugh Variations



Kate's Laugh Color



Kate 02 Color



Kate 03 Color



Kate 04 Color

Vacation Sky Variations



Vacation Sky Color



Vacation 02 Color



Vacation 03 Color



Vacation 04 Color

Home Office Sky Variations



Frost Color



Home Office 02 Color



Home Office 03 Color



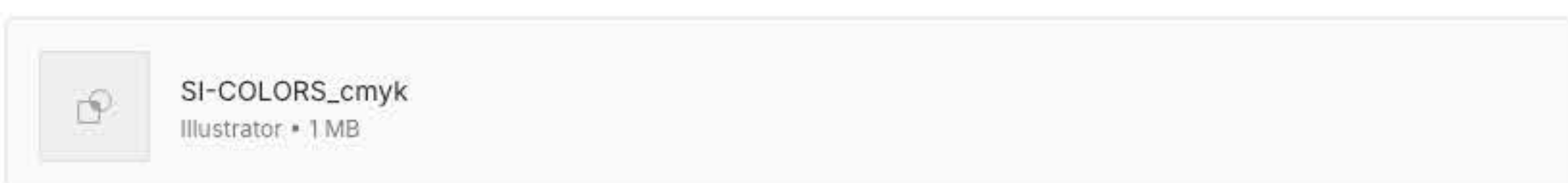
Home Office 04 Color

Hyperlink Color



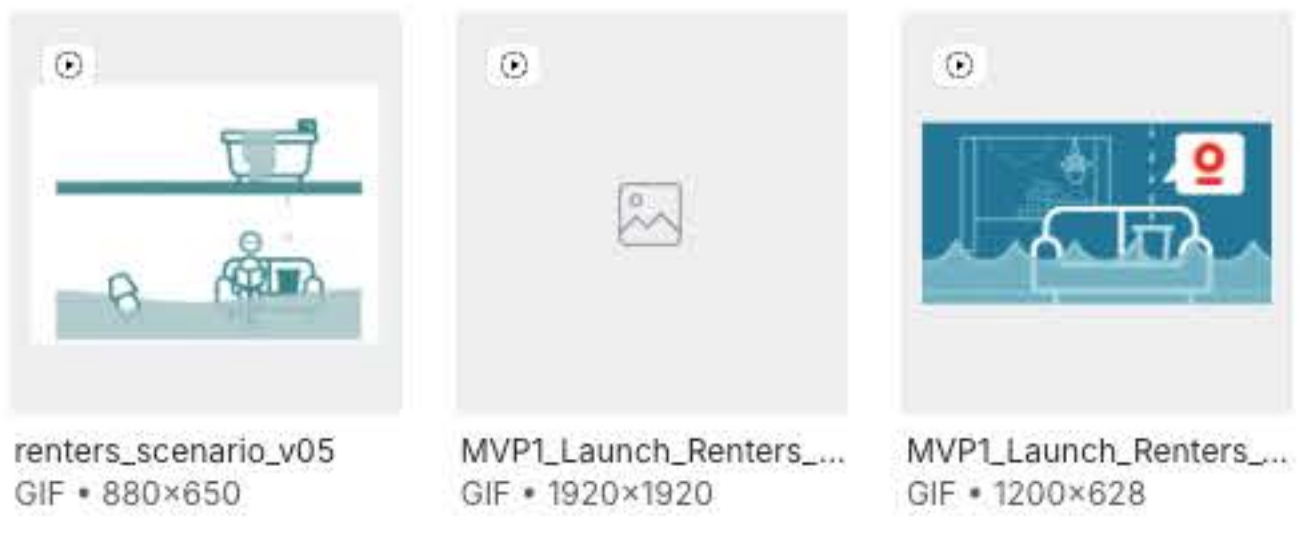
Hyperlink Color

Print / Pantone Color Templates



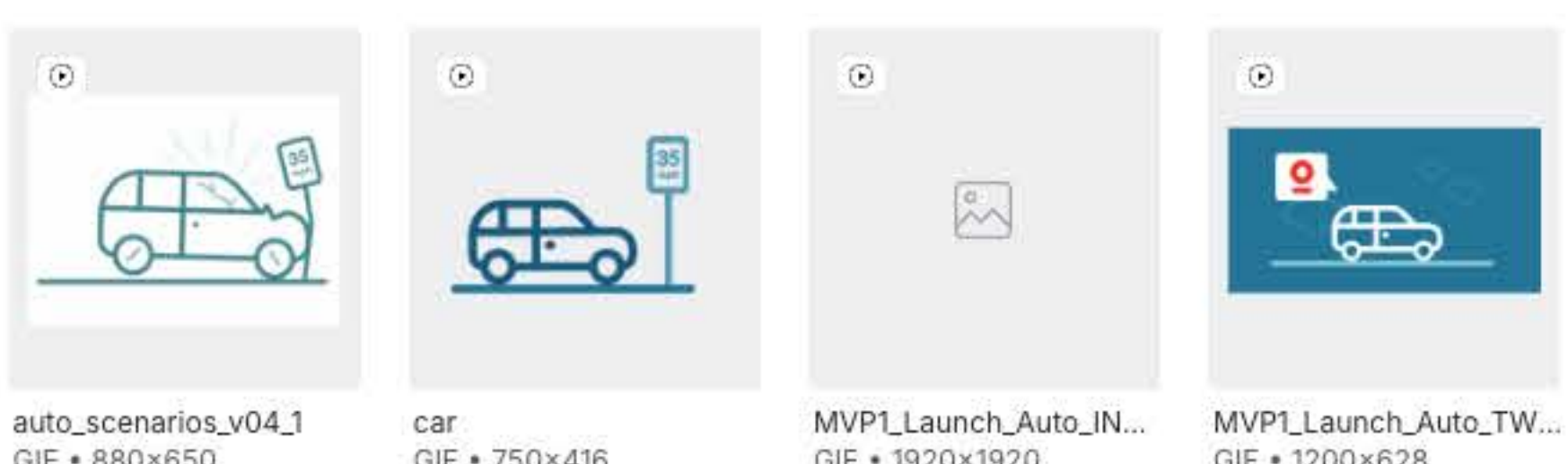
GIFs

Apartment



renters_scenario_v05 GIF • 880x650
 MVP1_Launch_Renters,... GIF • 1920x1920
 MVP1_Launch_Renters,... GIF • 1200x628

Auto



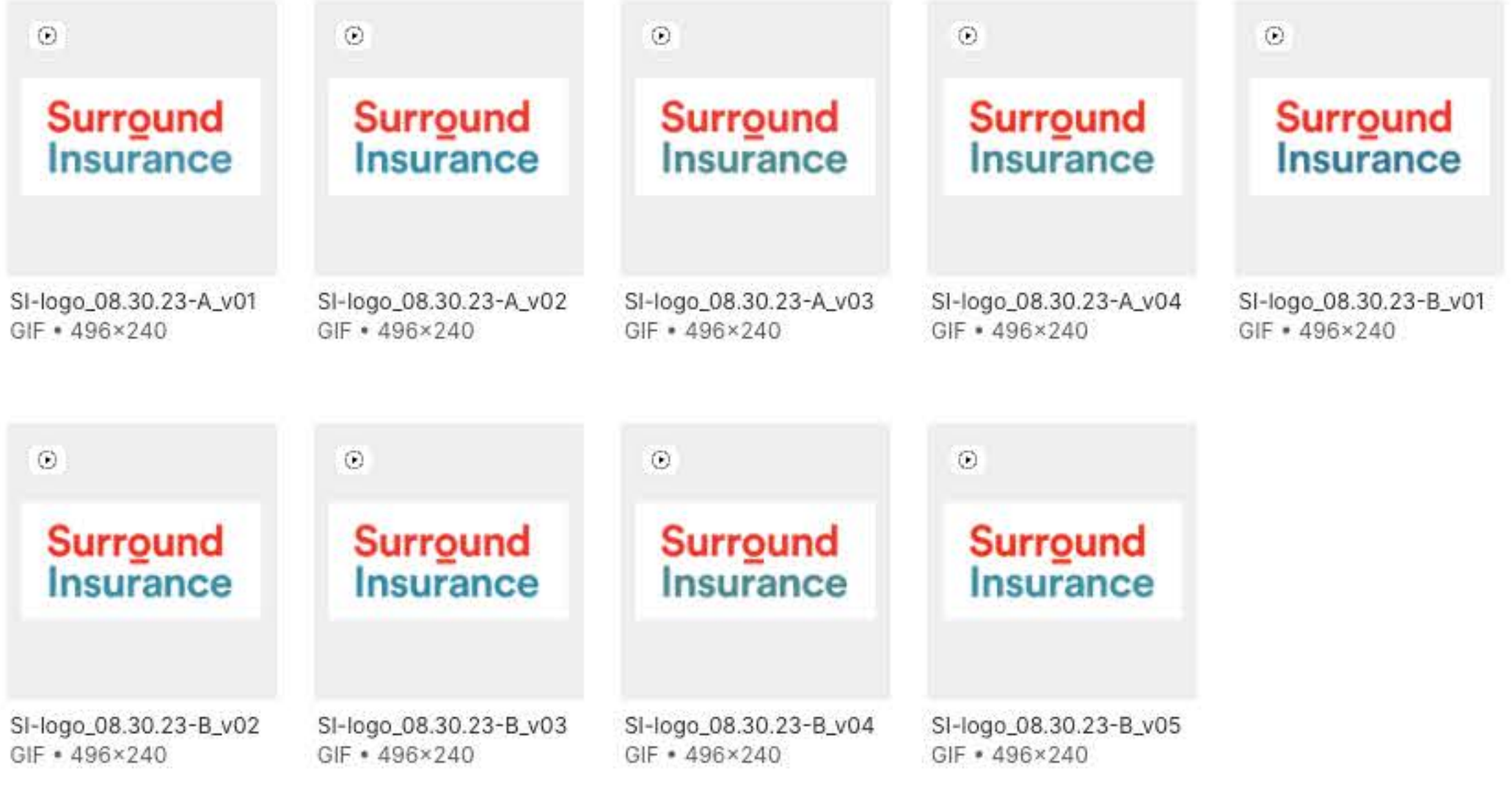
auto_scenarios_v04_1 GIF • 880x650
 car GIF • 750x416
 MVP1_Launch_Auto_IN... GIF • 1920x1920
 MVP1_Launch_Auto_TW... GIF • 1200x628

City



03_Signupform_v02 GIF • 640x212
 03_Signupform_v01_2 GIF • 640x261

Logo



SI-logo_08.30.23-A_v01 GIF • 496x240
 SI-logo_08.30.23-A_v02 GIF • 496x240
 SI-logo_08.30.23-A_v03 GIF • 496x240
 SI-logo_08.30.23-A_v04 GIF • 496x240
 SI-logo_08.30.23-B_v01 GIF • 496x240
 SI-logo_08.30.23-B_v02 GIF • 496x240
 SI-logo_08.30.23-B_v03 GIF • 496x240
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 SI-logo_08.30.23-B_v05 GIF • 496x240

Misc.



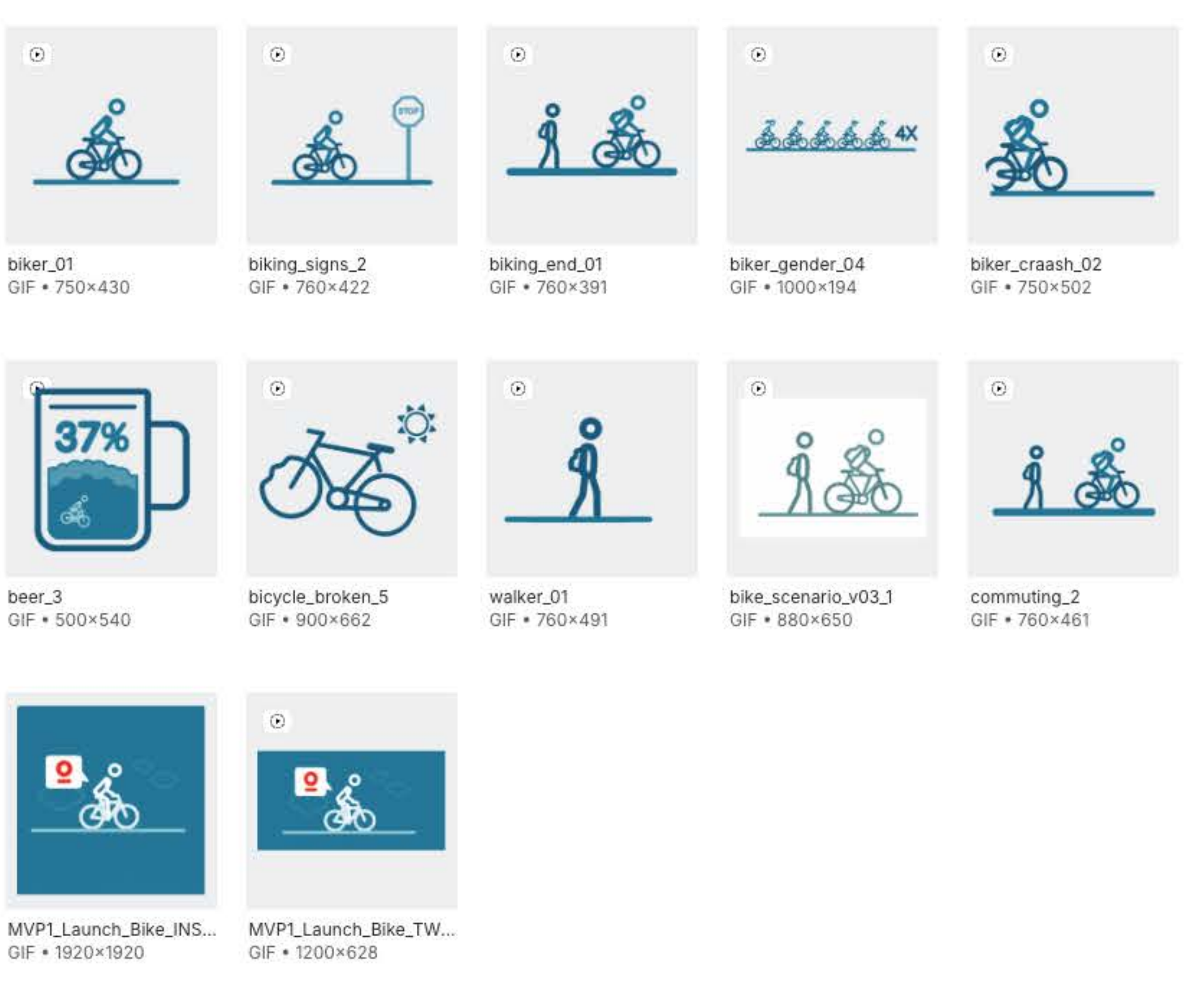
SL_states_map_6 GIF • 670x500

Pack



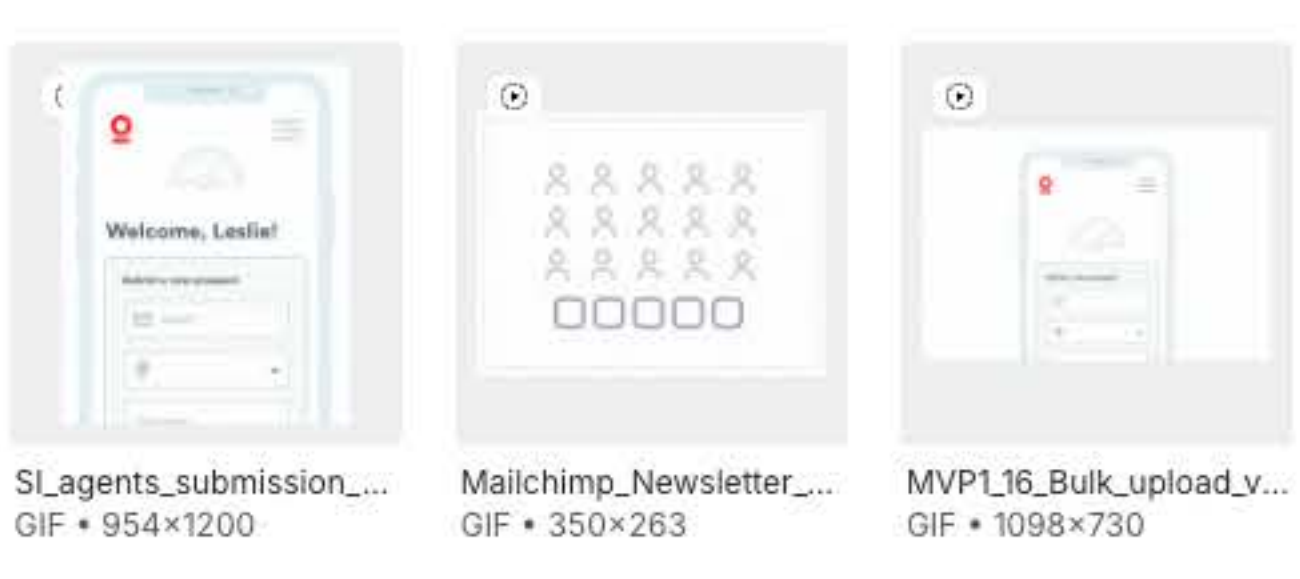
AGENTS_box_animation... GIF • 424x600
 pack_icons_animated5 GIF • 1000x372

Pedestrians/Bikers



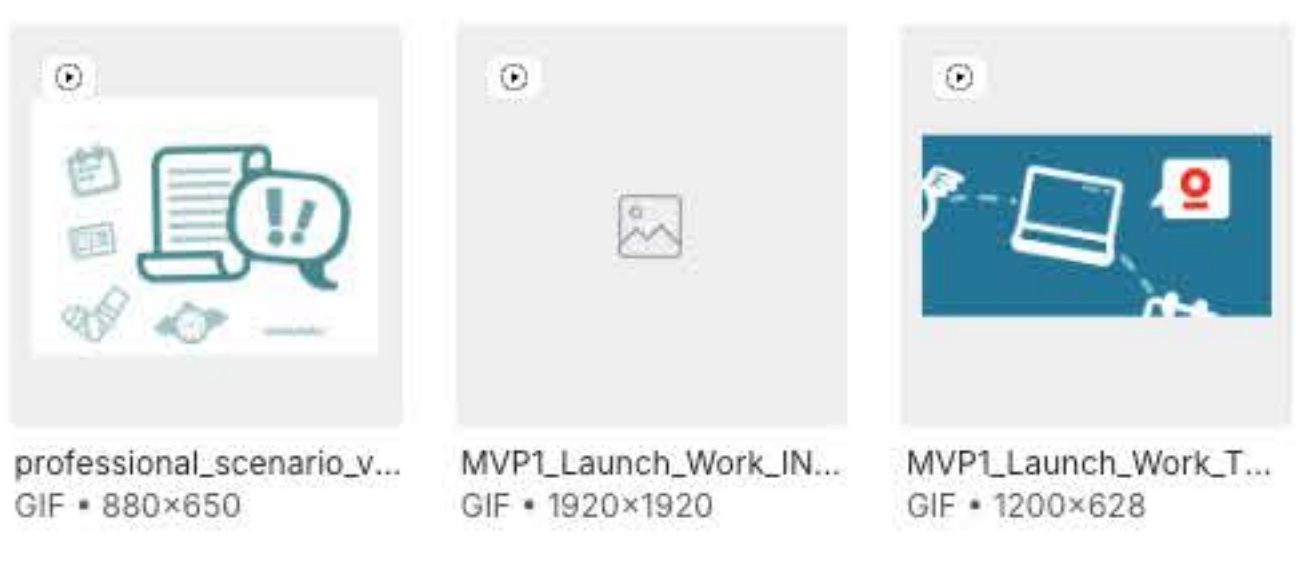
biker_01 GIF • 750x430
 biking_signs_2 GIF • 760x422
 biking_end_01 GIF • 760x391
 biker_gender_04 GIF • 1000x194
 biker_craash_02 GIF • 750x502
 beer_3 GIF • 500x540
 bicycle_broken_5 GIF • 900x662
 walker_01 GIF • 760x491
 bike_scenario_v03_1 GIF • 880x650
 commuting_2 GIF • 760x461
 MVP1_Launch_Bike_INS... GIF • 1920x1920
 MVP1_Launch_Bike_TW... GIF • 1200x628

Producers



SL_agents_submission,... GIF • 954x1200
 Mailchimp_Newsletter,... GIF • 350x263
 MVP1_16_Bulk_upload_v... GIF • 1098x730

Professional



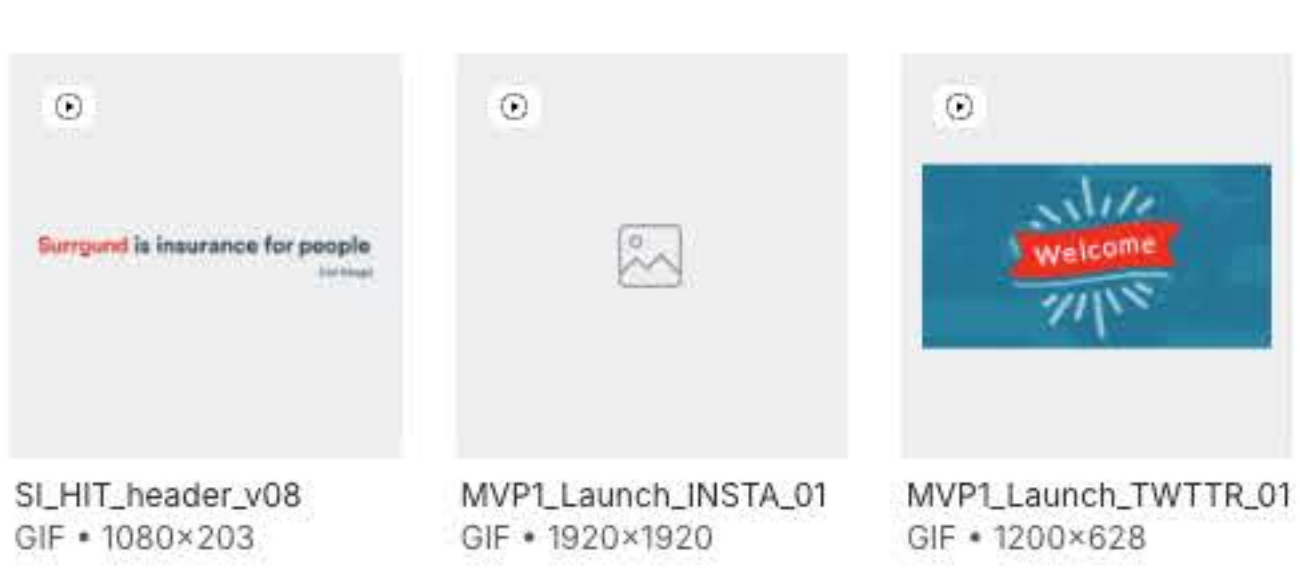
professional_scenario_v... GIF • 880x650
 MVP1_Launch_Work_IN... GIF • 1920x1920
 MVP1_Launch_Work_T... GIF • 1200x628

Sloths



sloth_animation_3_full_1 GIF • 560x380
 sloth_tree_v01 GIF • 1500x878

Words/phrases



SL_HIT_header_v08 GIF • 1080x203
 MVP1_Launch_INSTA_01 GIF • 1920x1920
 MVP1_Launch_TWTR_01 GIF • 1200x628

Surround Insurance



- Automatic
- Birthdate
- Calendar
- Car
- Circle checkmark
- Checkmark: Filled
- Claim Filed
- Contact
- Credit Card
- Credit Card: Shaded
- Cyber
- Download
- Download (document)
- Driver's License
- Edit
- Edit: Profile picture
- Email
- Error
- Error: Red X
- Job
- Hearts
- Help
- Information



Log in

Icons

Add



Archive



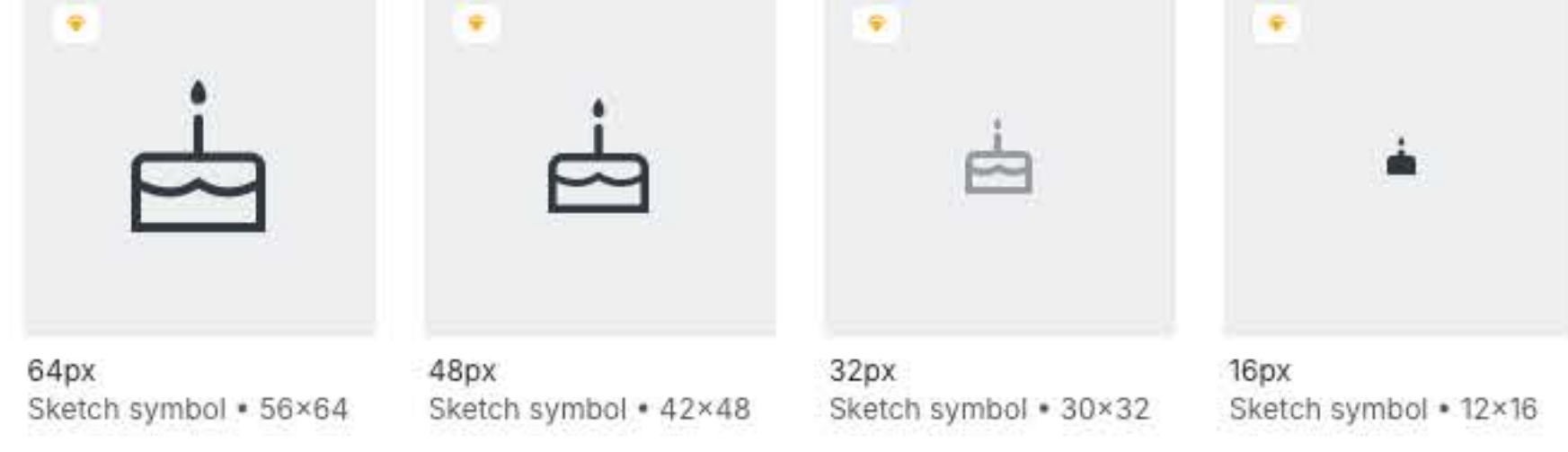
Arrow



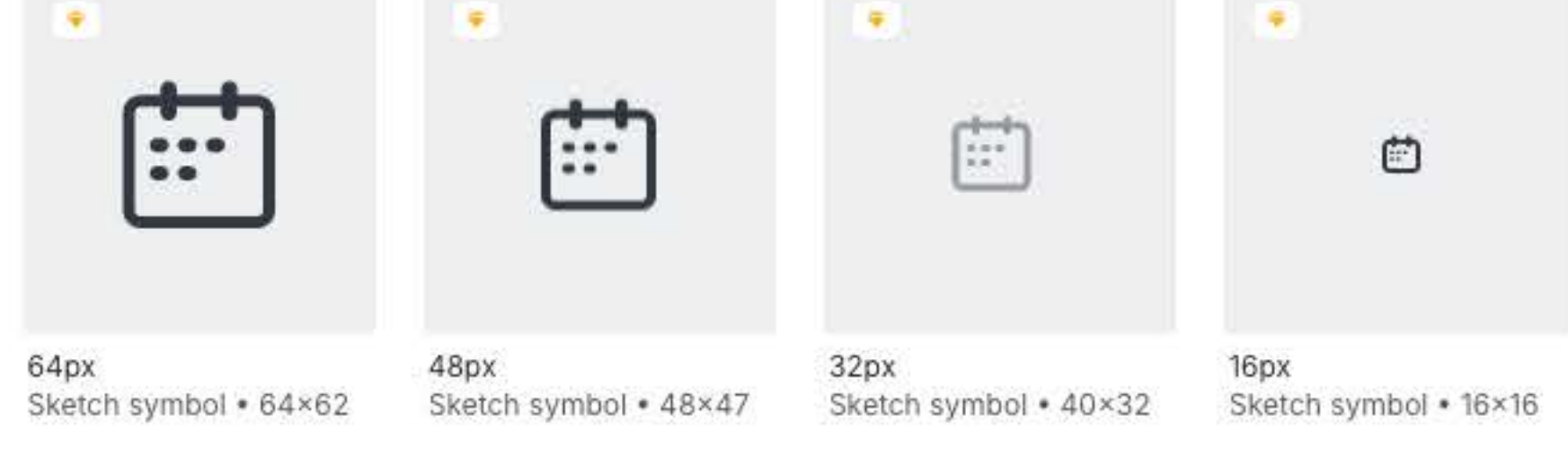
Automatic



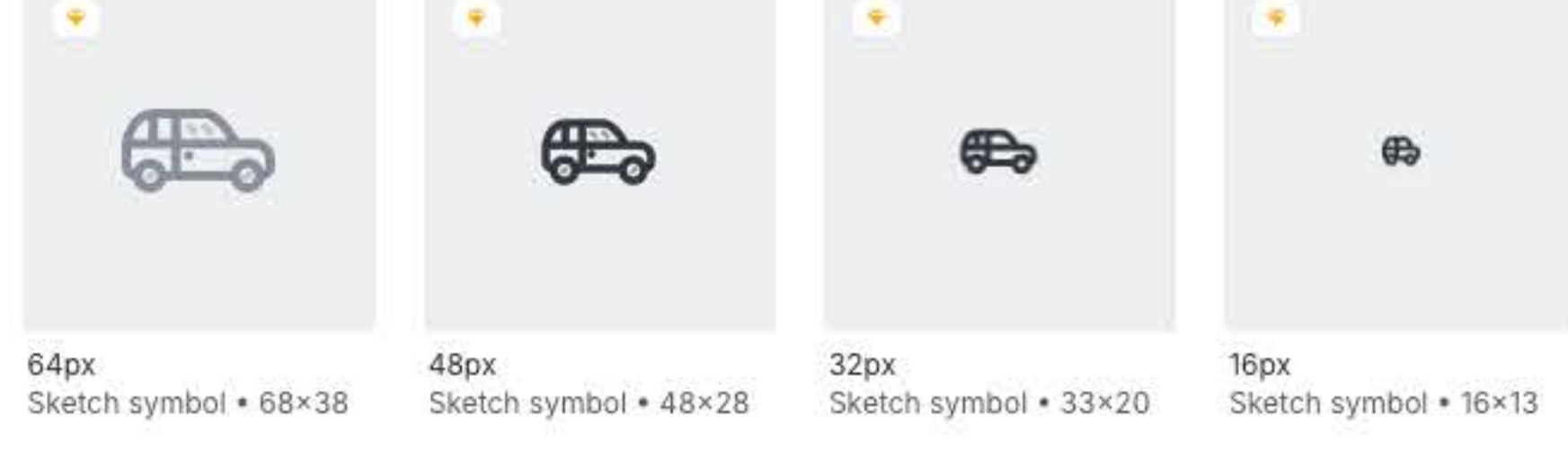
Birthdate



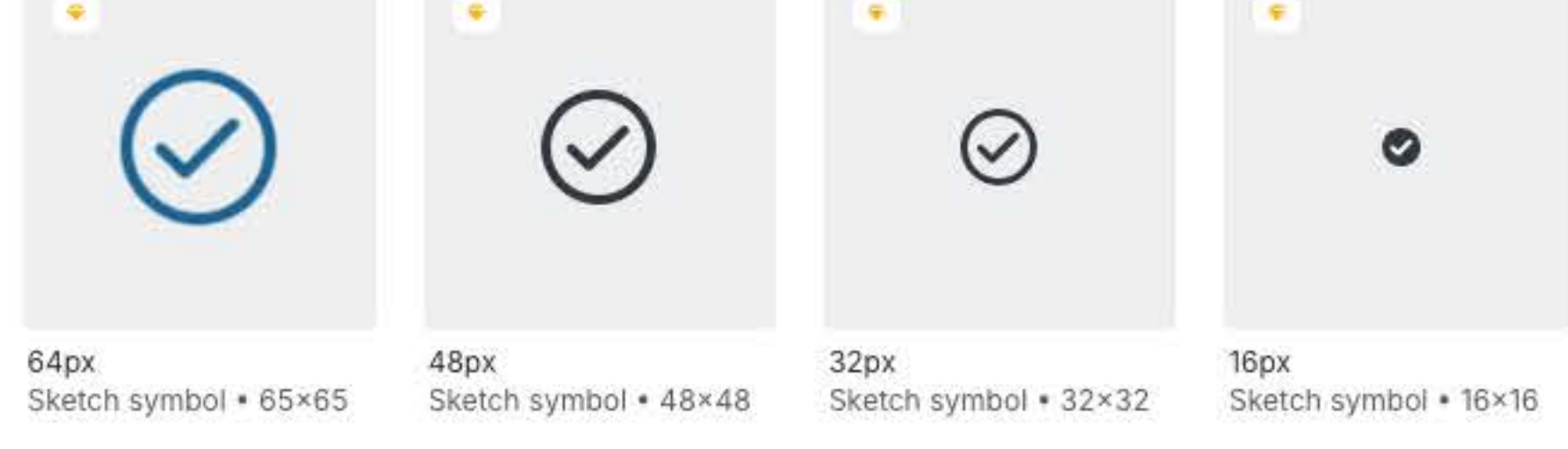
Calendar



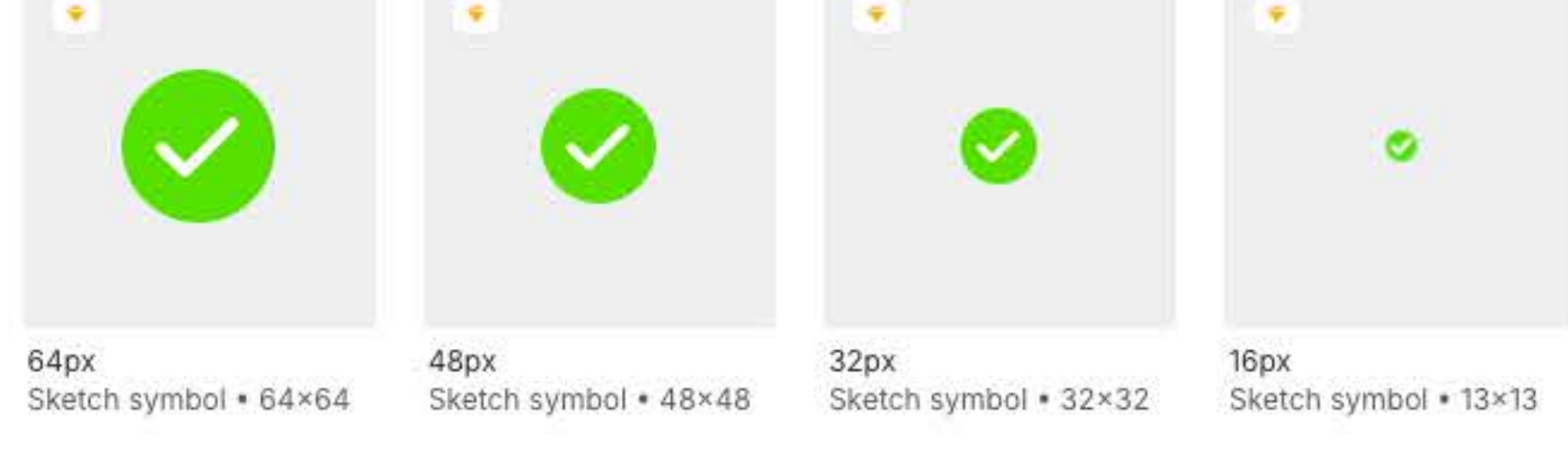
Car



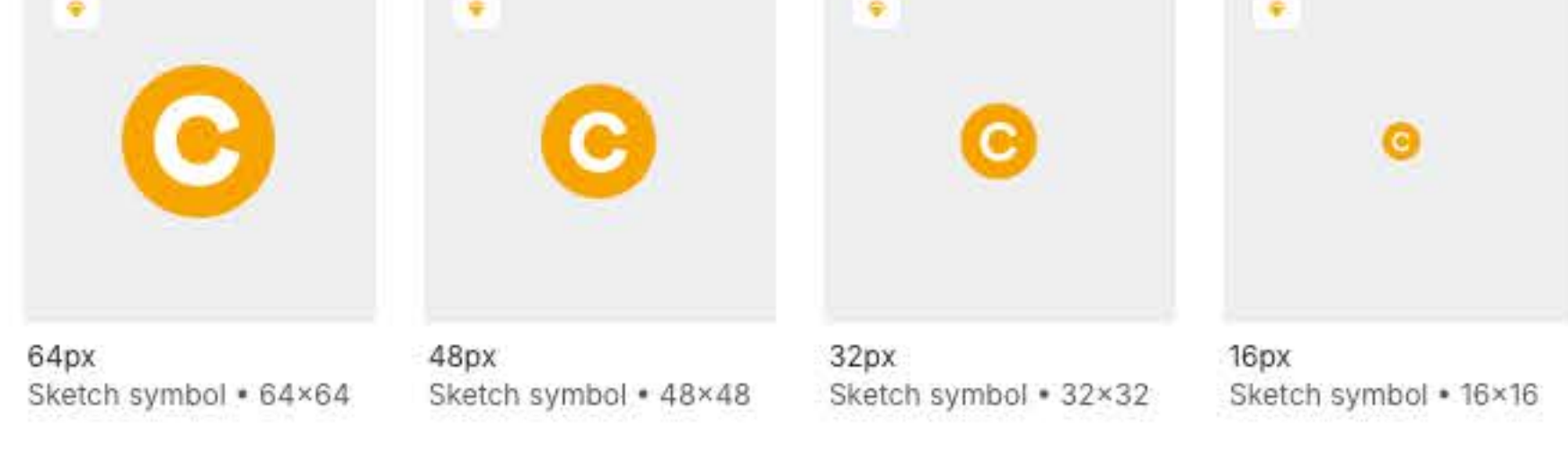
Circle checkmark



Checkmark: Filled



Claim Filed



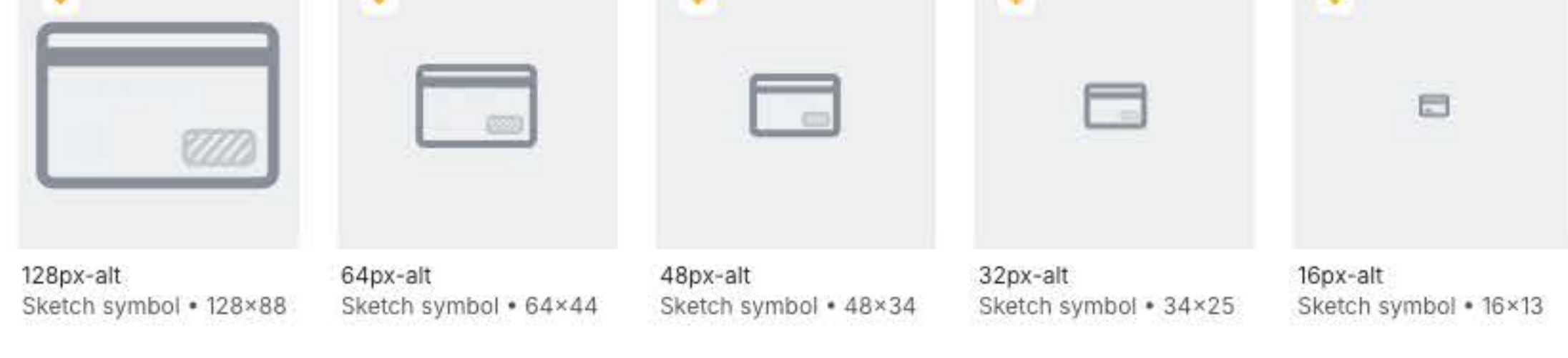
Contact



Credit Card



Credit Card: Shaded



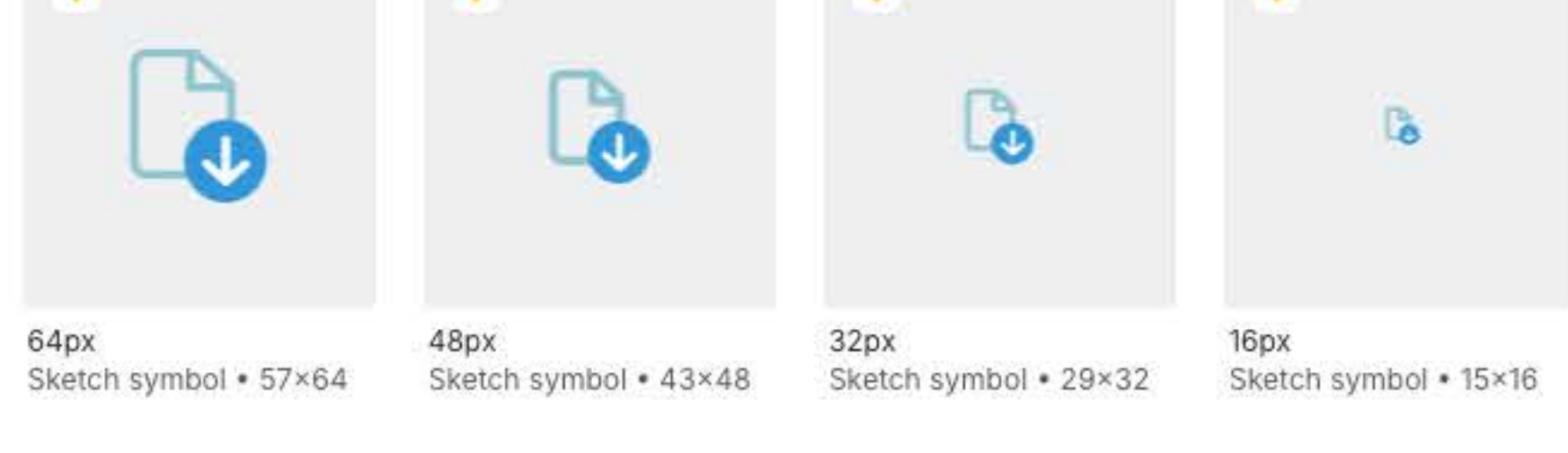
Cyber



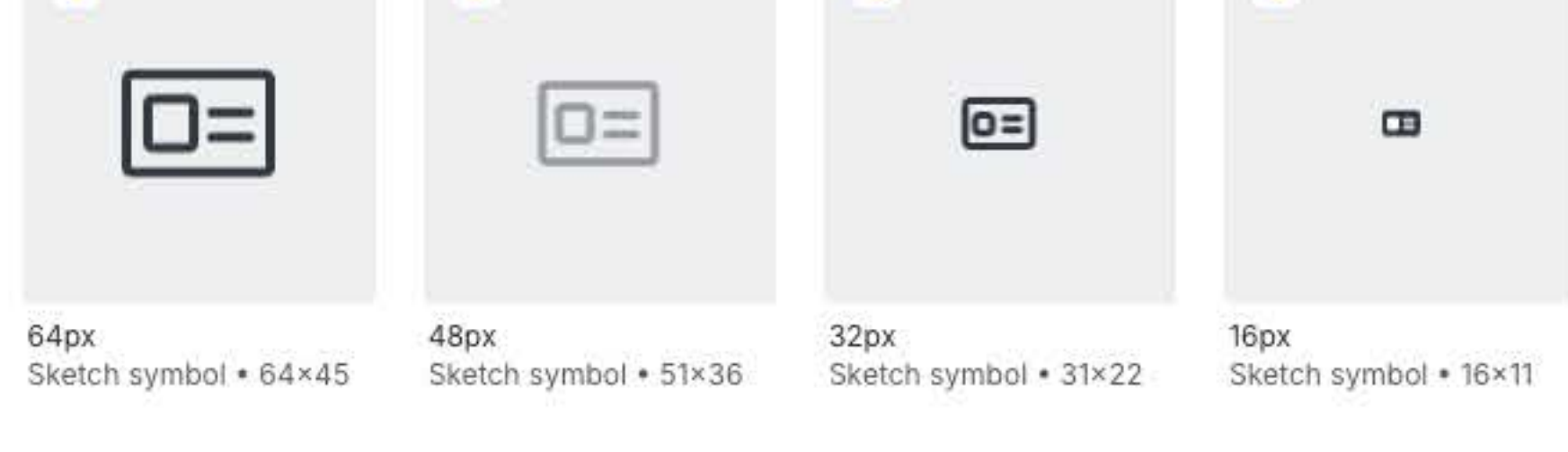
Download



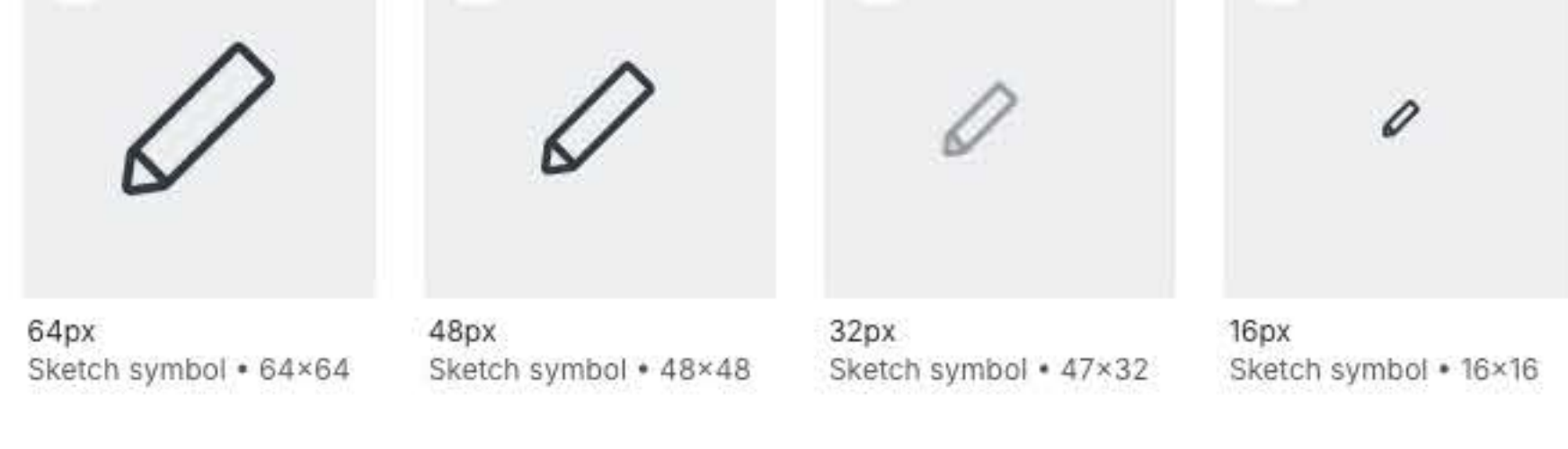
Download (document)



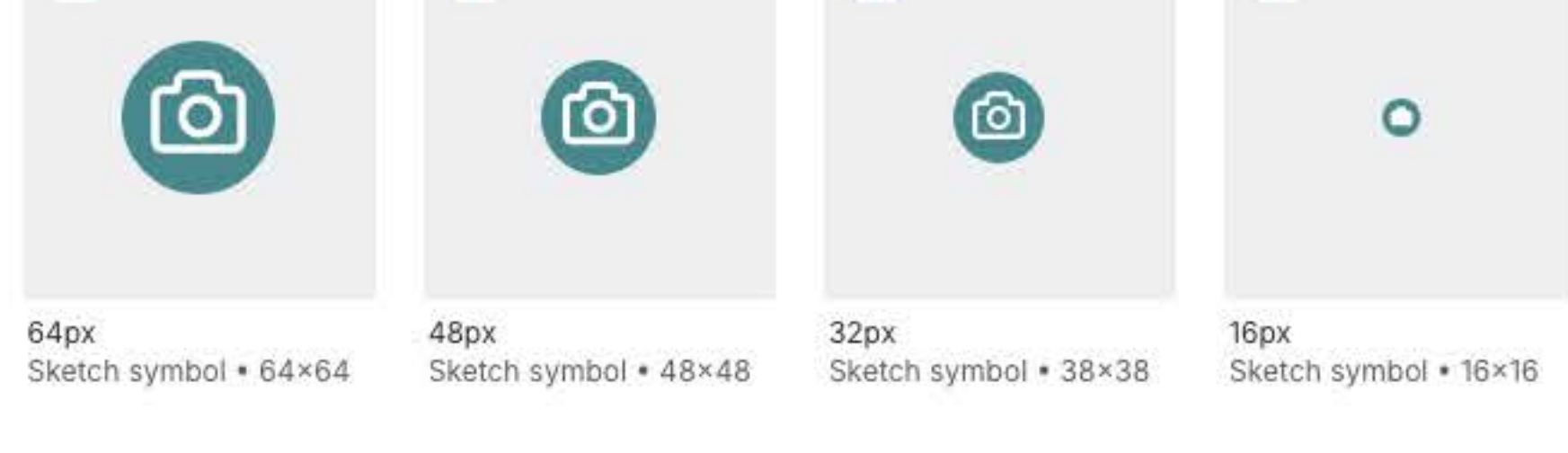
Driver's License



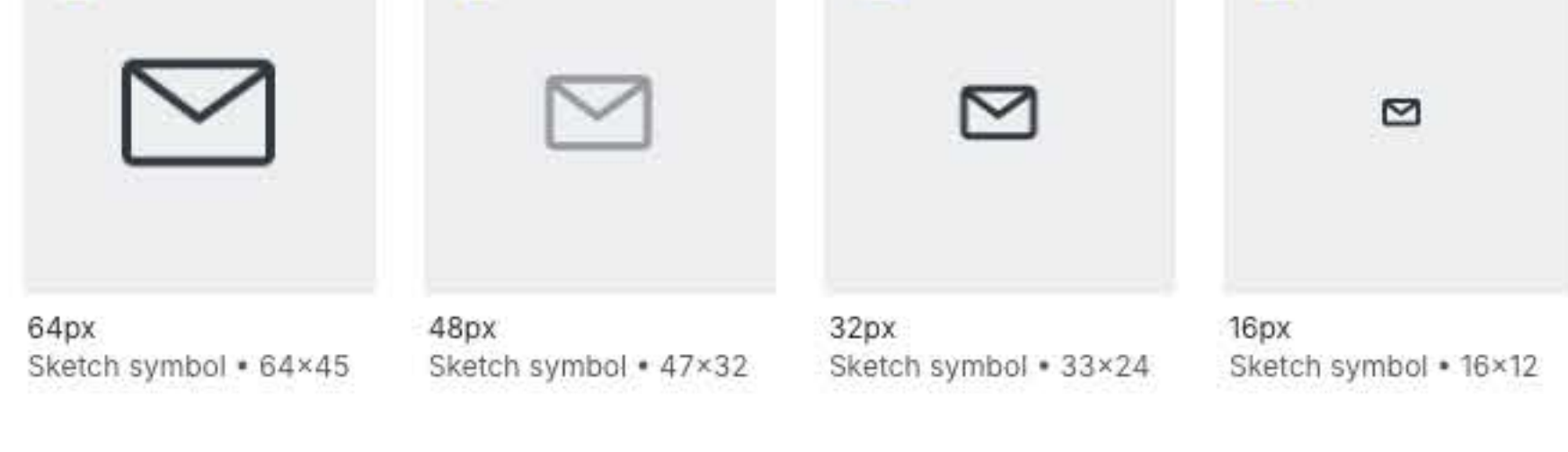
Edit



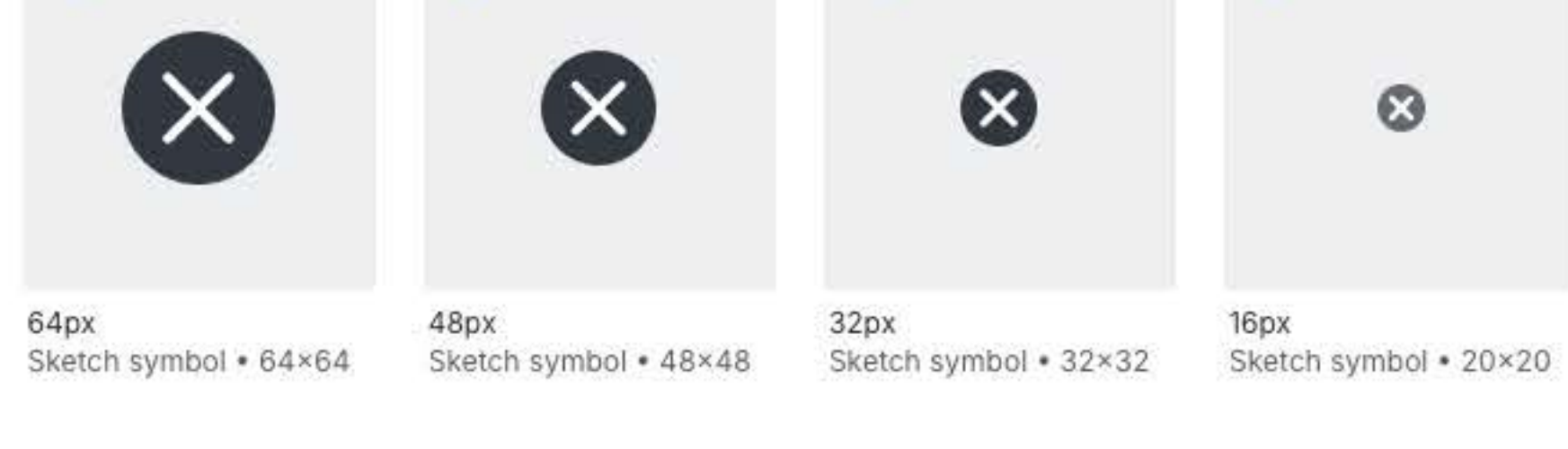
Edit: Profile picture



Email



Error



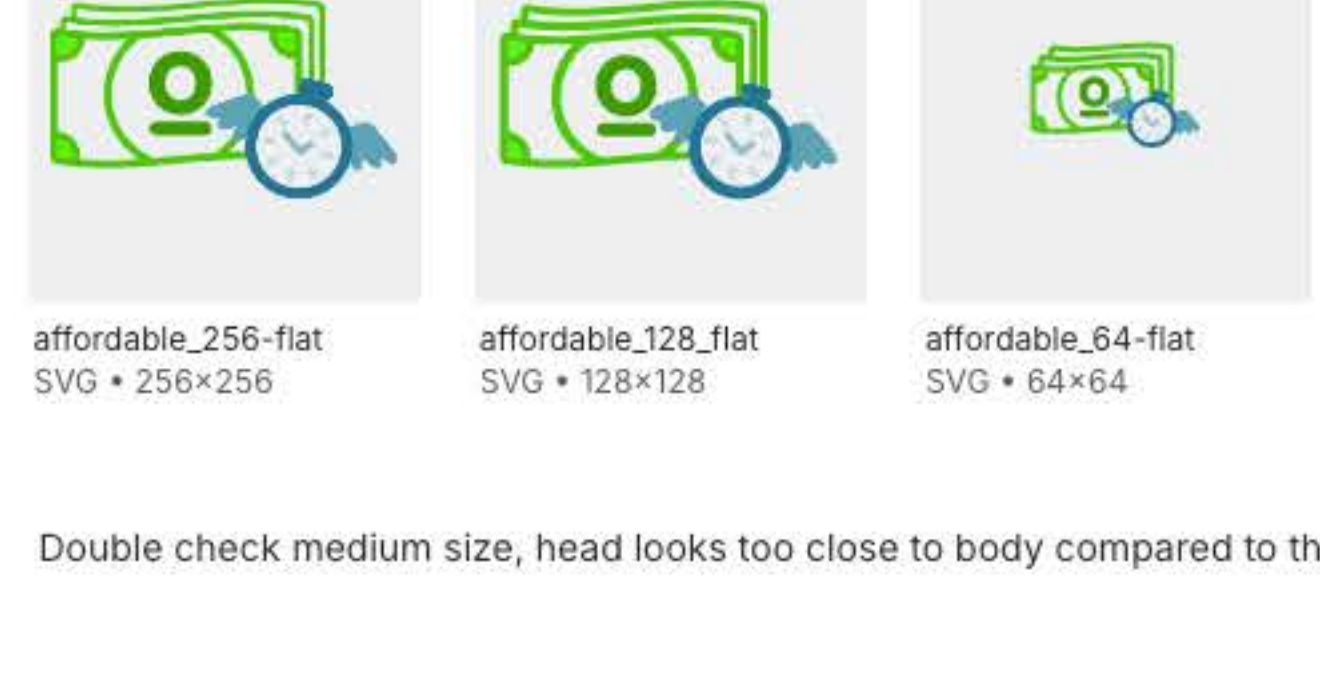
Error: Red X

Illustrations Flat

AI (Artificial Intelligence)

We have something for this?

Affordable

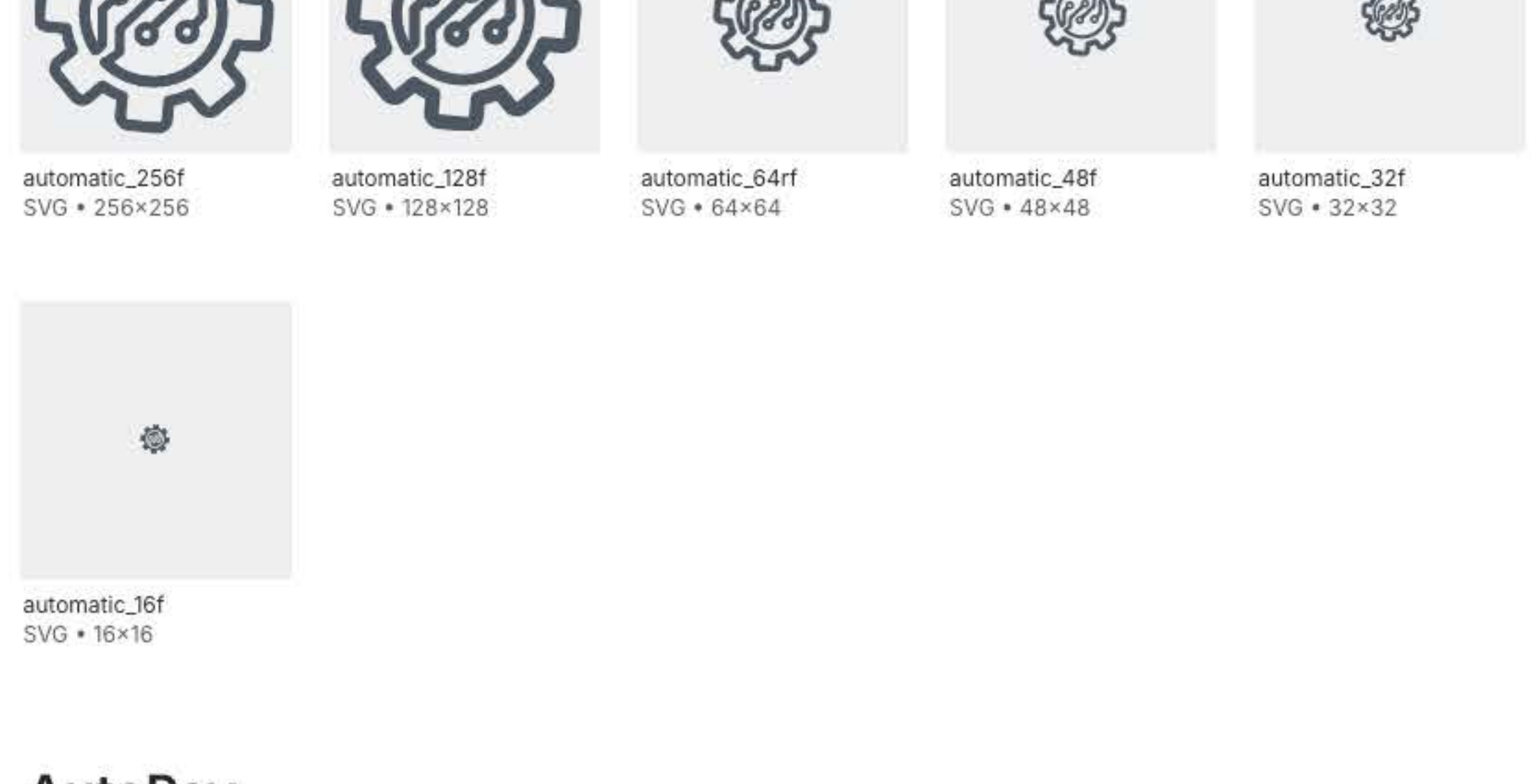


Double check medium size, head looks too close to body compared to the others.

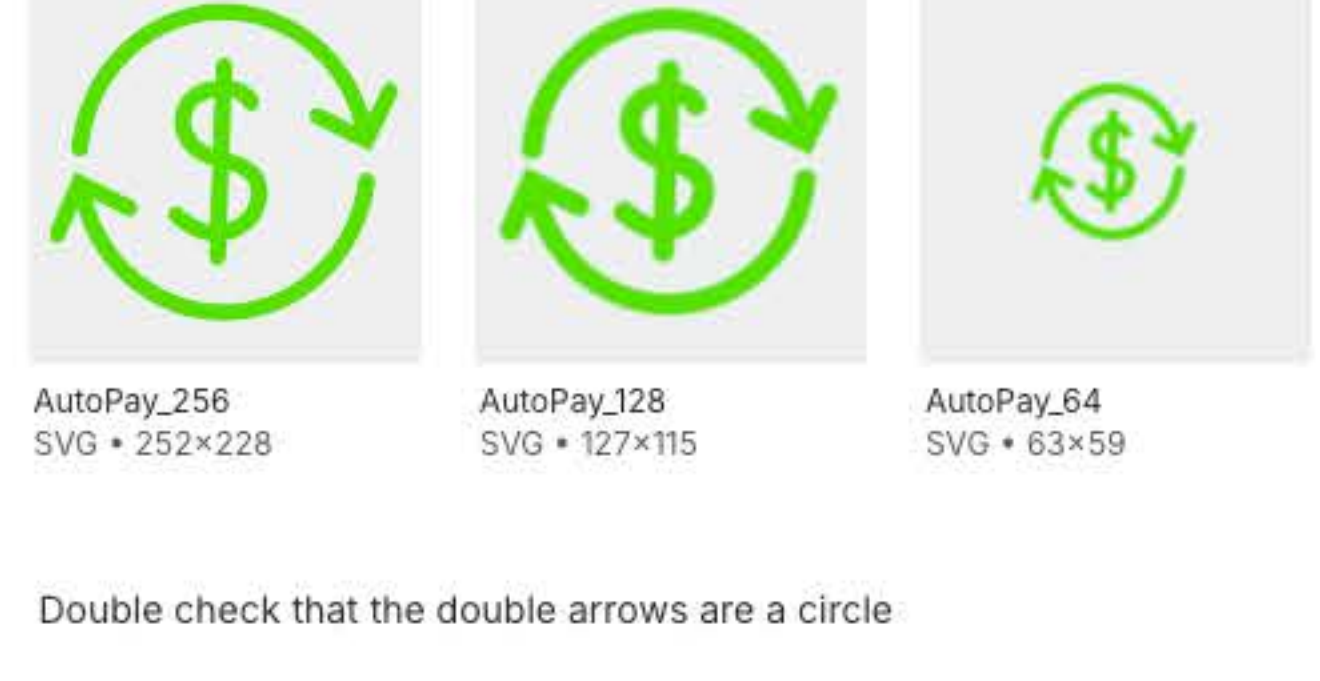
Auto



Automatic

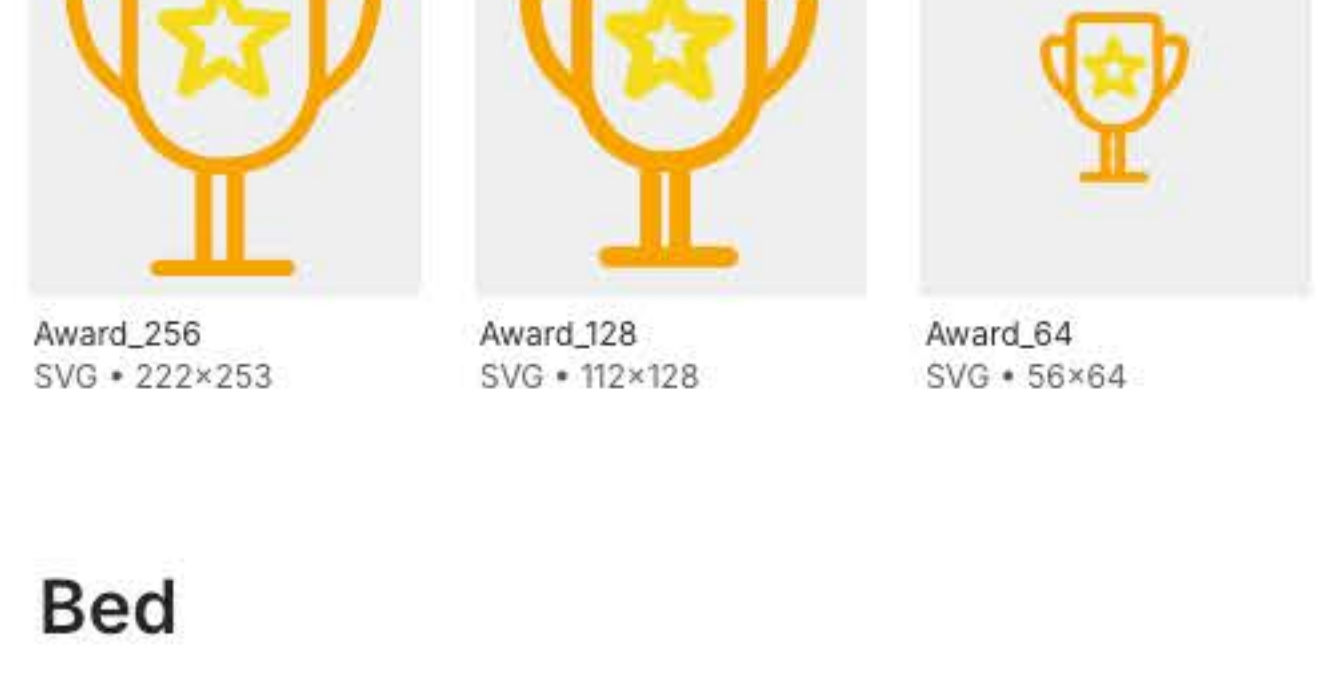


AutoPay

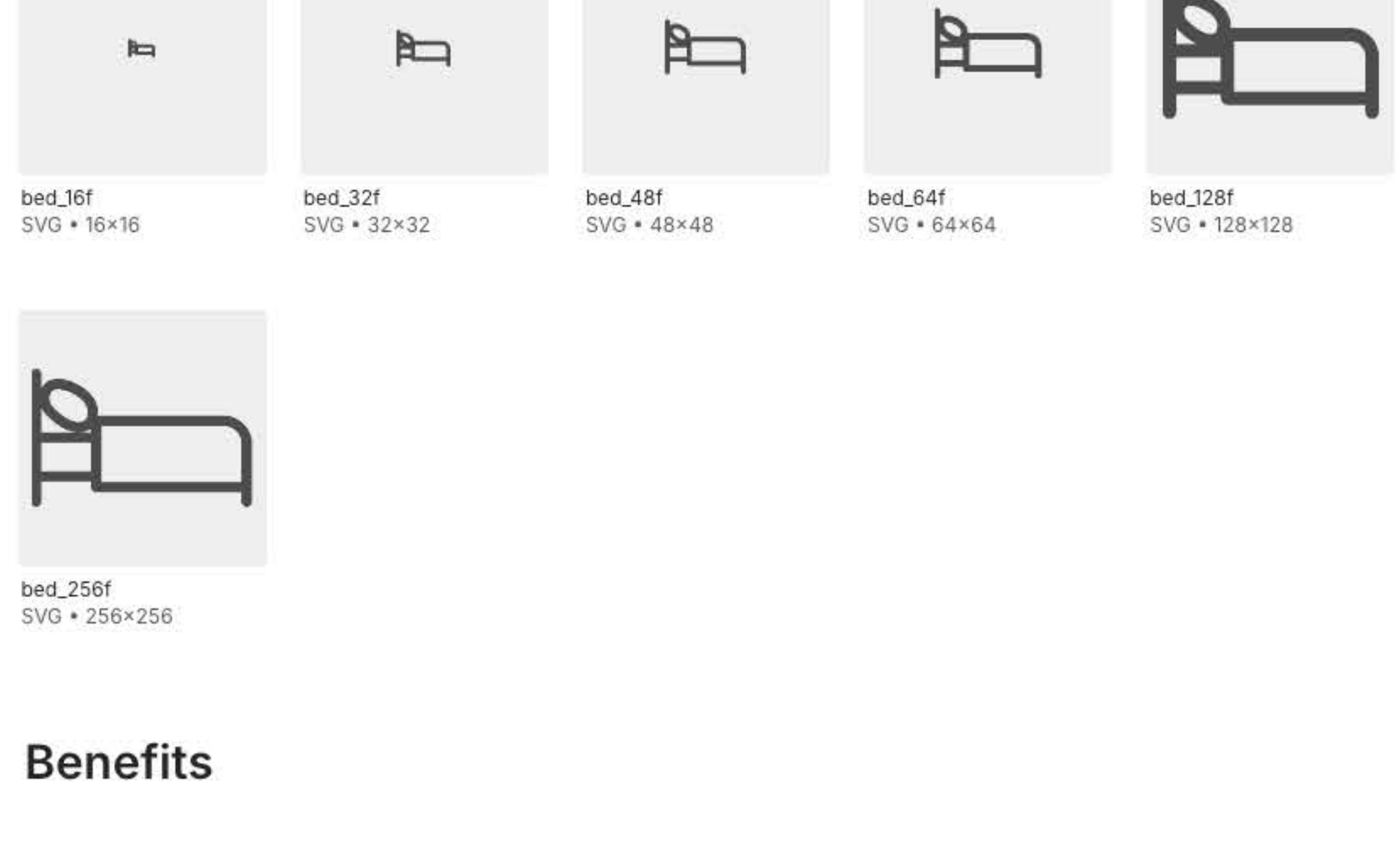


Double check that the double arrows are a circle

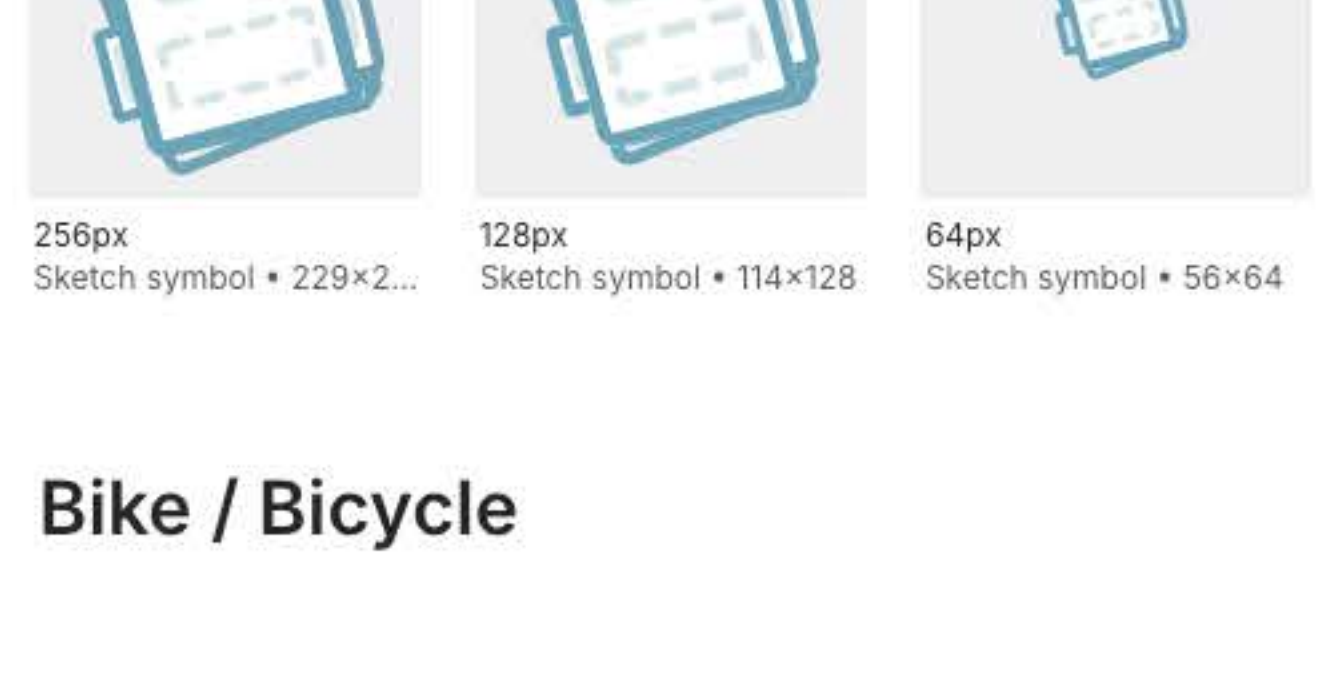
Award



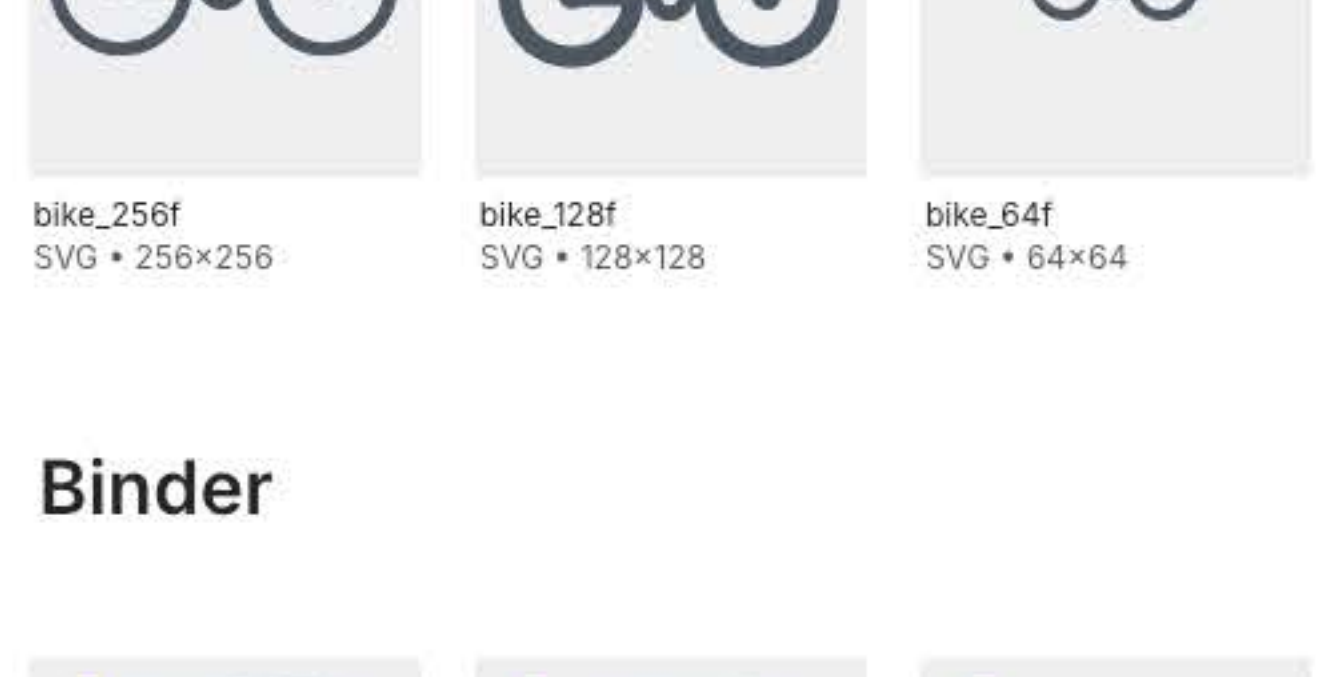
Bed



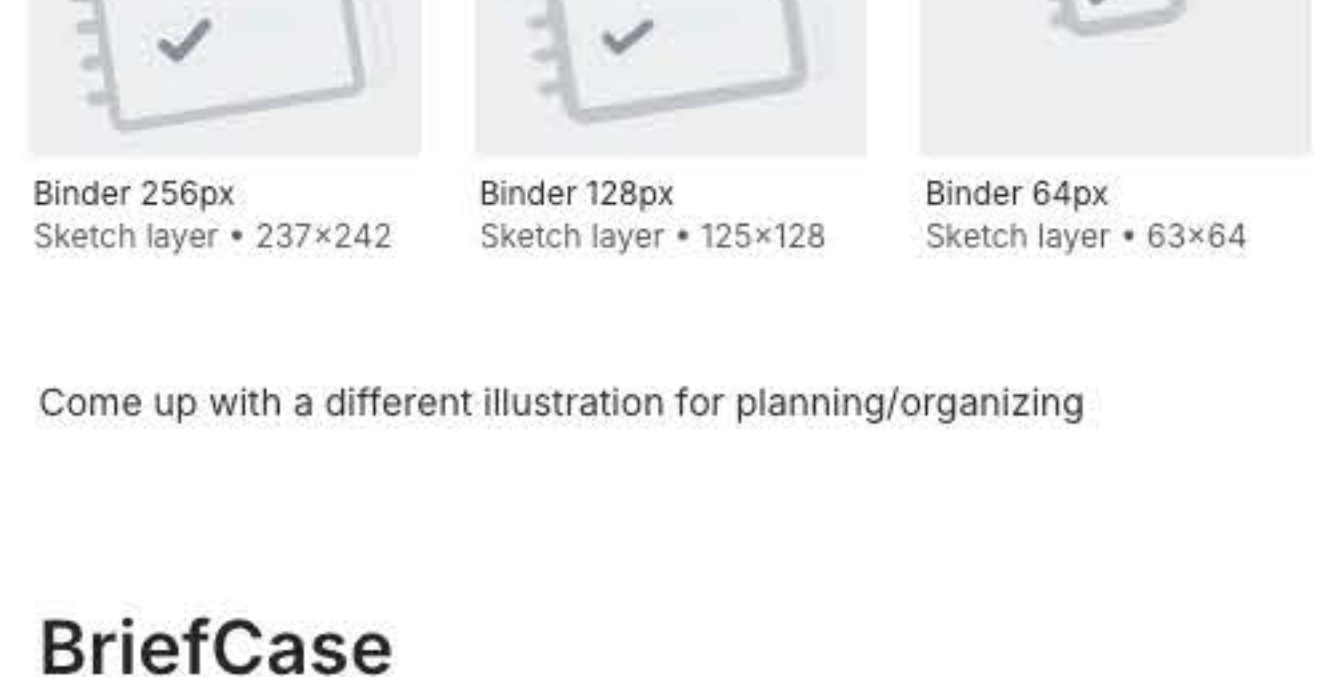
Benefits



Bike / Bicycle

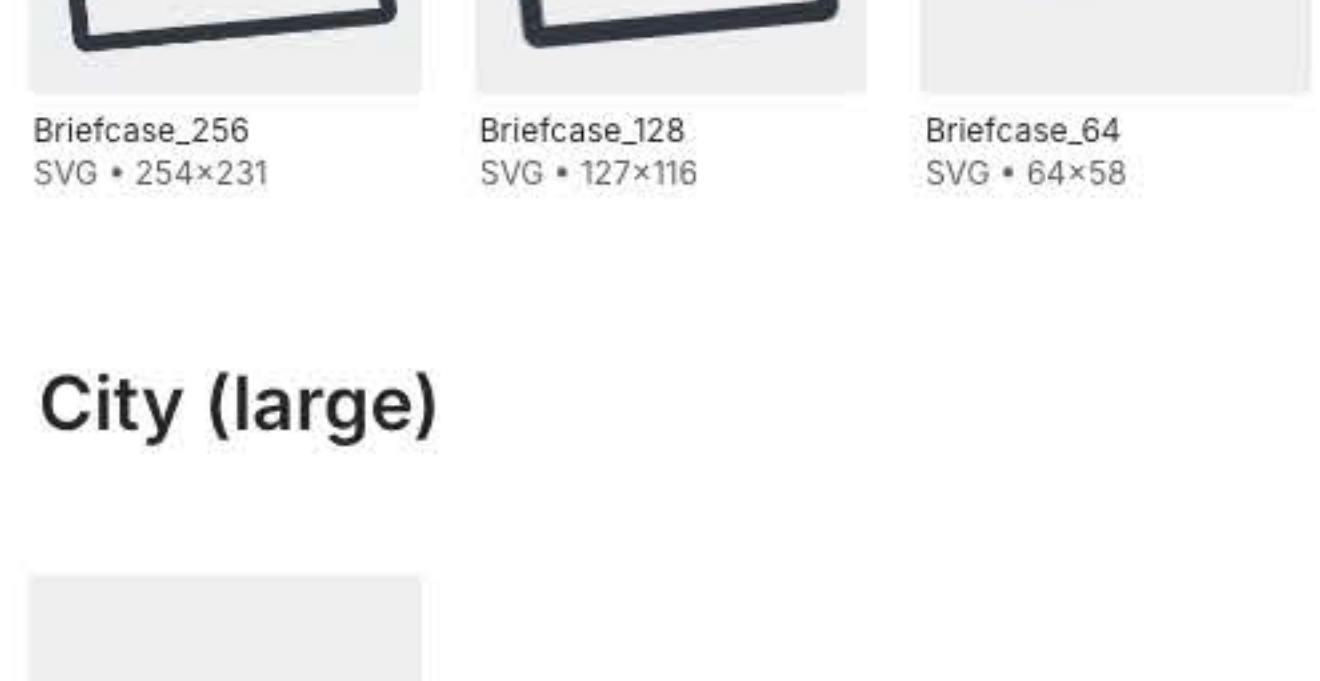


Binder

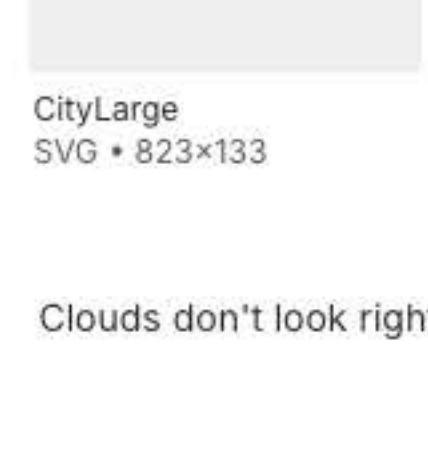


Come up with a different illustration for planning/organizing

BriefCase

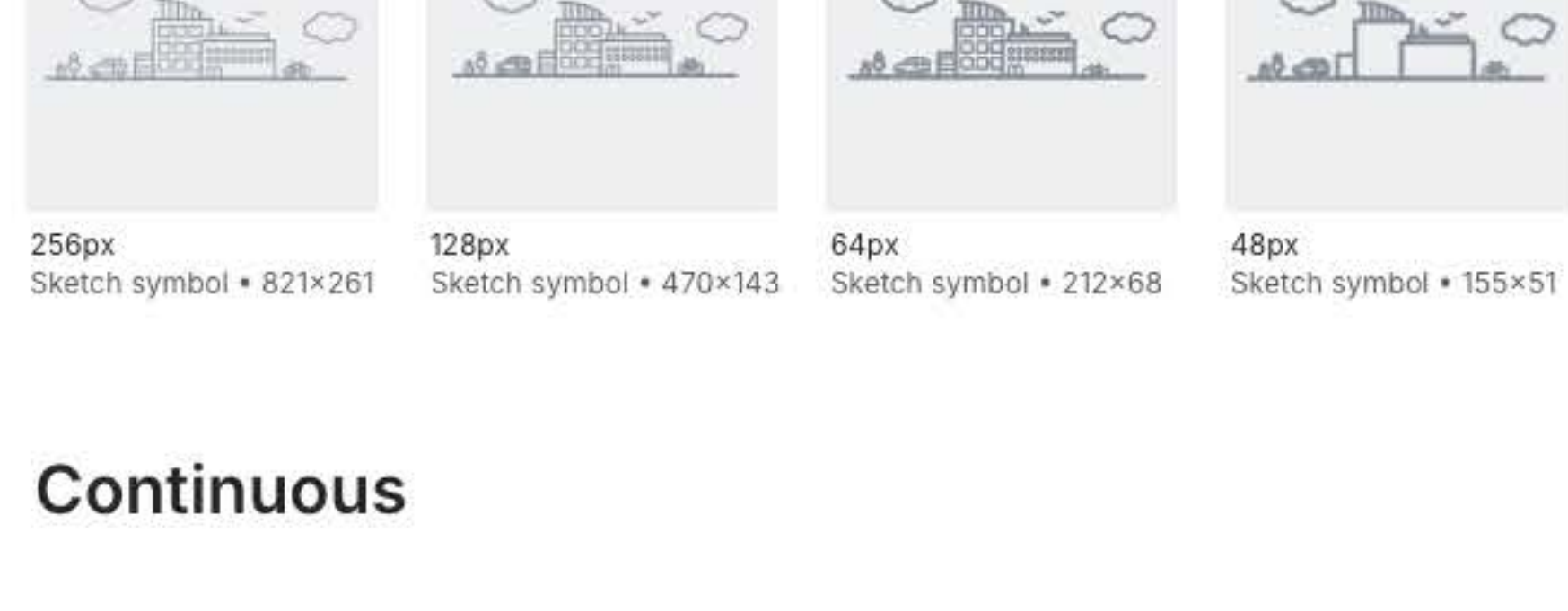


City (large)

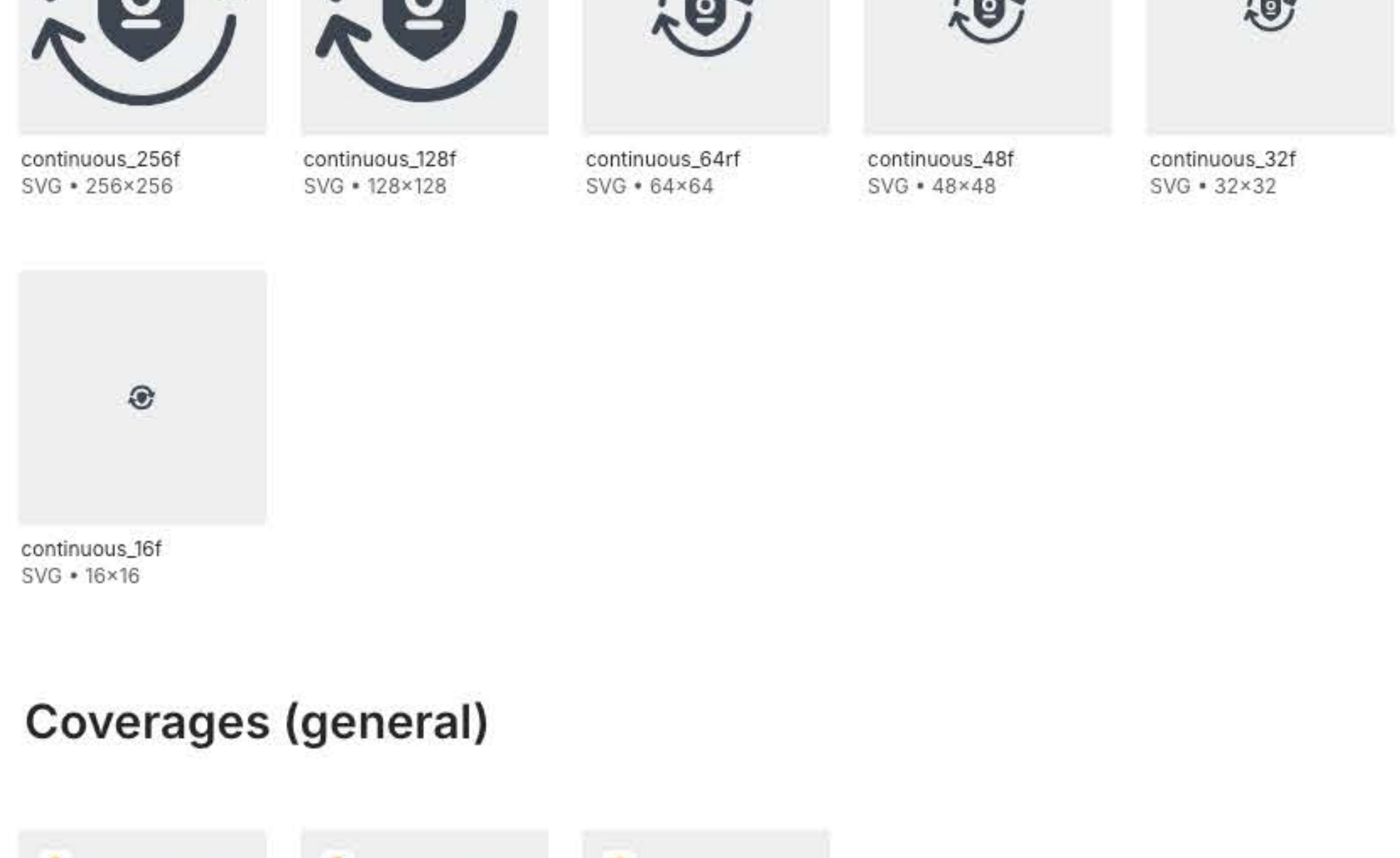


Clouds don't look right.

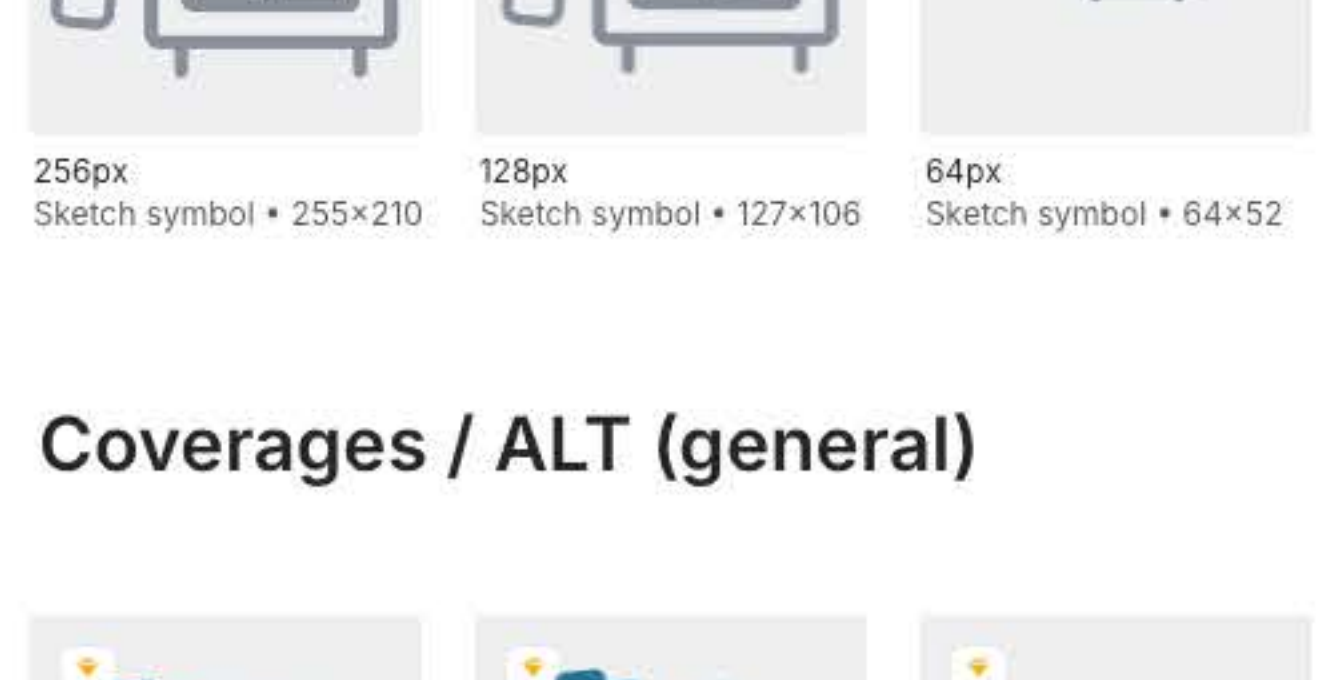
City (short)



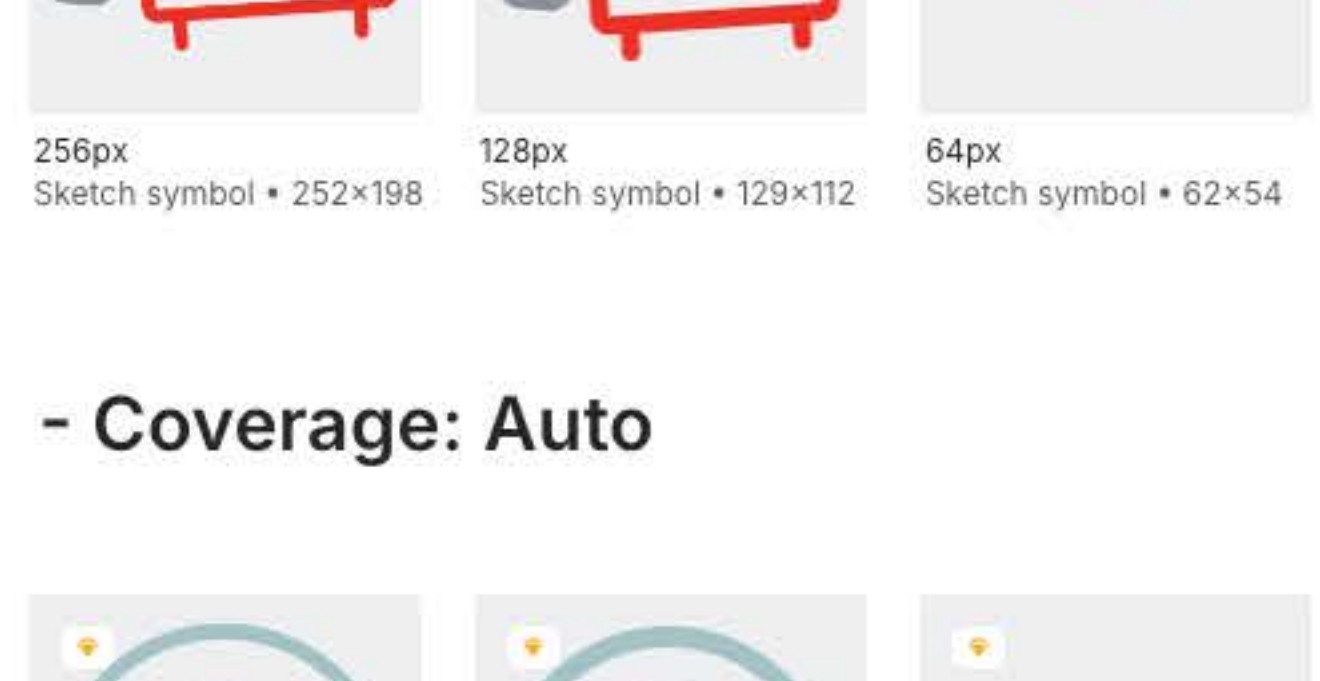
Continuous



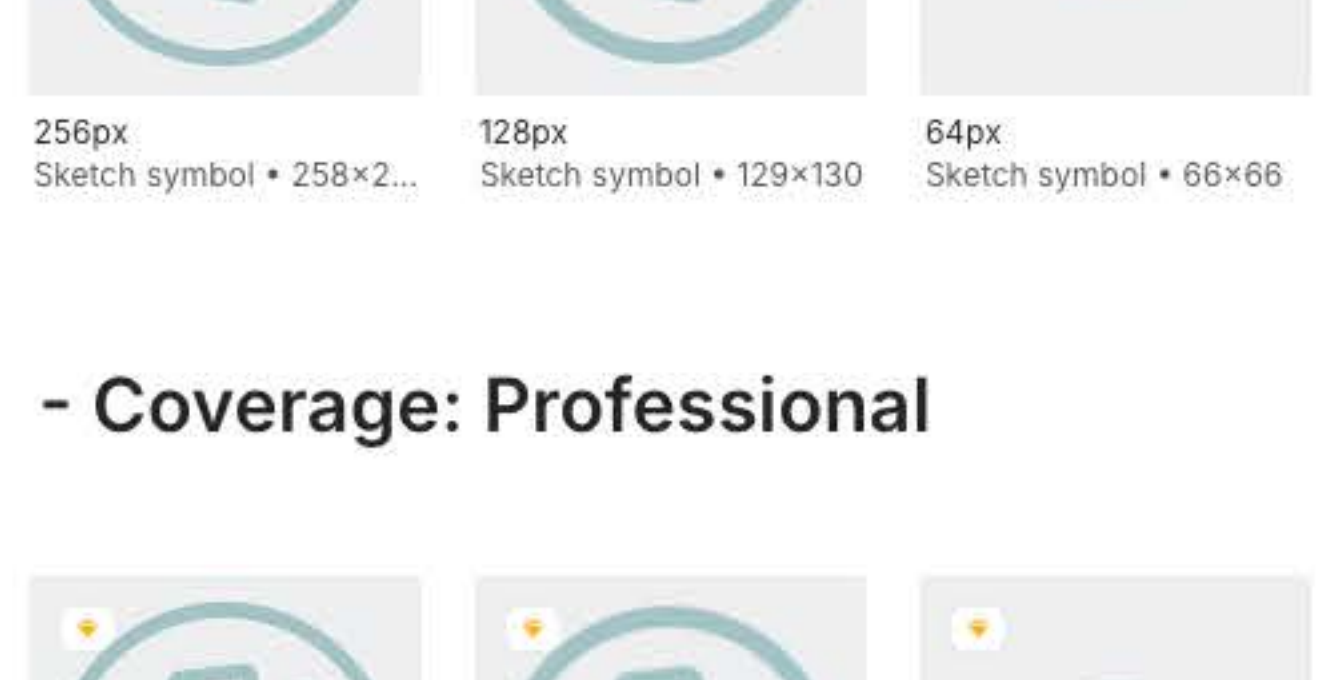
Coverages (general)



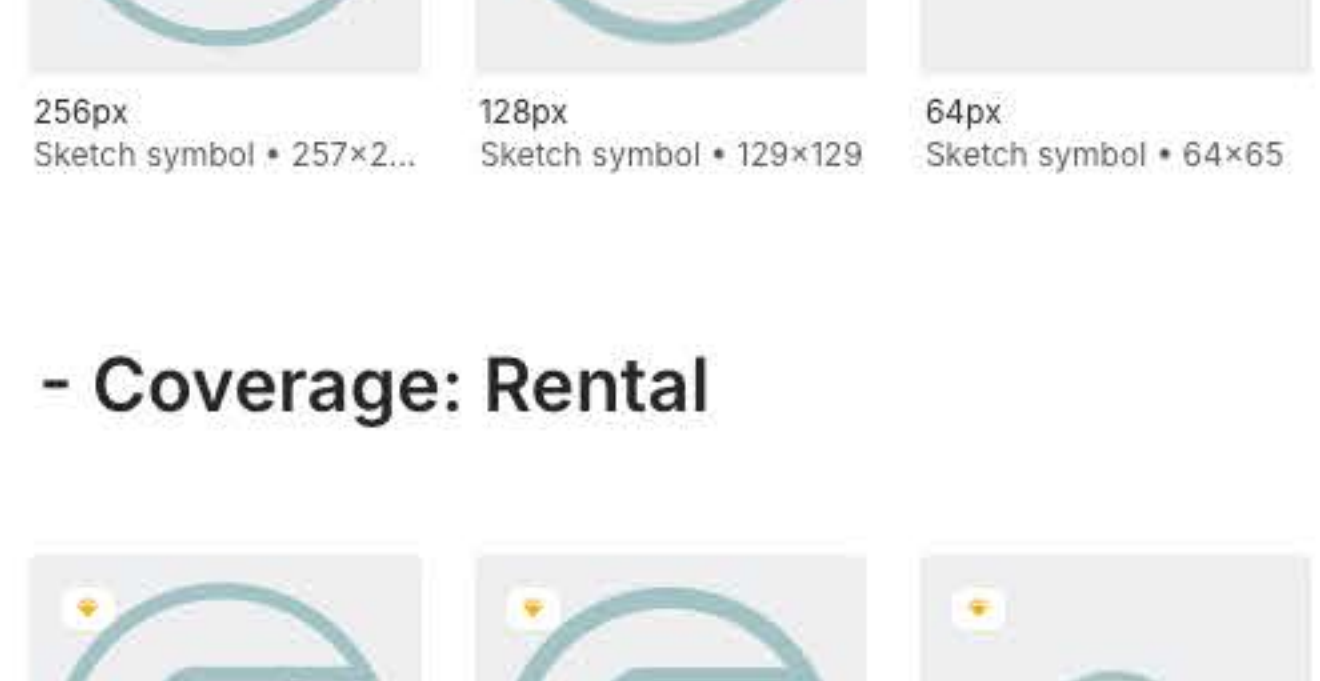
Coverages / ALT (general)



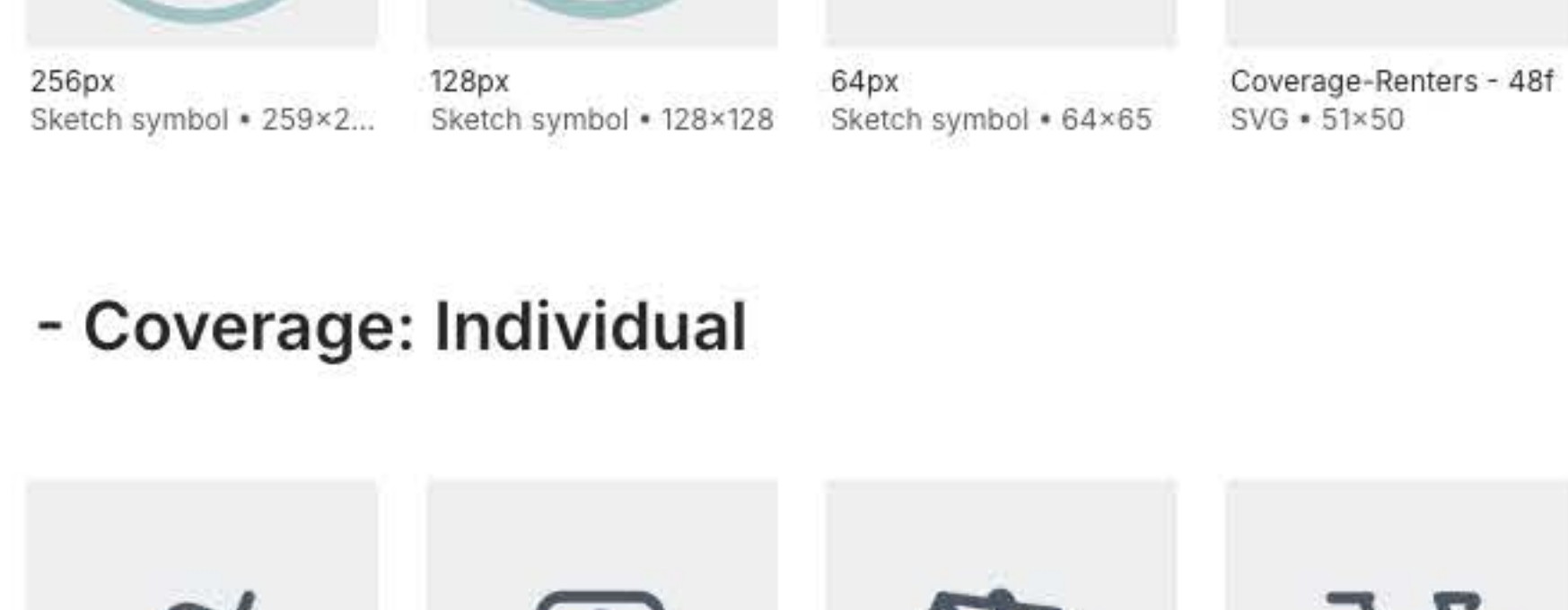
- Coverage: Auto



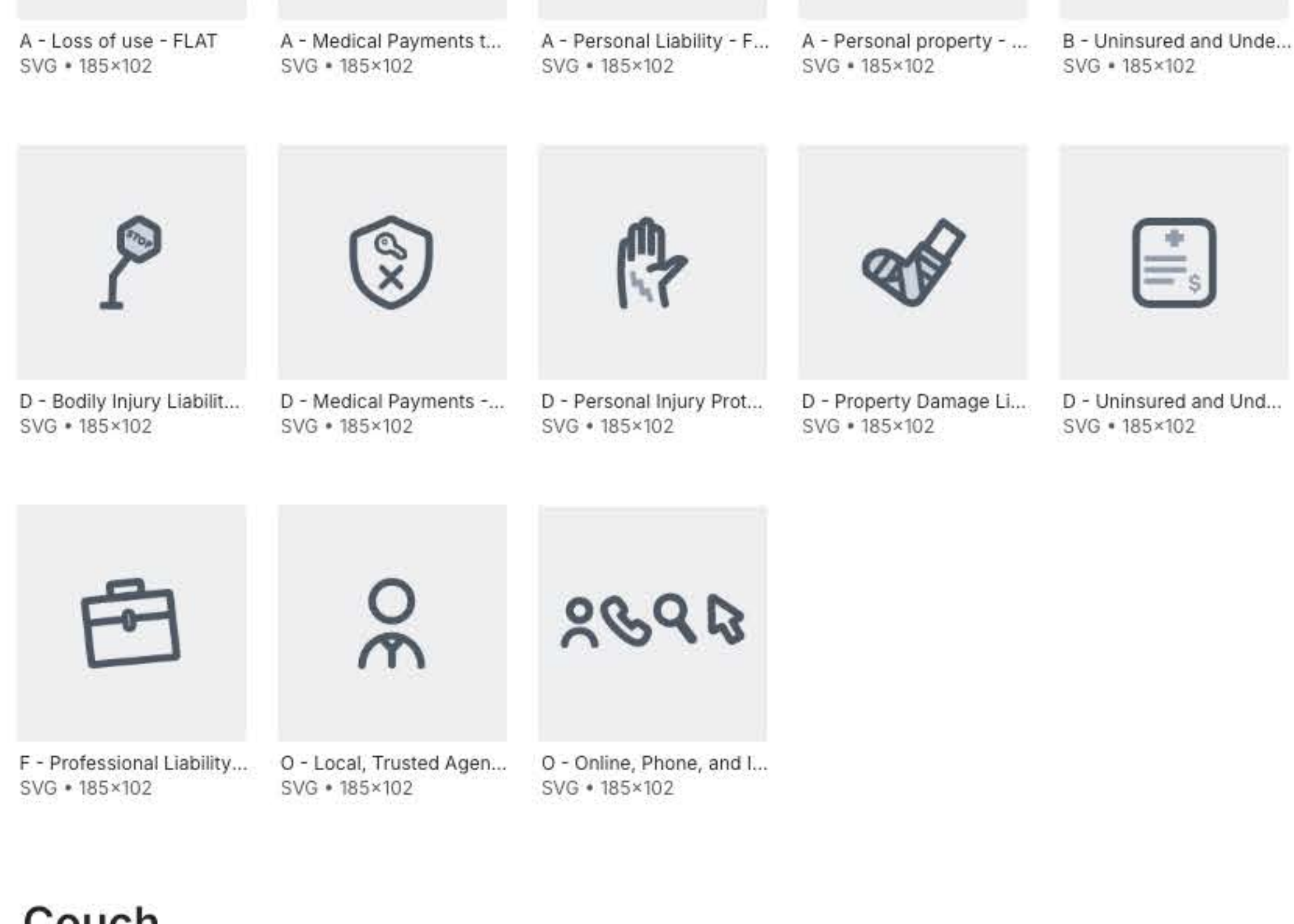
- Coverage: Professional



- Coverage: Rental



- Coverage: Individual



Couch

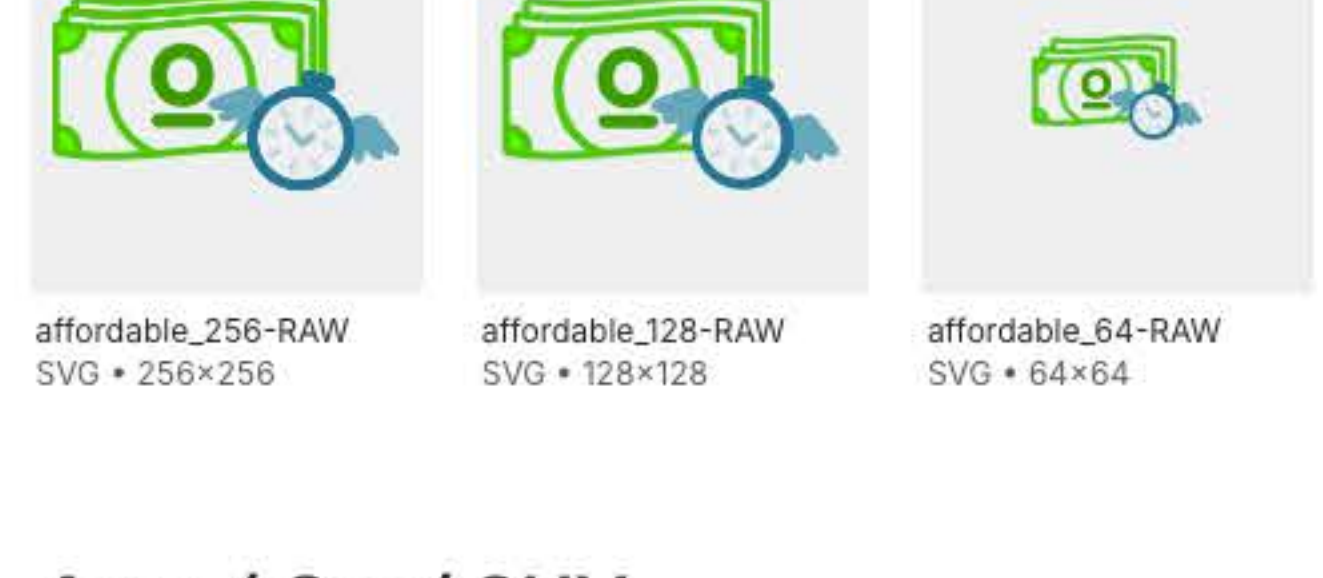


Credit Card

Illustrations RAW

Raw icons have not been outlined. They have their original path width still intact. This means they may not scale well, please only use these if the Flat version does not work.

Affordable



affordable_256-RAW SVG • 256x256
affordable_128-RAW SVG • 128x128
affordable_64-RAW SVG • 64x64

Auto / Car / SUV



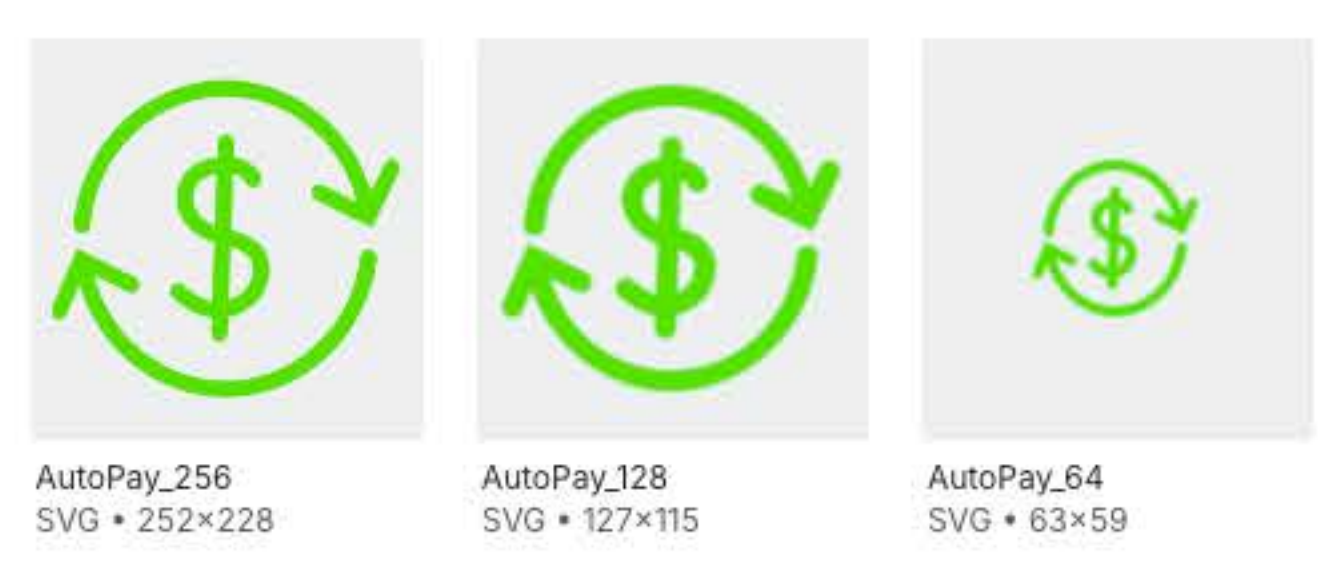
SUV_256r SVG • 256x256
SUV_128r SVG • 128x128
SUV_64r SVG • 64x64

Automatic



automatic_256r SVG • 256x256
automatic_128r SVG • 128x128
automatic_64r SVG • 64x64
automatic_48r SVG • 48x48
automatic_32r SVG • 32x32

AutoPay



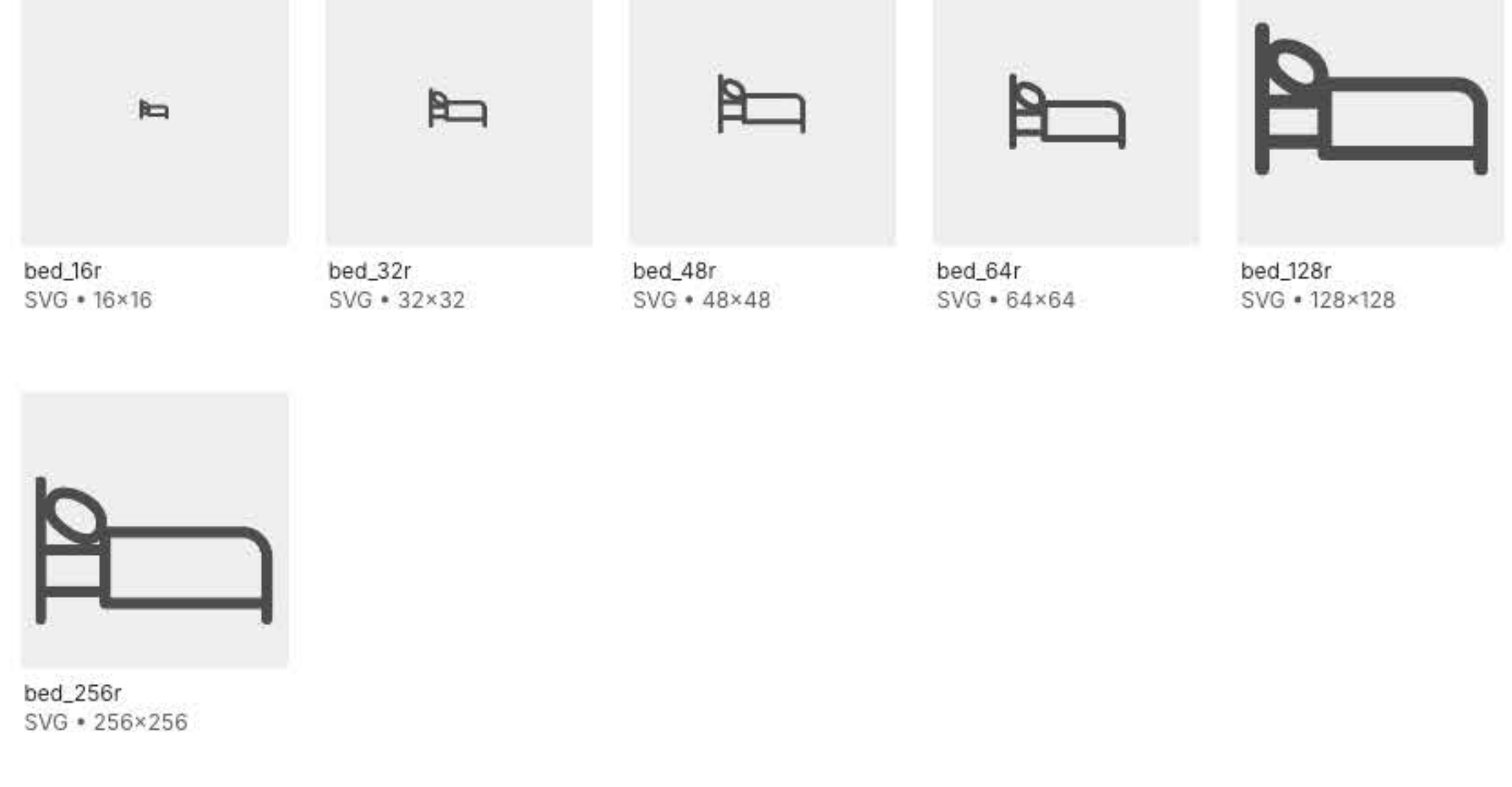
AutoPay_256 SVG • 252x228
AutoPay_128 SVG • 127x115
AutoPay_64 SVG • 63x59

Award



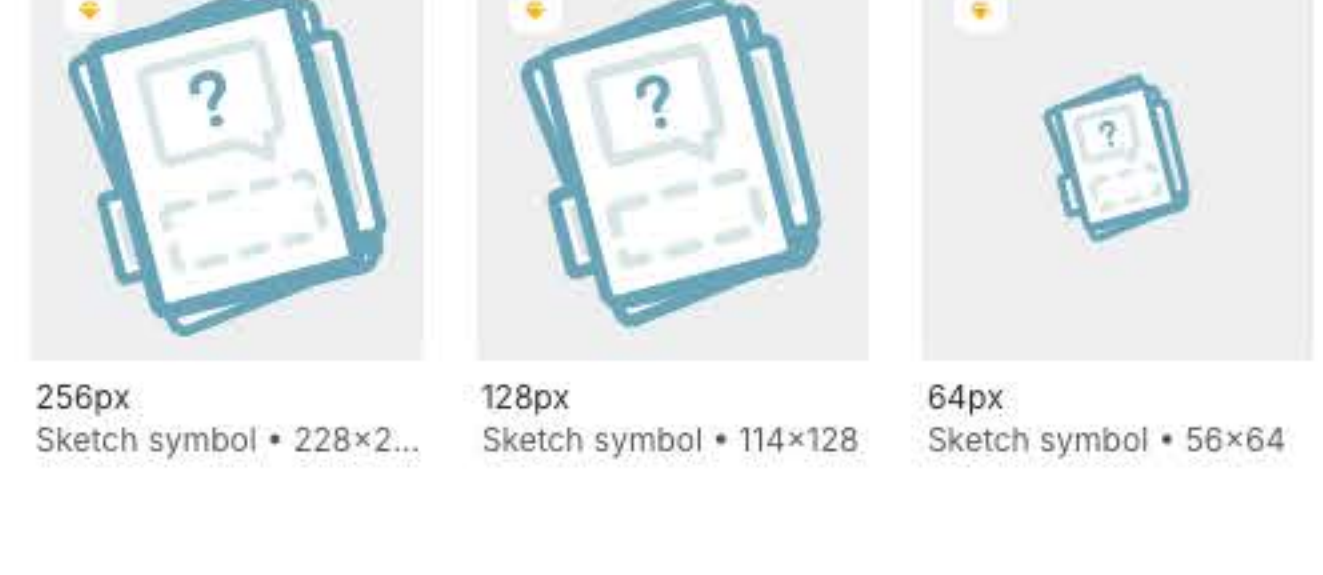
Award_256 SVG • 222x253
Award_128 SVG • 128x128
Award_64 SVG • 56x64

Bed



bed_16r SVG • 16x16
bed_32r SVG • 32x32
bed_48r SVG • 48x48
bed_64r SVG • 64x64
bed_128r SVG • 128x128

Benefits



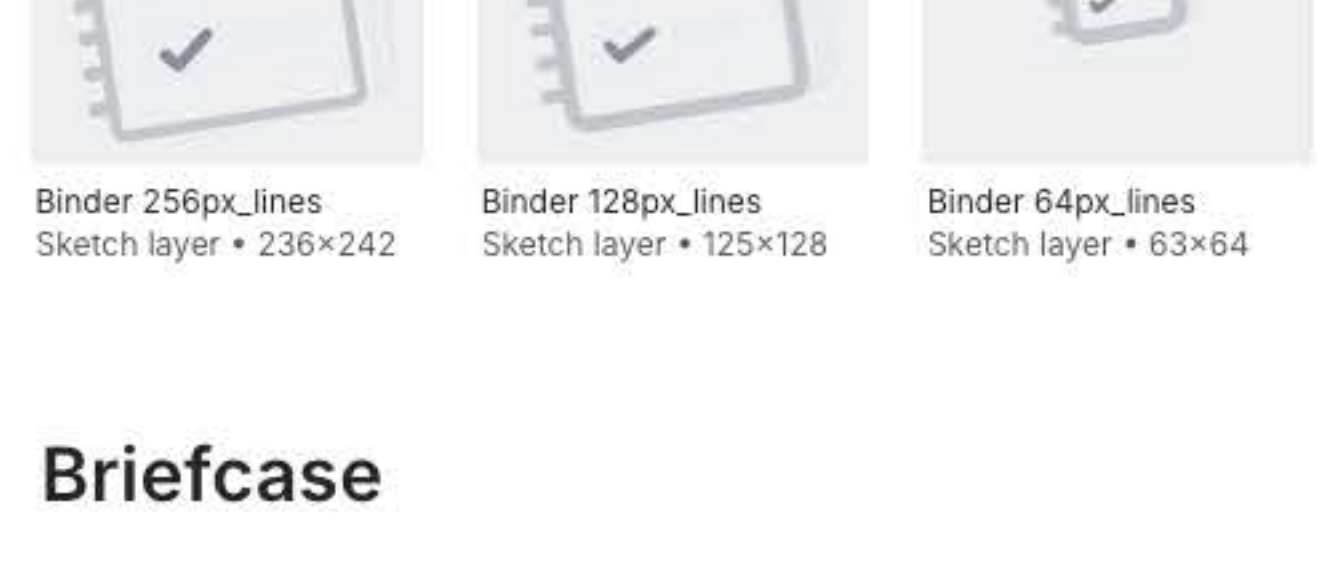
256px Sketch symbol • 228x212
128px Sketch symbol • 114x128
64px Sketch symbol • 56x64

Bike / Bicycle



bike_256r SVG • 256x256
bike_128r SVG • 128x128
bike_64r SVG • 64x64

Binder



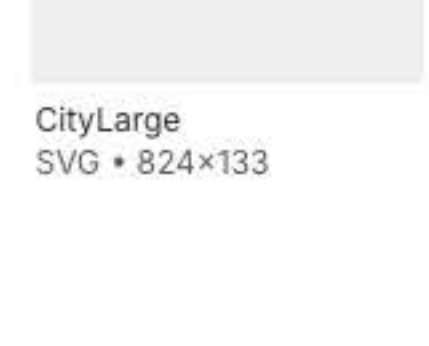
Binder 256px_lines Sketch layer • 236x242
Binder 128px_lines Sketch layer • 125x128
Binder 64px_lines Sketch layer • 63x64

Briefcase



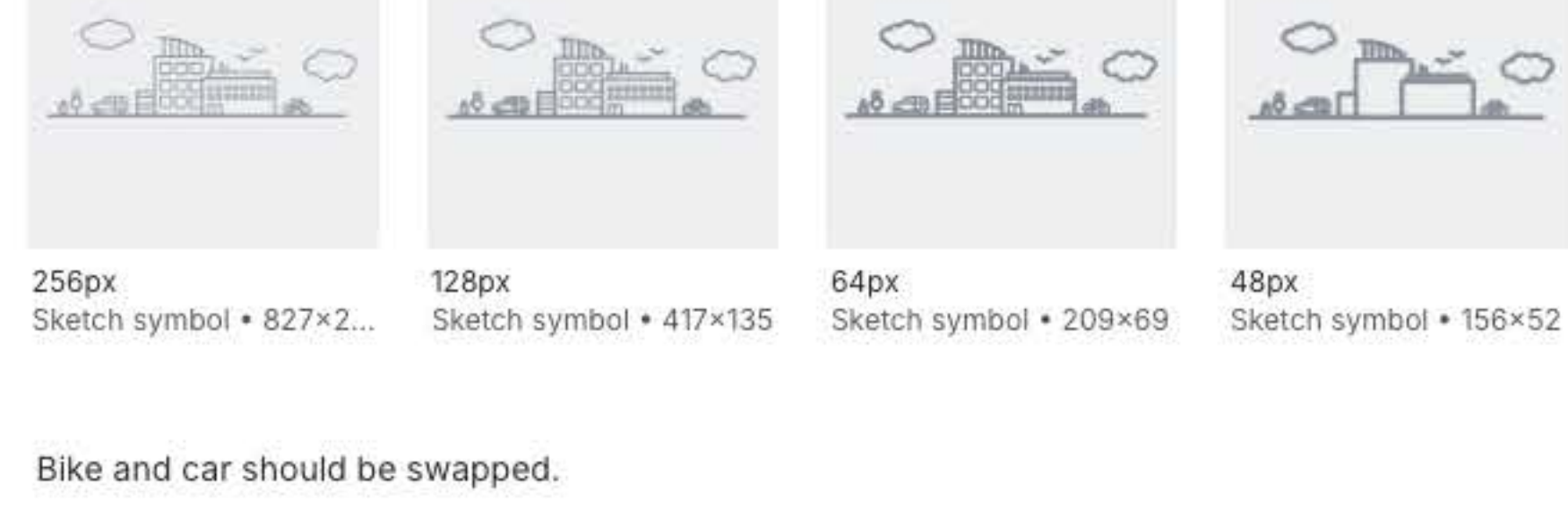
Briefcase_256 SVG • 254x231
Briefcase_128 SVG • 127x118
Briefcase_64 SVG • 64x58

City (large)



CityLarge SVG • 824x133

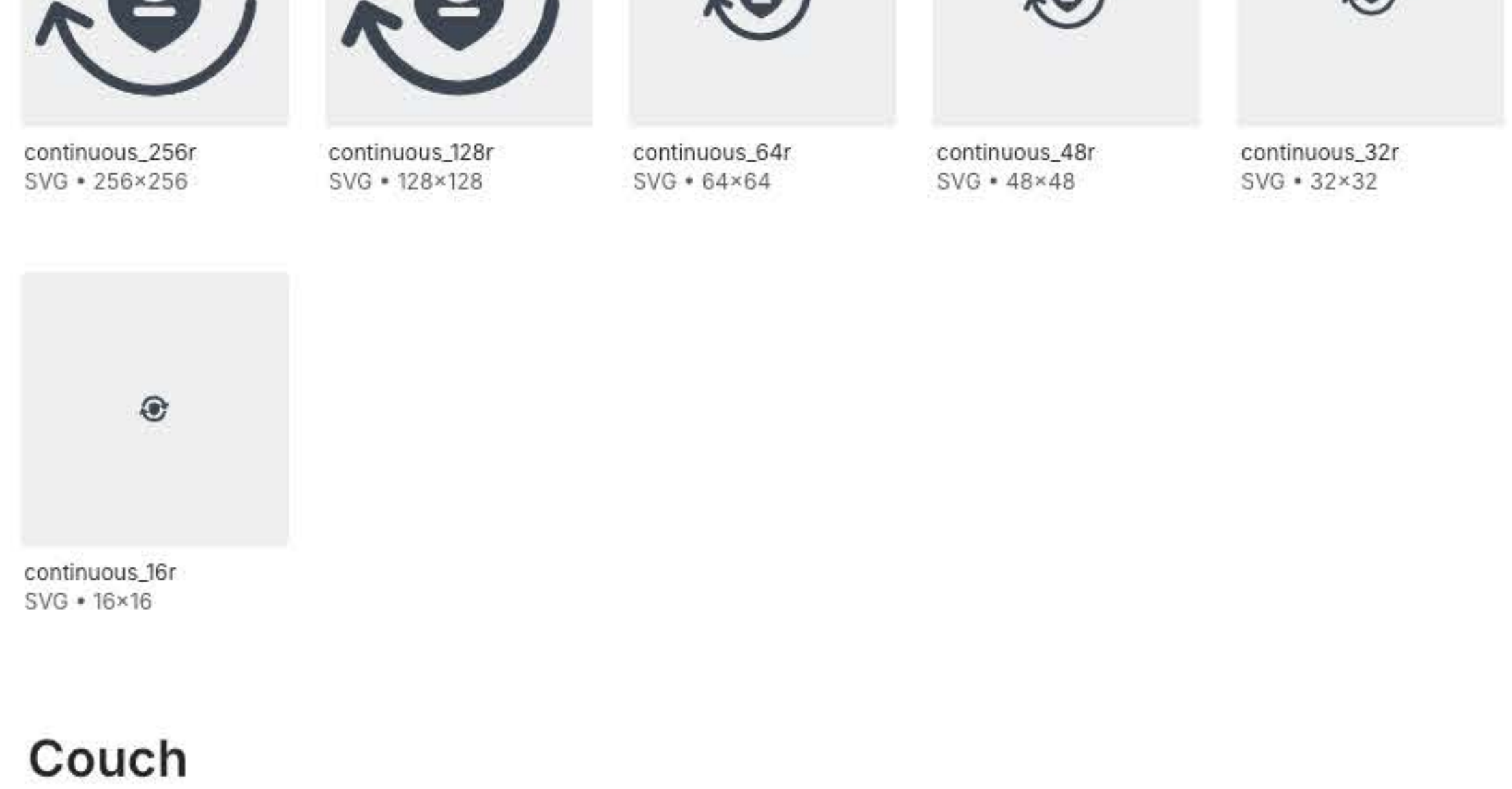
City (short)



256px Sketch symbol • 827x212
128px Sketch symbol • 417x135
64px Sketch symbol • 209x69
48px Sketch symbol • 156x52

Bike and car should be swapped.

Continuous



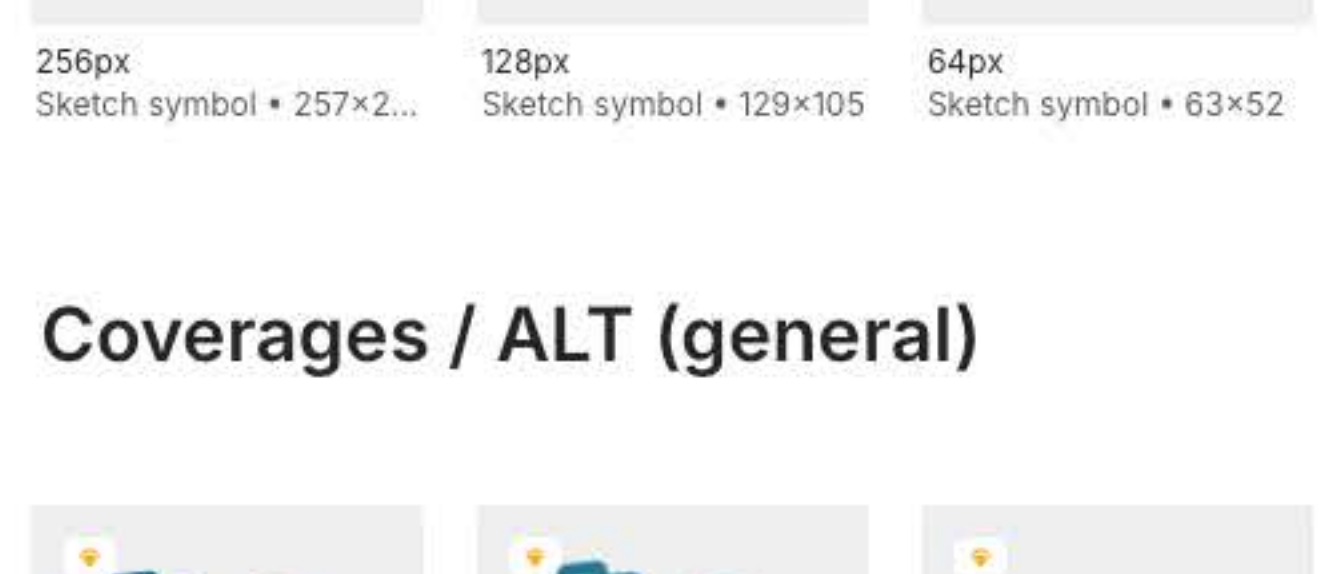
continuous_256r SVG • 256x256
continuous_128r SVG • 128x128
continuous_64r SVG • 64x64
continuous_48r SVG • 48x48
continuous_32r SVG • 32x32

Couch



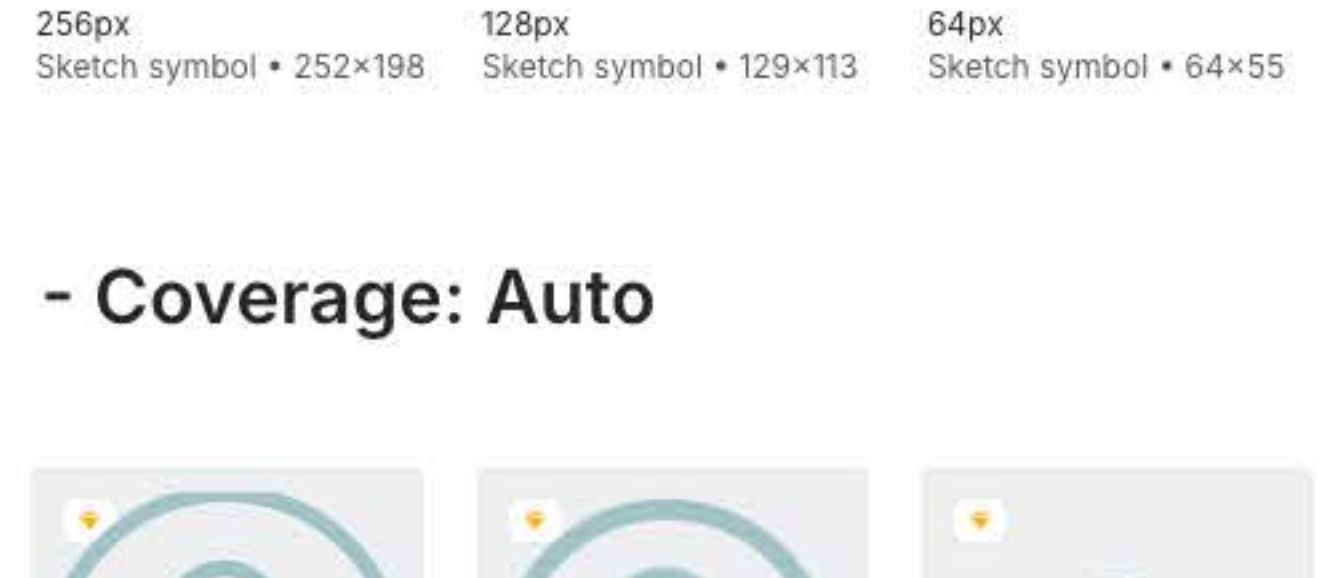
couch_raw_256px SVG • 185x113

Coverages / general



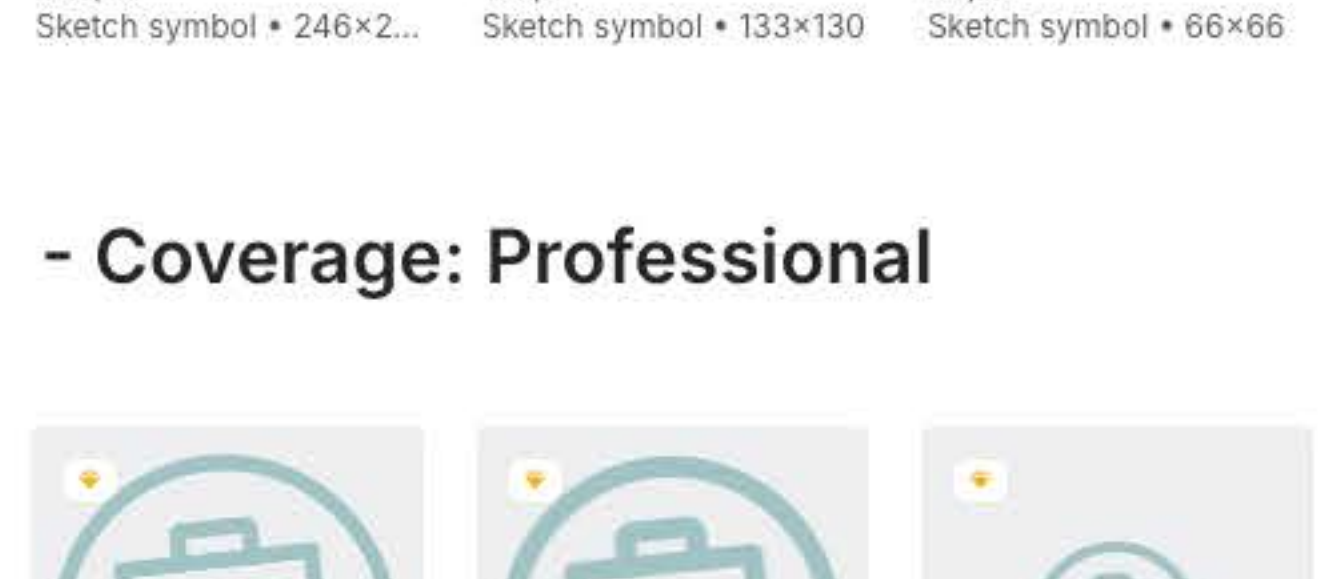
256px Sketch symbol • 257x212
128px Sketch symbol • 129x105
64px Sketch symbol • 63x52

Coverages / ALT (general)



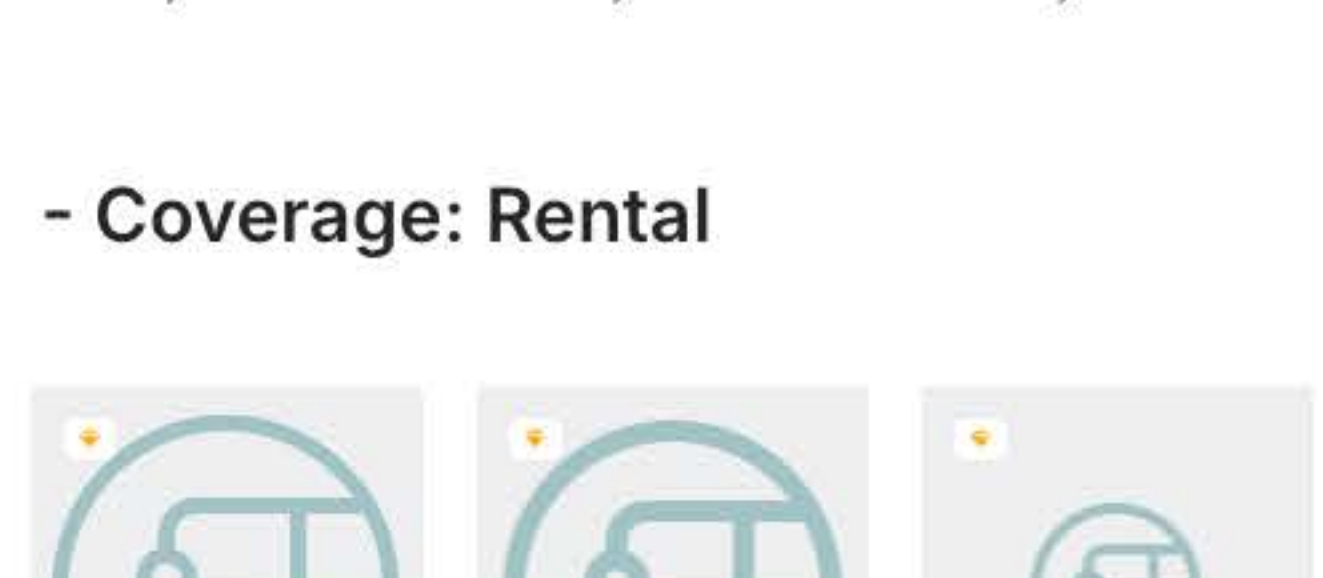
256px Sketch symbol • 252x198
128px Sketch symbol • 129x113
64px Sketch symbol • 64x55

- Coverage: Auto



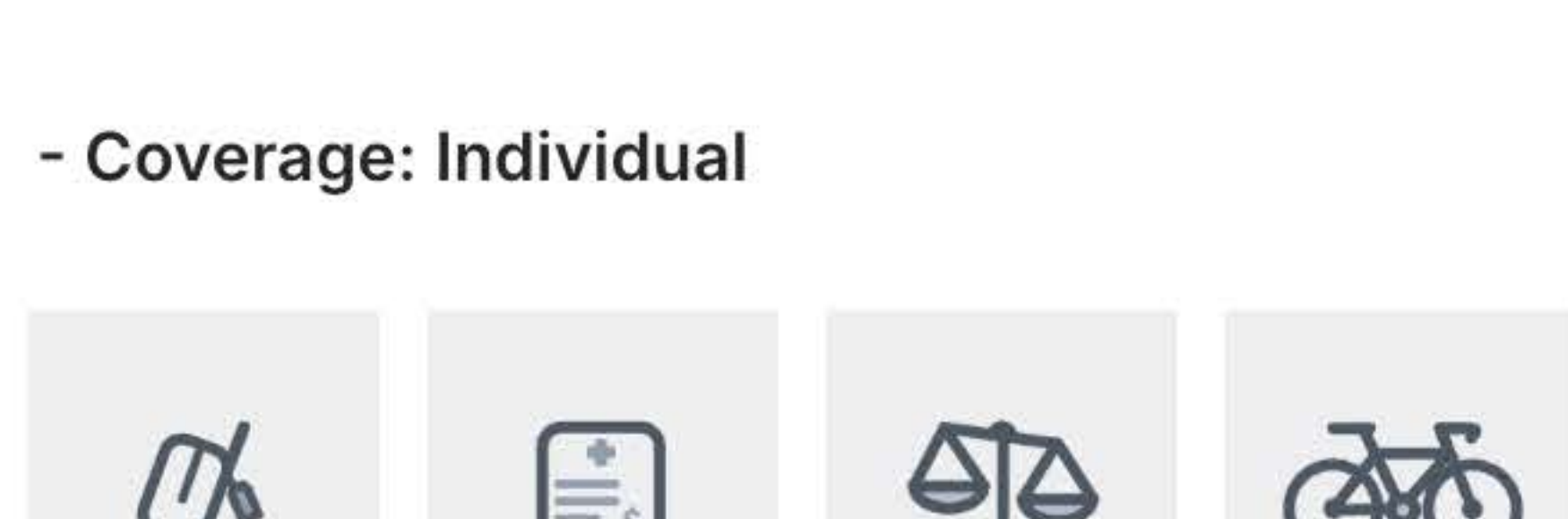
256px Sketch symbol • 246x212
128px Sketch symbol • 133x130
64px Sketch symbol • 66x66

- Coverage: Professional



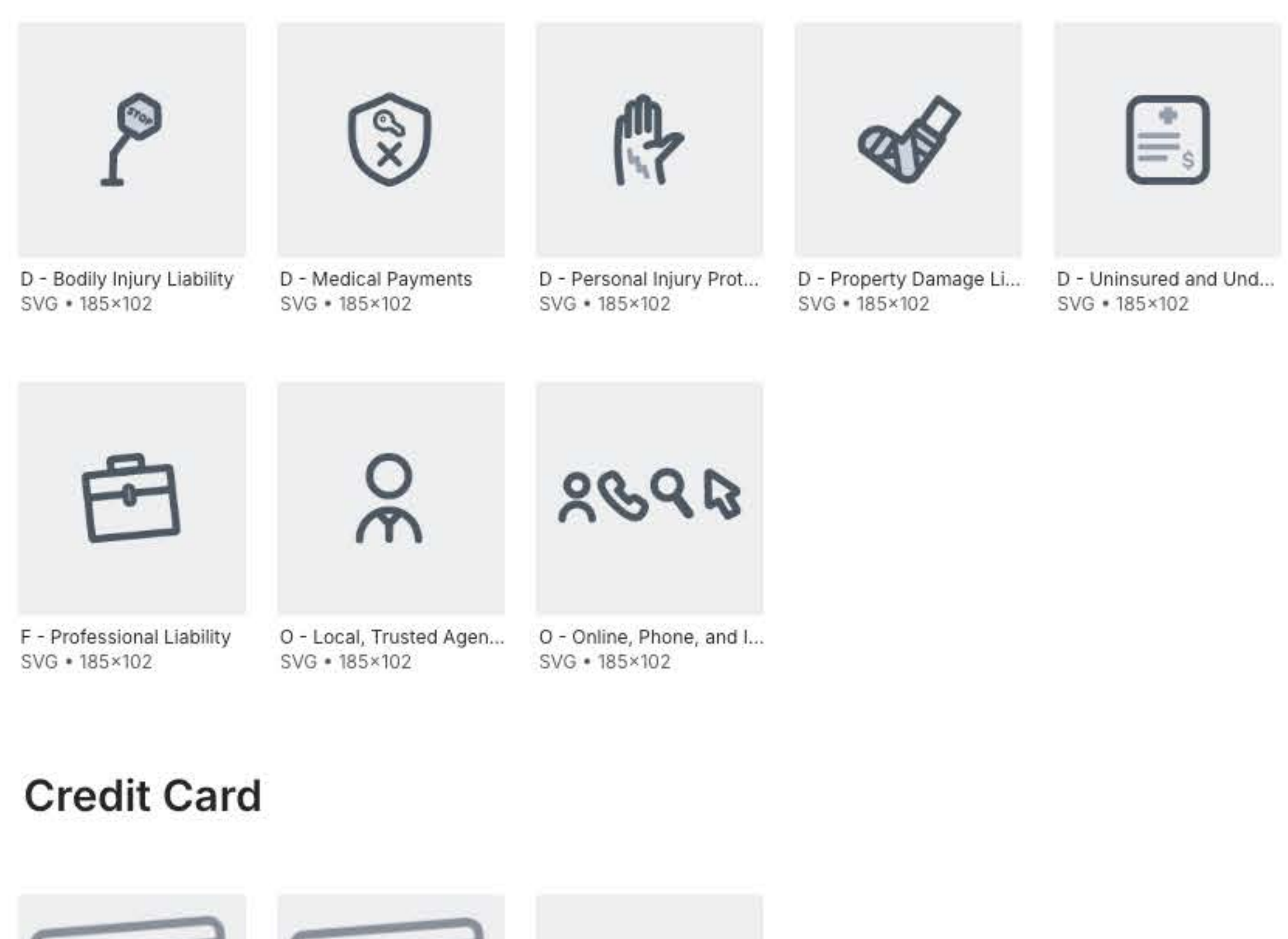
256px Sketch symbol • 259x212
128px Sketch symbol • 129x130
64px Sketch symbol • 65x66

- Coverage: Rental



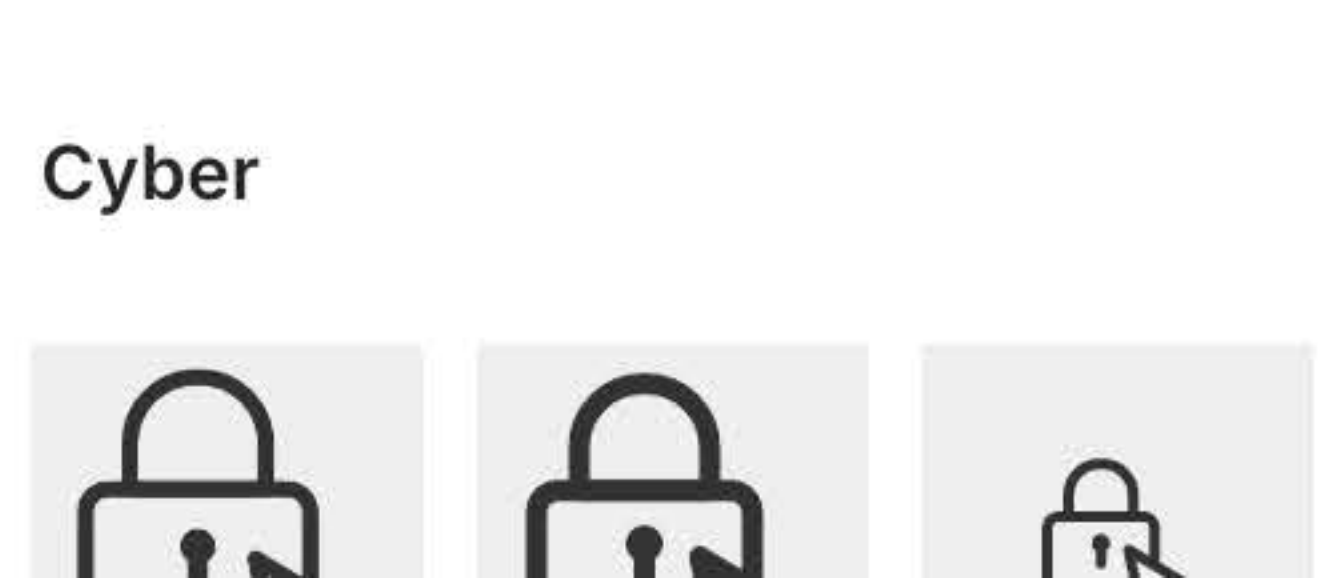
256px Sketch symbol • 258x212
128px Sketch symbol • 129x128
64px Sketch symbol • 65x66
Coverage-Renters - 48r SVG • 51x50

- Coverage: Individual



A - Loss of use SVG • 185x102
A - Medical Payments L... SVG • 185x102
A - Personal Liability SVG • 185x102
A - Personal property SVG • 185x102
B - Uninsured and Unde... SVG • 185x102
D - Bodily Injury Liability SVG • 185x102
D - Medical Payments SVG • 185x102
D - Personal Injury Prot... SVG • 185x102
D - Property Damage LL... SVG • 185x102
D - Uninsured and Unde... SVG • 185x102
F - Professional Liability SVG • 185x102
O - Local, Trusted Agen... SVG • 185x102
O - Online, Phone, and L... SVG • 185x102

Credit Card



Credit-Card_fly_256r SVG • 268x250
Credit-Card_fly_128r SVG • 134x123
Credit-Card_fly_64r SVG • 67x67

Cyber

185x102 185x102 185x102 185x102 185x102

Photography

Most of the photography is from Unsplash and has no rights management, please double check the source in the notes. The categories are suggestions. Some photos may work for more than one topic.

Agent



scott-graham-5fNmWej...
JPG • 7360x4912

Apartment



bench-accounting-8D2...
JPG • 3500x2333



dan-gold-BZ4vJLEtLg...
JPG • 4000x6000



daniel-dinuazzo-qCjocM...
JPG • 3000x2477



grant-N90LM3A5AZQ-u...
JPG • 6000x4000



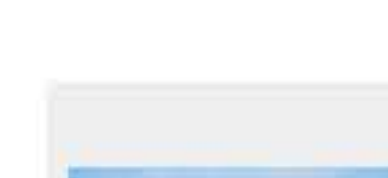
phillip-goldsberry-bXJ...
JPG • 5760x3840



hiveboxx-OolWpdFC0R...
JPG • 4028x2819



jarek-ceborski-jn7uVeC...
JPG • 5346x3568



luke-van-zyi-koH7iUw...
JPG • 6000x4000



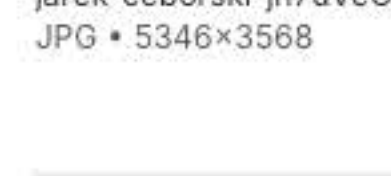
naomi-hebert-MP0bga...
JPG • 4288x2848



nathan-fertig-FBXuXp5...
JPG • 6000x4000



nathan-van-egmond-9L...
JPG • 5774x3849



patrick-perkins-3wyDrj...
JPG • 3000x2332



timothy-buck-psrloDBa...
JPG • 2585x2585



zan-oANfa-d9vr8-unspl...
JPG • 6000x4000



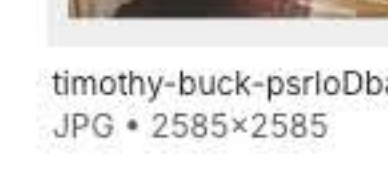
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JPG • 4592x3448



scott-webb-InRPK7Lo...
JPG • 2975x3718



jaye-haych-7hDoo2L_E...
JPG • 3043x2036



alesia-kazantceva-HHQ...
JPG • 3648x5472



hiveboxx-deX-KChubof...
JPG • 2477x1733



hiveboxx-deX-KChubof...
JPG • 2134x3048

Auto/Driving



matthew-henry-135657...
JPG • 5760x3840



alexander-mils-mCUI2v...
JPG • 5353x3569



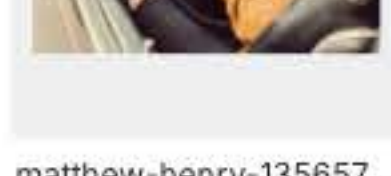
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JPG • 5217x3478



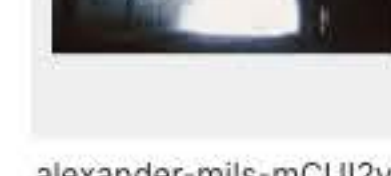
aswin-thomas-bony-JU...
JPG • 2991x2781



blanche-peulot-ZaVeU3...
JPG • 2794x4191



brandon-green-pr75mF...
JPG • 4281x2854



dan-gold-kARZuSYMfr...
JPG • 6000x3376



elia-pellegrini-tiwmbK...
JPG • 4096x3072



erik-mclean-9LYTFpoZL...
JPG • 5472x3648



erik-mclean-Bmouk1L_n...
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gordon-plant-sUL6zOU...
JPG • 3648x3648



grahame-jenkins-p7aI9...
JPG • 5859x3901



invisiblepower-SYJrrDR...
JPG • 4000x2250



jaromir-kavan-XuDPhp...
JPG • 3859x2576



jeshoots-com-R_onCft...
JPG • 4800x3115



liam-pozz-yjmJBKk26...
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omar-roque-gZz0hr-Tp...
JPG • 3648x5472



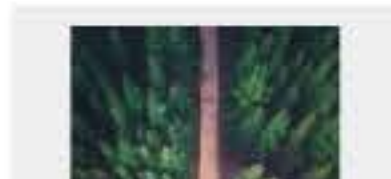
shahzain-shajid-QFJFS...
JPG • 5184x3456



share-now-JNC6eyECR...
JPG • 8256x5504



tim-foster-TW-rxLxQU...
JPG • 5902x3935



timothy-chan-cjsldOYN...
JPG • 4160x6240

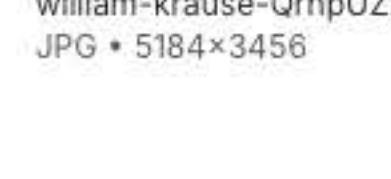


william-krause-QrhpUZ...
JPG • 5184x3456

Bikes



absolutvision-586aolW...
JPG • 3733x2800



clem-onojehuo-bq-1s...
JPG • 5400x4290



tom-fejer-9PbDI4FDc...
JPG • 3795x2846



roman-koester-v53RV9...
JPG • 4928x3280



kelly-sikkema-pE7X4R7...
JPG • 5406x3604



kentaro-toma - NUQBZ...
JPG • 2985x3980



blubel-ffmK08dm7Zw-u...
JPG • 5616x3744



chris-barbals-Lpog7yp...
JPG • 6000x3760



isa-heftiba-92bgQFzma...
JPG • 3936x2624



fernando-meloni-76976...
JPG • 3891x5828



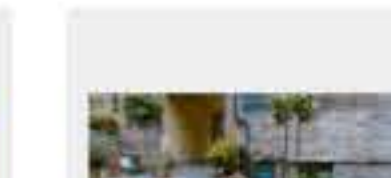
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JPG • 6000x4000



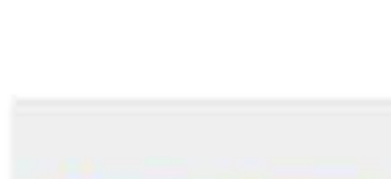
priscilla-du-preez-3221...
JPG • 3648x5472



viktor-kern-65943-uns...
JPG • 3680x2070



yolanda-sun-1227902...
JPG • 5392x3594



myles-tan-FxWXeUXJ...
JPG • 5938x3959



nextbike___YhZJrDRi...
JPG • 5769x3846



nextbike-0nGG74KEh...
JPG • 5307x3572

City



a-befendo-tKEY5xTY-y...
JPG • 4480x6720



benjamin-suter-Issa_IRK...
JPG • 4762x3160



colin-maynard-2yrgD1...
JPG • 2736x3650



jason-briscoe-pAqfOye...
JPG • 5472x3648



maulik-sutariya-YxvFX...
JPG • 3024x3024



mike-benna-WHY-IBp...
JPG • 5716x3613



smart-IMOCHpjsJlc-uns...
JPG • 5240x3493



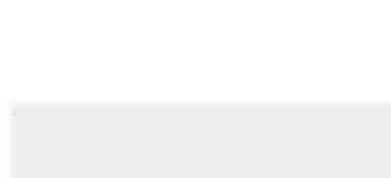
pau-casals-587187-uns...
JPG • 3000x2000



alex-iby-cNgsAdd4-m4...
JPG • 4000x6000



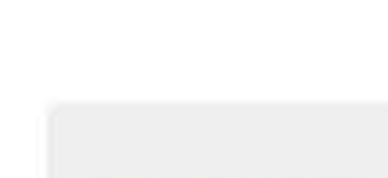
alice-triquet-vIAR24DB...
JPG • 3585x5377



anastasiya-starz-aMzF...
JPG • 3024x4032



artem-sapegin-PoHAYy...
JPG • 5444x3629



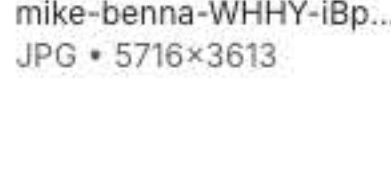
aubrey-odom-s2pR75o...
JPG • 2461x3691



charlotte-boyle-4Wc4v...
JPG • 3024x4032



clifford-5v8ByUL64s0...
JPG • 2734x4109



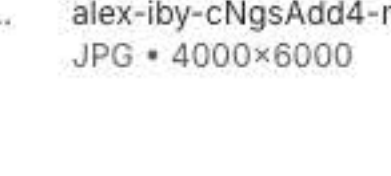
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JPG • 4000x6000



daniela-de-gol-OHFaKS...
JPG • 6016x4016



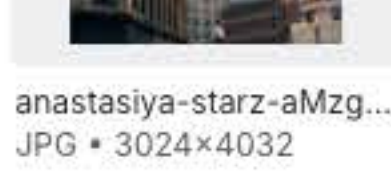
kevin-chinchilla-FFvtv...
JPG • 3927x5891



todd-kent-iRkv_XIN-m...
JPG • 3923x2940



todd-kent-okF3h5Kw9X...
JPG • 2813x2250



lucia-HBuNl_OYIM-uns...
JPG • 3776x2121

Coworking



al-ghazali-3KmWk2WC...
JPG • 6000x4000



helena-lobes-1m2LQEO...
JPG • 5472x3648



shridhar-gupta-dZxQn4...
JPG • 4267x2845

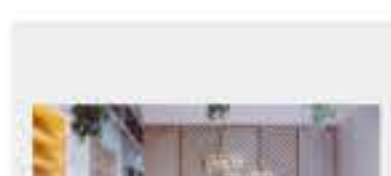


priscilla-du-preez-6230...
JPG • 5472x3648



rawpixel-665392-unspl...
JPG • 3000x2000

Damage



owen-beard-DK8jXk1B...
JPG • 3448x4310

-- Damage: Bike



matt-kean-J0ztz40J-O...
JPG • 5136x3394



lance-grandahl-r2qgNj...
JPG • 2880x2160



ian-valerio-9UxW_MqB...
JPG • 6000x3376

-- Damage: Car



clark-van-der-beken-C...
JPG • 6000x4000



tony-bishop-QzH-UgJK...
JPG • 5005x3337



lucian-alexe-p3lp8U0e...
JPG • 4032x3024



matthew-trader-mHrc8...
JPG • 3008x2100

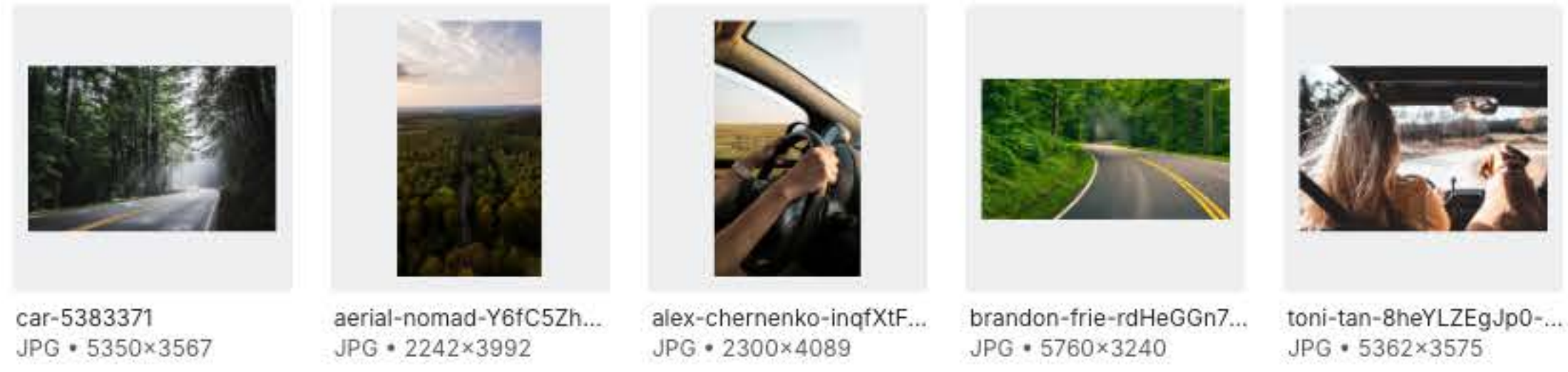


michael-jin-iphSSaC3v...
JPG • 7360x4912

- Accessibility
- Colors
- GIFs
- Icons
- Illustrations Flat
- Illustrations RAW
- Internal
- Photography
- Photography - Unb...**
- Hero image options
- "Buying" concept i...
- "Driving" concept i...
- Print
- Products
- Social Media / Digit...
- Typography
- Users
- Users RAW

Photography - Unbounce

Hero image options



car-5383371
JPG • 5350x3567

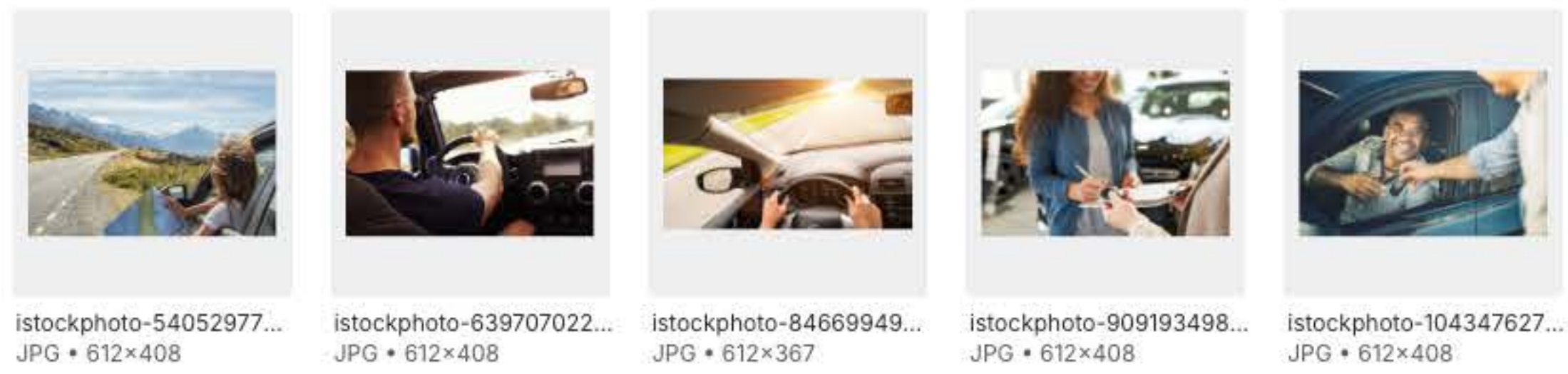
aerial-nomad-Y6fC5Zh...
JPG • 2242x3992

alex-cherenko-inqfXtF...
JPG • 2300x4089

brandon-frie-rdHeGGn7...
JPG • 5760x3240

toni-tan-8heYLZEgJp0-...
JPG • 5362x3575

PURCHASE OPTIONS
These five images are from iStock and would need to be purchased to be used.



istockphoto-54052977...
JPG • 612x408

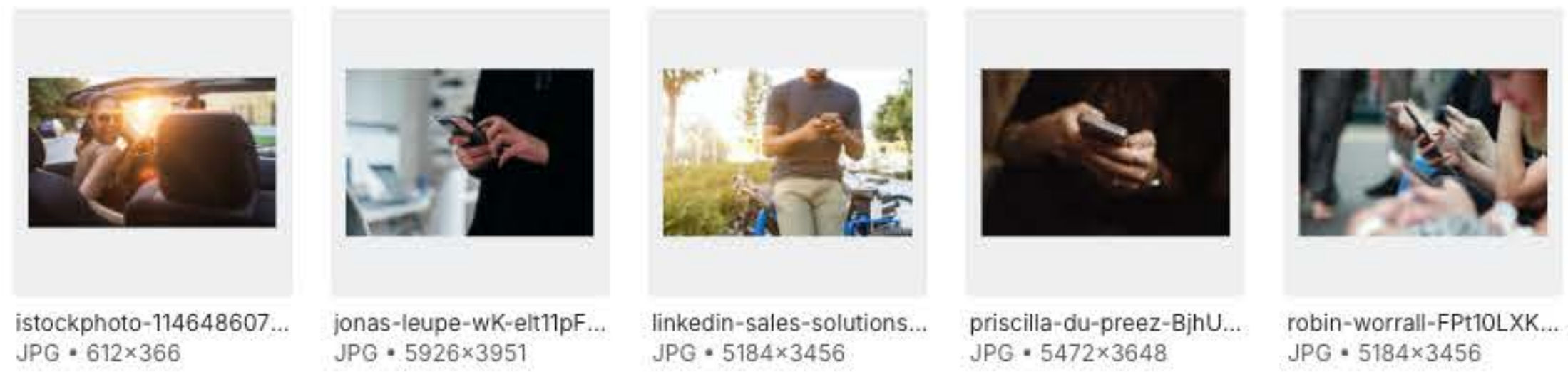
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JPG • 612x408

istockphoto-84669949...
JPG • 612x367

istockphoto-909193498...
JPG • 612x408

istockphoto-104347627...
JPG • 612x408

"Buying" concept image options



istockphoto-114648607...
JPG • 612x366

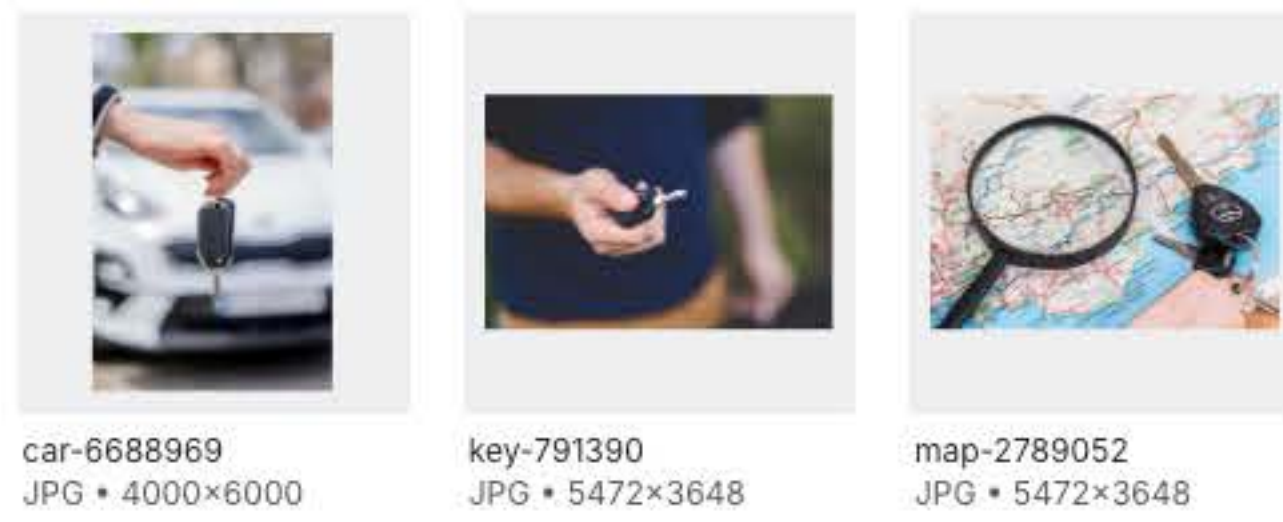
jonas-leupe-wk-elt1pF...
JPG • 5926x3951

linkedin-sales-solutions...
JPG • 5184x3456

priscilla-du-preez-BjhU...
JPG • 5472x3648

robin-worrall-FPt10LXK...
JPG • 5184x3456

"Driving" concept image options



car-6688969
JPG • 4000x6000

key-791390
JPG • 5472x3648

map-2789052
JPG • 5472x3648

PURCHASE OPTIONS
This image is from iStock and would need to be purchased to be used.



istockphoto-909193498...
JPG • 612x408



- Logo
- Accessibility
- Colors
- GIFs
- Icons
- Illustrations Flat
- Illustrations RAW
- Internal
- Photography
- Photography - Unb...
- Print**
- Patterns
- Products
- Social Media / Digit...
- Typography
- Users
- Users RAW



Log in

Print

Patterns

Fix outlining on the couch. Fix the briefcase too. Take out cellphone icon and replace with checkmark.



SI_icon-pattern_01
SVG • 4320x3260



SI_icon-pattern_02
SVG • 4320x3260



SI_icon-pattern_01
EPS • 4320x3287



SI_icon-pattern_02
EPS • 4320x3287

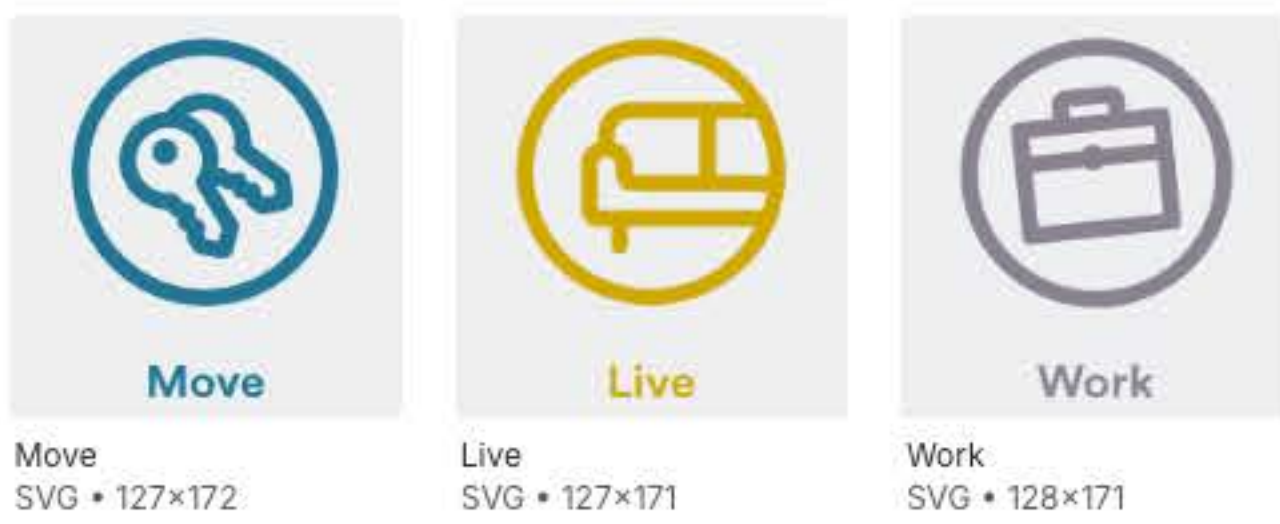
[Photography - Unbounce](#)

[Products](#)

Products

Categories

There are three main categories: move, live, and work.



Move SVG • 127x172 Live SVG • 127x171 Work SVG • 128x171

Colors

Each category has its own identifying color. These colors can be reduced in opacity depending on usage.



Hustlin' Hue Blue - Move Color Sunny Sofa - Live Color Messenger Bag Gray - ... Color

Modifiers

Other shapes can be added to an icon to further describe the coverage. The outer shape/outline can help make it identifiable when laid out with other icons and gives designers a more contained shape to work with.



Core Product SVG • 129x129 Personal SVG • 140x140 Services SVG • 119x137 Property SVG • 137x117 boosted SVG • 40x40



Pet (example) SVG • 120x138

Coverages

These images are also available in Illustrations Flat and RAW

- Auto



256px Sketch symbol • 258x2... 128px Sketch symbol • 129x130 64px Sketch symbol • 66x66

- Bike



bike_256f SVG • 256x256 bike_128f SVG • 128x128 bike_64f SVG • 64x64

- Life (not offered yet)

- Cyber (not offered yet)

- Disability (not offered yet)

- Fire (not offered yet)

- Flood (not offered yet)

- Pet (not offered yet)

- Professional



256px Sketch symbol • 257x2... 128px Sketch symbol • 129x129 64px Sketch symbol • 64x65

- Rental



256px Sketch symbol • 259x2... 128px Sketch symbol • 128x128 64px Sketch symbol • 64x65 Coverage-Renters - 48f SVG • 51x50

- Scheduled Property

- Travel (not offered yet)

- Unemployment (not offered yet)

- Misc. Individual



A - Loss of use - FLAT SVG • 185x102 A - Medical Payments t... SVG • 185x102 A - Personal Liability - F... SVG • 185x102 A - Personal property - ... SVG • 185x102 B - Uninsured and Unde... SVG • 185x102



D - Bodily Injury Liabilt... SVG • 185x102 D - Medical Payments -... SVG • 185x102 D - Personal Injury Prot... SVG • 185x102 D - Property Damage Li... SVG • 185x102 D - Uninsured and Unde... SVG • 185x102



F - Professional Liability... SVG • 185x102 O - Local, Trusted Agen... SVG • 185x102 O - Online, Phone, and I... SVG • 185x102

Social Media / Digital Marketing Guide

Accounts

Facebook - <https://www.facebook.com/surroundinsurance>
 Instagram - <https://www.instagram.com/surroundinsurance>
 LinkedIn - <https://www.linkedin.com/company/surround-insurance>
 Twitter - <https://twitter.com/SurroundInsure>

Prospect Persona

Our ideal prospect is 25-35, lives in the city, and has a lifestyle that takes them all over the city as well as outside the city. They enjoy a full life with many activities that may not be work centric. Activities such as biking, hiking, photography, exploring new restaurants, and visiting places they've never been. They highly value their independence.

— Parent Persona

Our parents are individuals who have loved ones that are 25-35, living in the city. These are prospects looking for ways to ensure protection for their loved ones' modern lives and give them a headstart as their loved ones continue further into adulthood.

— Accessibility & Inclusivity

Up to 25% of users have some form of disability. Creating an inclusive experiences is not only the right thing to do, but many accessibility standards have been shown to support users that are not disabled. Please see the [Accessibility & Typography](#) section for further guidance on design and language standards.

Brand Voice

Surround Insurance's voice shows an expert understanding that modern, city-life has it's own set of unique challenges. It is friendly, understanding, and authentic - just like its customers. Tone is mostly casual when describing the city lifestyle. It can be playful It can become more formal when showing the knowledge and expertise that Surround and its partners want to share with customers. Show your desire to help customers and give advice when they ask for it.

Brand Adjectives: Modern, Innovative, Complete, Simple, #NotYourParentsInsurance, Cost-Effective, Flexible

— Hashtags

Surround Hashtags: #SurroundInsurance #GetSurround #NotYourParentsInsurance
 Insurance: #InsuranceStarterPacks #MillennialsInsurance #InsuranceCoverage #InsuranceGuide
 City Life: #CityLife #CityLiving #ApartmentLife #NewApartment #RentersInsurance #RentalInsurance #BigCityLife
 Transportation: #Biking #CityBiking #BikeInsurance #BikingInsurance #CarRentals #CarRentalInsurance #RentedCars
 #PublicTransportation #BlueBikes #CityRuns #CityBikes #GettingAround
 Freelance: #Freelancers #Freelance #SideHustle #RespectTheGrind #PassionProject #SideGig #GigEconomy
 #FreelanceInsurance #WFH #WorkFromHome
 Boston: #BostonMade #BostonGrown #MassachusettsProud #MassOwned #MassSmallBiz #ShopSmallBiz #BostonStartup #BostonBusiness

— Terminology

There is a more comprehensive list of terminology for prospects in [Surround's Help Center](#)

- Driver's Insurance: Non-owned auto. We use language that puts emphasis on the activity and clarifies who it is for.
- Gig / side hustle / freelance: We should lead with the word "freelance" and then fill in with slang terms once the topic is defined. All of this means working for different companies at different times rather than being permanently employed by one company. Prospects can do this kind of work at home, in a coffee shop, co-working space, or cuddled with their pet. Typically, this kind of work will issue a 1099 for tax purposes. To get Surround Insurance, freelance work must not require a license.
- Insurance Starter Pack: The configuration of all three coverages offered by Surround--drivers, renter's, and professional liability.
- Roommate/Housemate: A person or persons occupying the same address as the prospect. They may have their own bedroom, or may share a bedroom. A roommate/housemate's stuff is not covered under a member's Surround Insurance policy, but they can sign up for their own Surround Insurance Pack.

— Words to avoid

FOR PARENTS
 — Do not define their insurance as "old fashioned" or "traditional." Talk about the differences between their insurance and their child such as home ownership vs renting.

FOR PROSPECTS (Target customer)
 — Millennial and young professionals don't go around thinking "I'm a millennial" or "I'm a young professional." Avoid defining who they are, and instead talk about the activities and parts of their life that they care about.
 — Surround makes getting insurance an easier experience. Avoid insurance jargon that flies over customer's heads and keep phrasing simple.

GENERAL
 — Don't use copy that implies coverage that Surround Insurance currently contains other kinds of coverage such as health, dental, etc. While we use the term "complete", we qualify this by listing the coverages included in the starter pack.

Colors

If you need to make graphic with text against a color, please follow these guidelines. This ensures that the images are easily read and fit our branding.

DO

Add guideline...

DON'T

Add guideline...

DO

Add guideline...

DON'T

Add guideline...

DO

Add guideline...

DON'T

Add guideline...

DO

Add guideline...

DON'T

Add guideline...

Format & Templates

Instagram size: 1080 pixels wide X 1350 pixels tall
 Facebook, Twitter, and LinkedIn: 1920 pixels wide X 1080 pixels tall
 These social media services will crop photos for you. But if you want to make a more complex image, you can use one of our templates for social media. Fill the PowerPoint document with your graphic/copy and export as a JPEG to get an image that is properly fitted for social media. Note: Facebook, LinkedIn, and Twitter are all slightly different sizes, but close enough that you can use the same template. Instagram is a very different size and needs its own template.

FB-LI-TW_template
 PowerPoint • 37 KB

Instagram_template
 PowerPoint • 37 KB

Photos

There is a curate section of [Photos](#) in Lingo for anyone to use. If you need additional photos, please contact your Surround representative or Mel Rainsberger at mel@surroundins.com. We recommend using photos of the city of Boston for general messaging. Try not to use photos of specific actions for the Starter Pack. For example: someone driving could give prospects the impression this is just auto insurance. If you need additional photos, people moving in (setting up their life), hanging out in the city, biking, and/or working are also good options.

— Launch images

MK-MVPI_Launch_01_L...
JPG • 2251x2814

MK-MVPI_Launch_01_L...
JPG • 2251x4000

MK-MVPI_Launch_01_L...
JPG • 4000x2250

Typography

Fonts for download

Circular Std Bold

Circular Std Book

CircularXX TT Thin

CircularXX TT Thin Italic

Fonts for download (email use only)

You can also download directly from Google Fonts.
https://fonts.google.com/specimen/Open+Sans?query=open+sa&preview.text_type=custom#about

Open Sans Bold

Open Sans Light

Open Sans Light Italic

Open Sans Bold Italic

Open Sans SemiBold

Open Sans Regular

Open Sans Italic

Open Sans SemiBold Italic

Web/digital styles templates

Website




Circular_web
PDF • 1920x5231

Email: Open Sans



Circular_email
PDF • 1920x5231

Print styles template

 **Circular_print-template**
Illustrator • 962 KB

Users

Relationship of Users: Perisocial

These are the people our system supports in order for members to make informed buying decisions. In many cases, it's not just the person being quoted that informs, pays for, or effects the end decision. The diagram below can help you understand what types of users interact the most with each other.



Types of Users - Diagram
SVG • 1014x662

1. Leads / Prospects



prospect_256_flat SVG • 256x256
prospect_128_flat SVG • 128x128
prospect_64_flat SVG • 64x64
prospect_48_flat SVG • 48x48
prospect_32_flat SVG • 32x32



prospect_16_flat SVG • 16x16

Leads and prospects are exploring Surround but have not purchased a policy yet. They may have been quoted.

- Ability to pay for a policy: Yes
- Covered by the policy: Yes
- Future sales potential: Yes
- Needs access to policy: Yes

2. Parents / Billing Notifications



parent_256_flat SVG • 256x256
parent_128_flat SVG • 128x128
parent_64_flat SVG • 64x64
parent_48_flat SVG • 48x48
parent_32_flat SVG • 32x32



parent_16_flat SVG • 16x16

Parents assist leads/prospects in determining if Surround is right for the prospect.

- Ability to pay for a policy: Yes
- Covered by the policy: No
- Future sales potential: Yes
- Needs access to policy: Yes

3. Spouse / Partners



spouse_256_flat SVG • 256x256
spouse_128_flat SVG • 128x128
spouse_64_flat SVG • 64x64
spouse_48_flat SVG • 48x48
spouse_32_flat SVG • 32x32

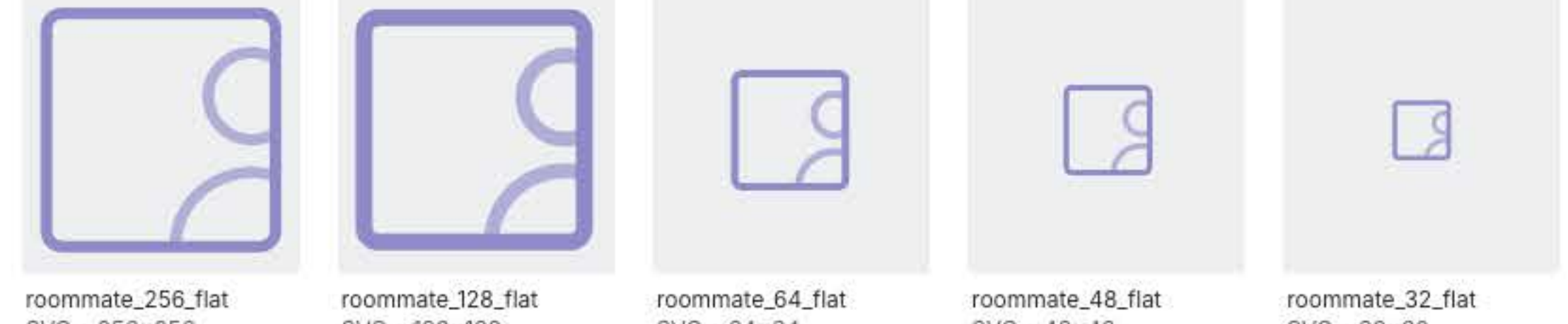


spouse_16_flat SVG • 16x16

Spouses assist leads/prospects in determining if Surround is right for the prospect. If they are married, they may also need to be covered by the policy. Only married spouses can be covered under the same policy as the primary prospect/lead.

- Ability to pay for a policy: Yes
- Covered by the policy: Maybe
- Future sales potential: Yes
- Needs access to policy: Yes

4. Roommates



roommate_256_flat SVG • 256x256
roommate_128_flat SVG • 128x128
roommate_64_flat SVG • 64x64
roommate_48_flat SVG • 48x48
roommate_32_flat SVG • 32x32



roommate_16_flat SVG • 16x16

Spouses assist leads/prospects in determining if Surround is right for the prospect. If they are married, they may also need to be covered by the policy.

- Ability to pay for a policy: No
- Covered by the policy: No
- Future sales potential: Yes
- Needs access to policy: Unlikely

5. Landlords



landlord_256_flat SVG • 256x256
landlord_128_flat SVG • 128x128
landlord_64_flat SVG • 64x64
landlord_48_flat SVG • 48x48
landlord_32_flat SVG • 32x32



landlord_16_flat SVG • 16x16

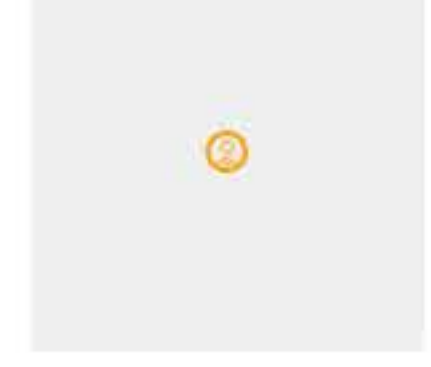
Landlords may require members to have an insurance property for their apartment. At this time, our system does not have any automatic processes to share coverage with a landlord.

- Ability to pay for a policy: No
- Covered by the policy: No
- Future sales potential: Yes
- Needs access to policy: Unable at this time

6. Agents / Producers



agent_256_flat SVG • 256x256
agent_128_flat SVG • 128x128
agent_64_flat SVG • 64x64
agent_48_flat SVG • 48x48
agent_32_flat SVG • 32x32



agent_16_flat SVG • 16x16

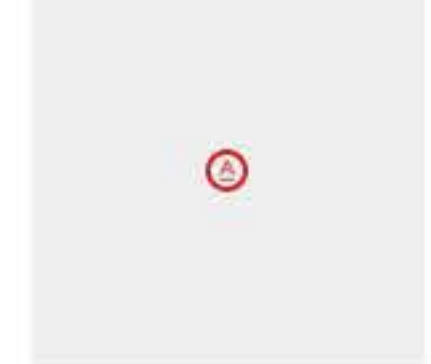
Agents may assist leads/prospects in buying Surround insurance.

- Ability to pay for a policy: No (but can process payments)
- Covered by the policy: No
- Future sales potential: No
- Needs access to policy: Yes

7. Admins



admin_256_flat SVG • 256x256
admin_128_flat SVG • 128x128
admin_64_flat SVG • 64x64
admin_48_flat SVG • 48x48
admin_32_flat SVG • 32x32

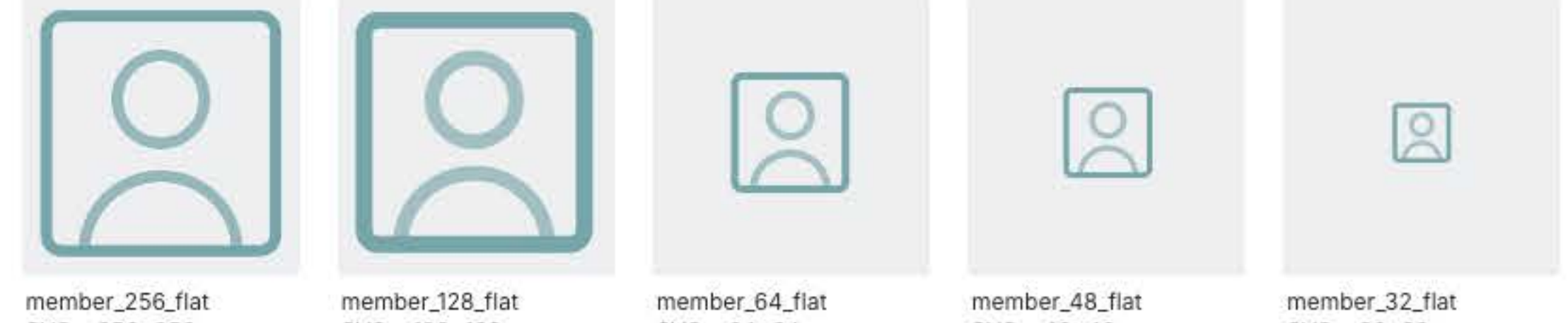


admin_16_flat SVG • 16x16

Admins may assist leads/prospects in buying Surround insurance. They can also control policies at a higher level than agents/producers.

- Ability to pay for a policy: No (but can process payments)
- Covered by the policy: No
- Future sales potential: No
- Needs access to policy: Yes

8. Members



member_256_flat SVG • 256x256
member_128_flat SVG • 128x128
member_64_flat SVG • 64x64
member_48_flat SVG • 48x48
member_32_flat SVG • 32x32



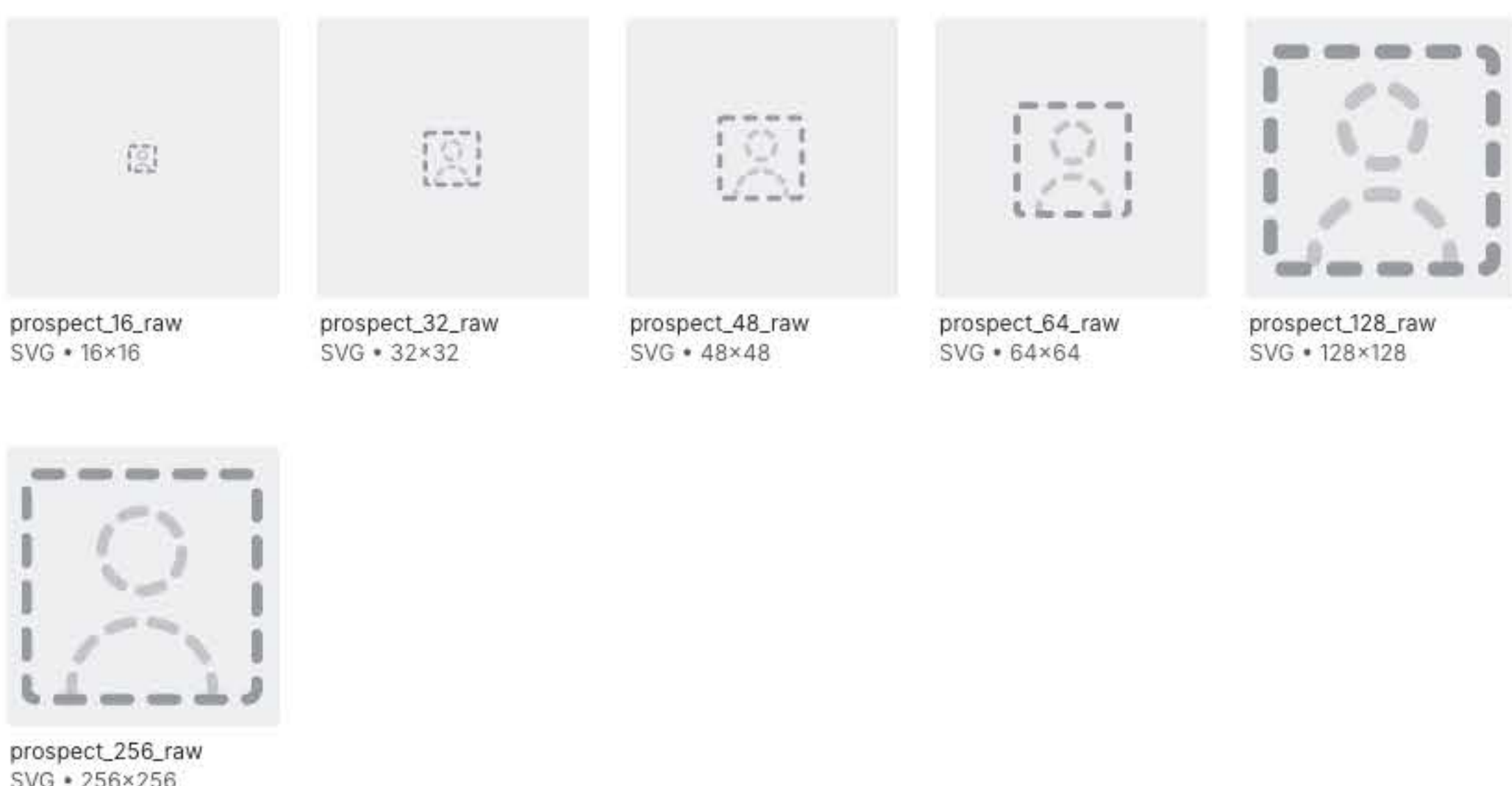
member_16_flat SVG • 16x16

Members are people that have purchased Surround insurance and have a current policy with us.

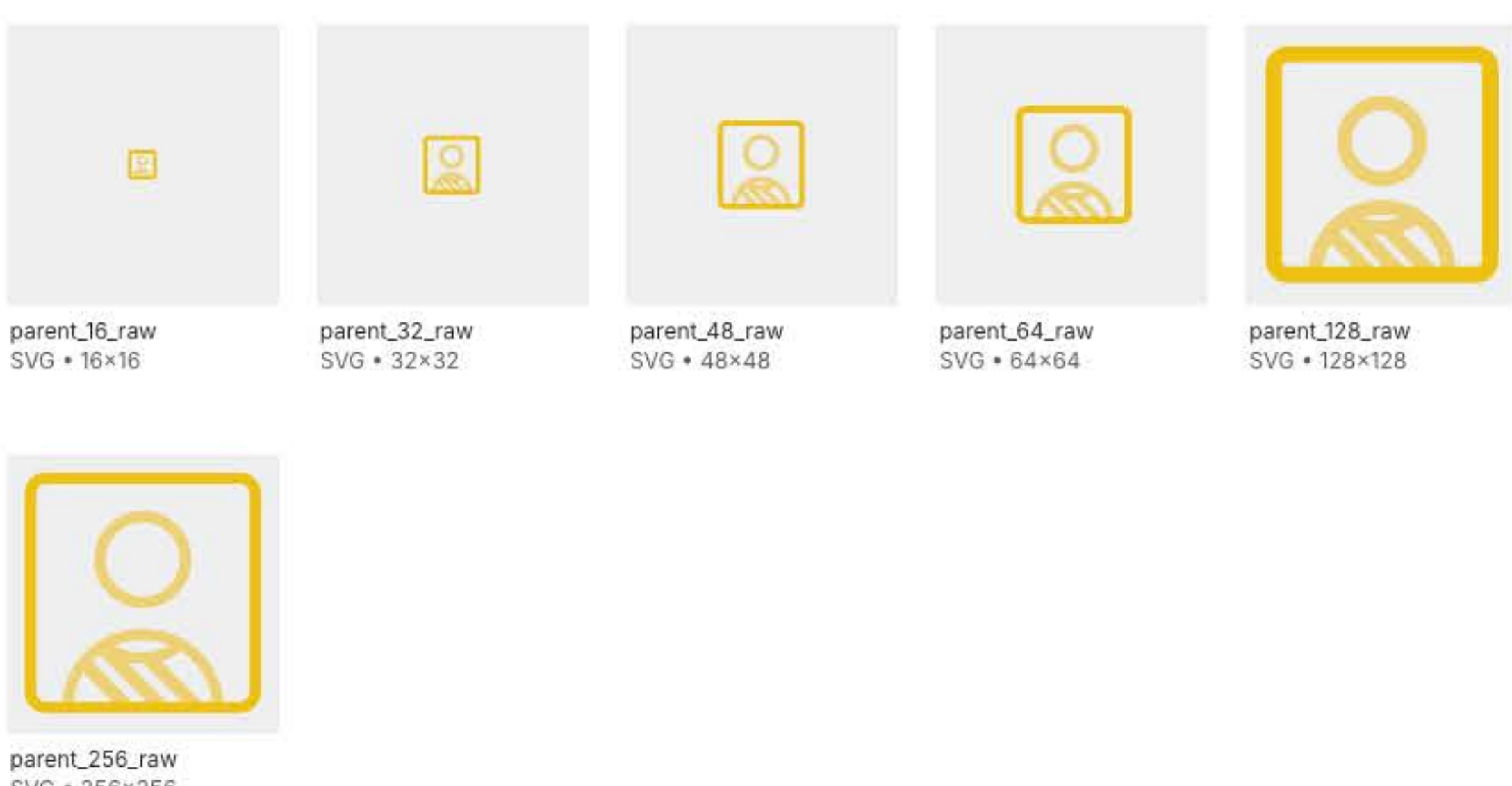
- Ability to pay for a policy: Yes
- Covered by the policy: Yes
- Future sales potential: Yes
- Needs access to policy: Yes

Users RAW

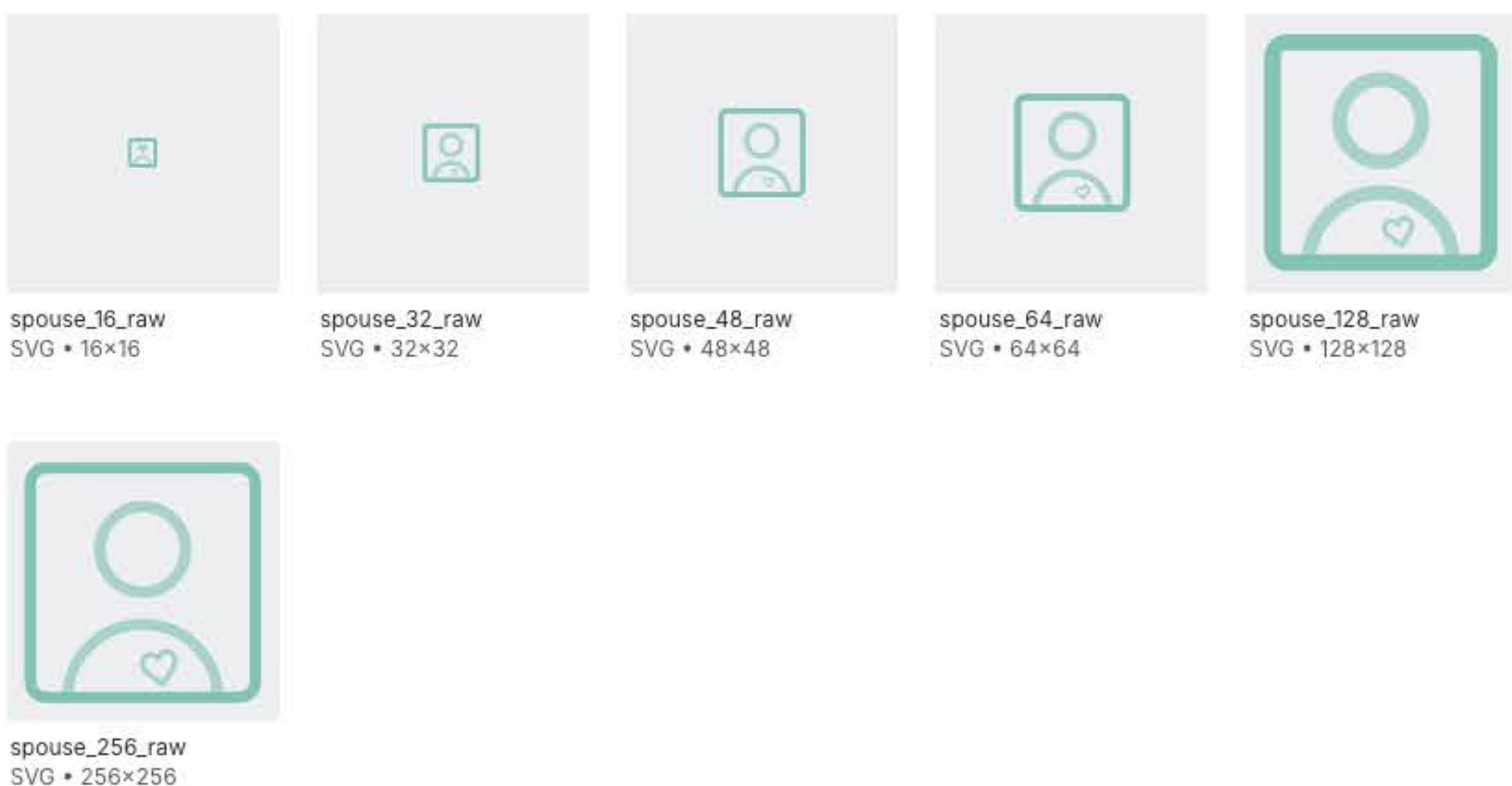
Prospect/Lead



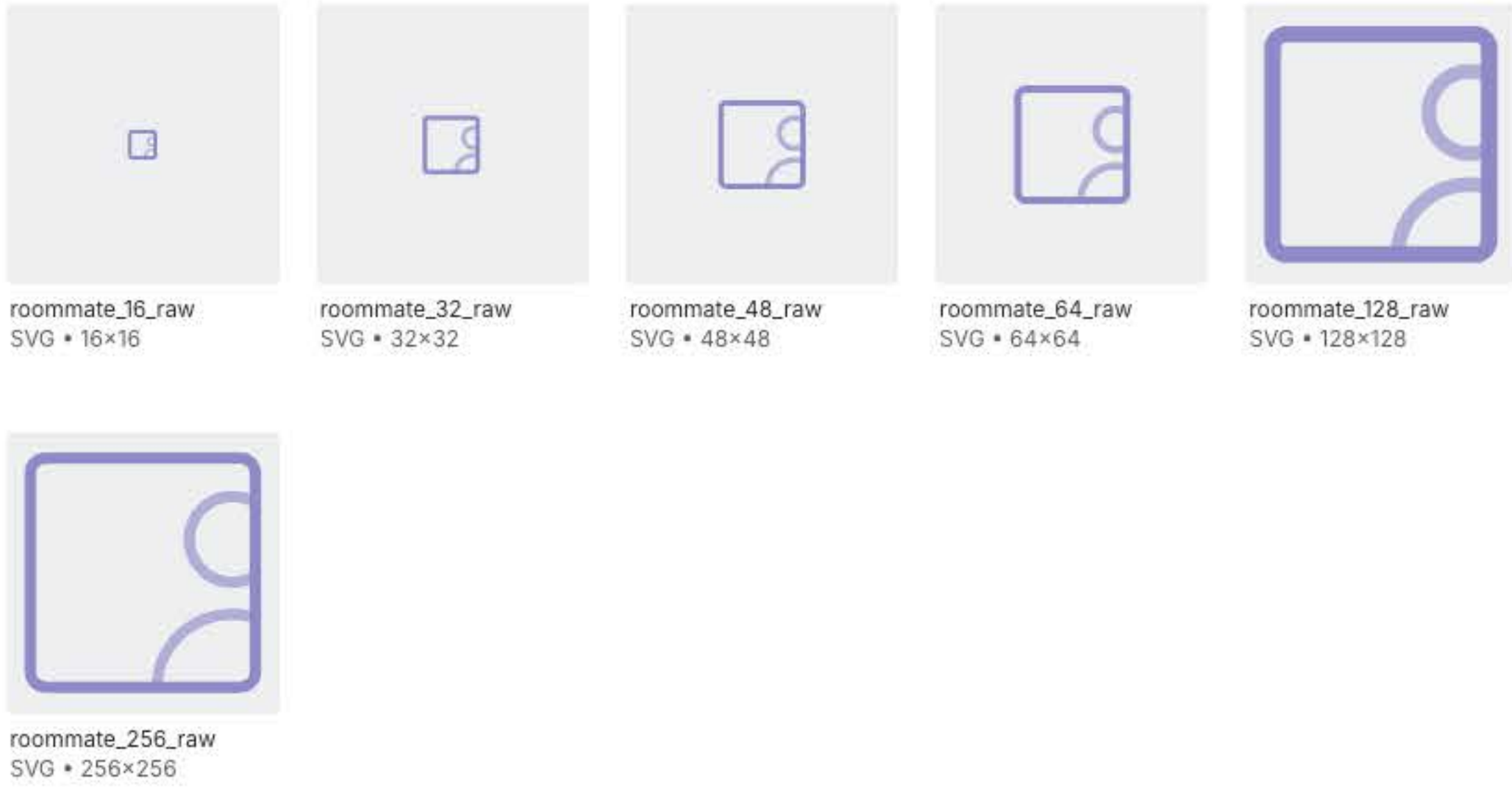
Parents/Billing Notifications



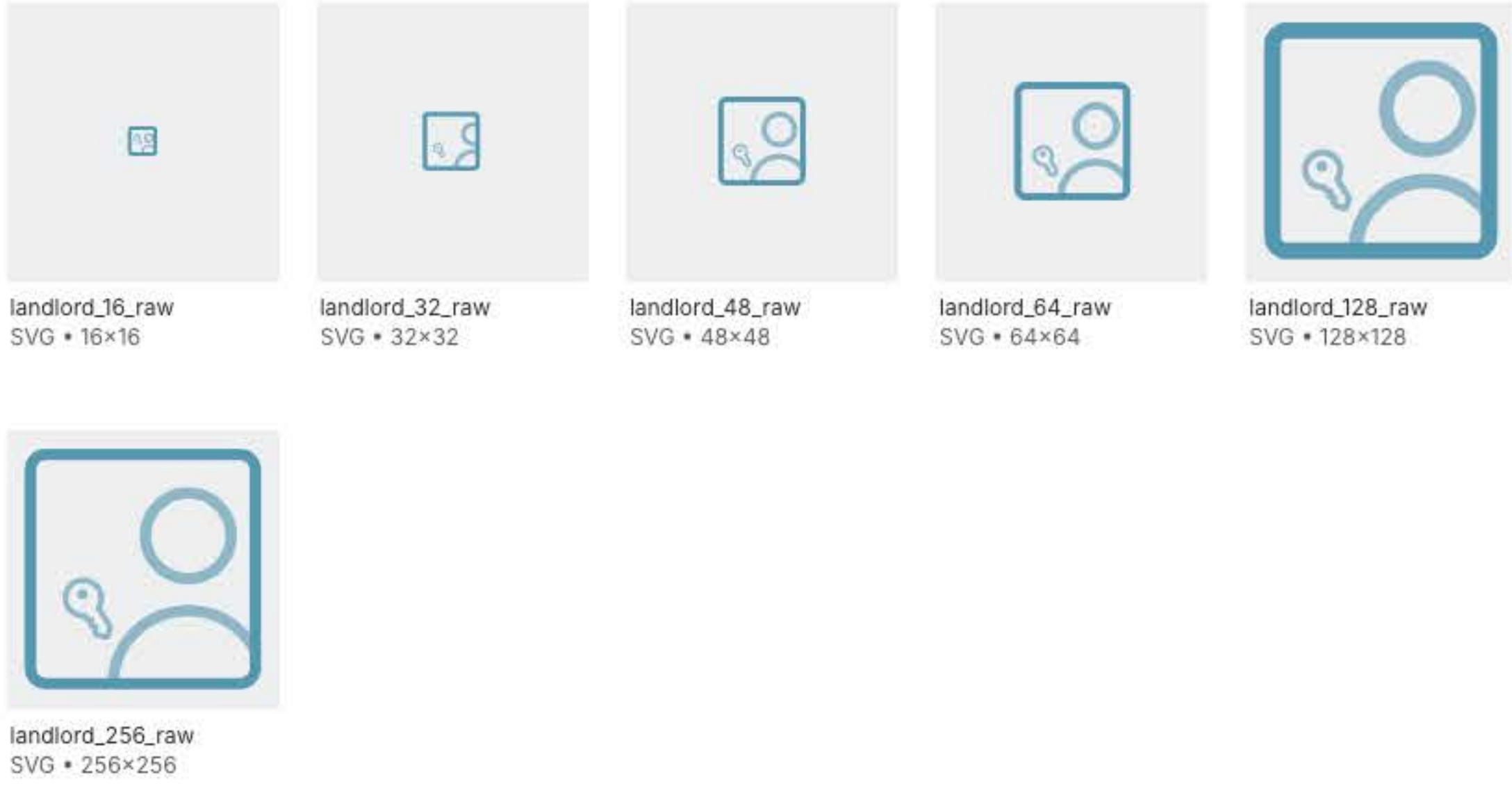
Spouse/Partner



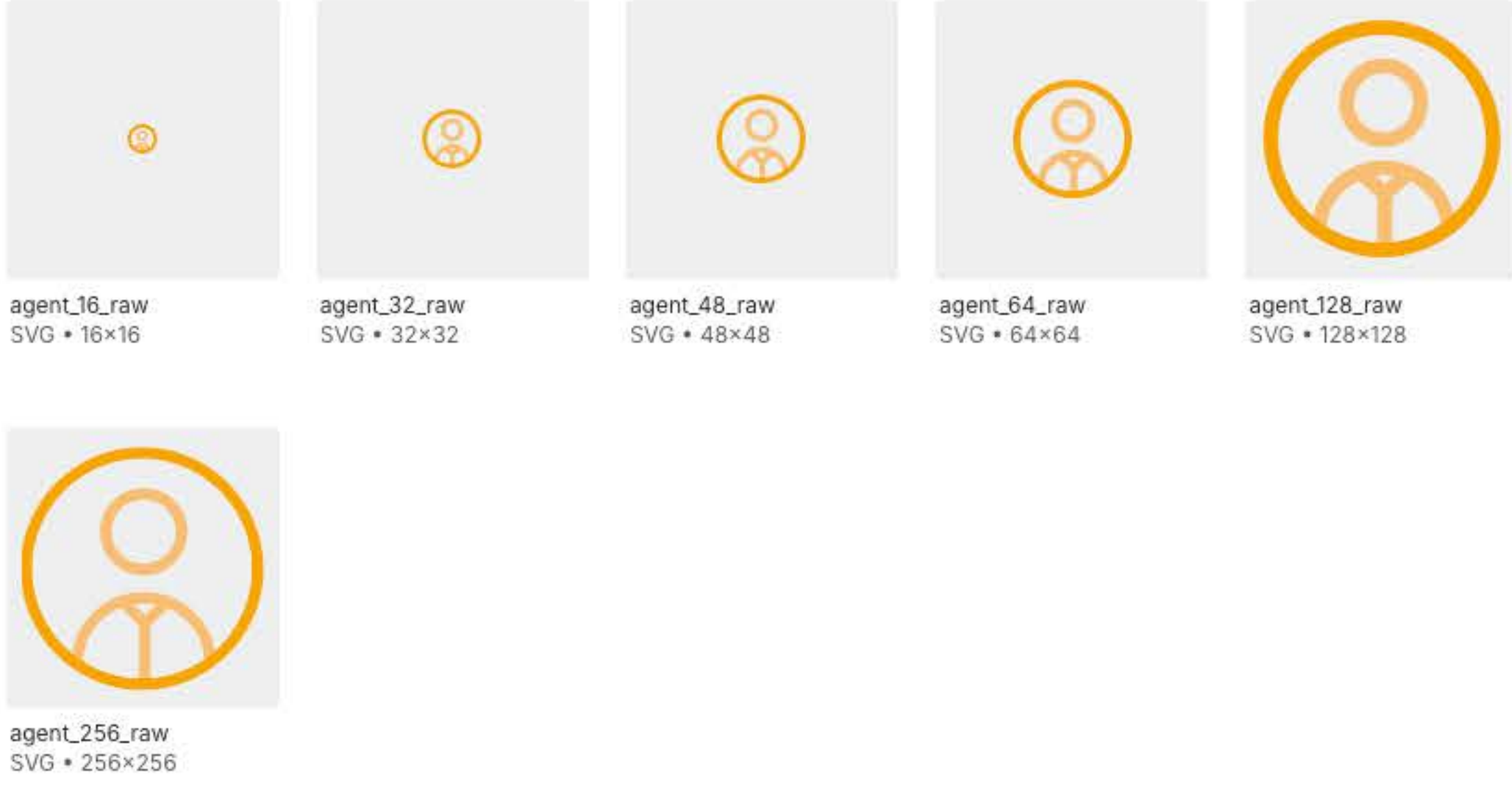
Roomate



Landlord



Agents/Producers



Admins



Member

