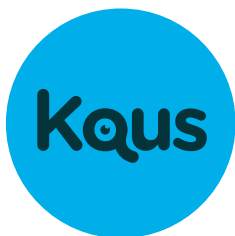


CONCEPT 1

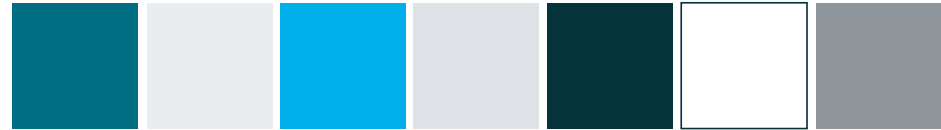
Kqus

Find the Best Policy for You



COLOR SCHEME

The colors are feminine yet masculine. The bright blue is fun and provides good contrast against the darker navy. Light gray neutrals added for less important design elements.



KEY MISSION AND VALUES:

We understand that people are in different stages of life. There is no solution that works best for everybody. Each customer has different needs. We want our users to “Find the Best Policy For You.”

To help reiterate the “Find” and “You”, this concept has an “a” that looks like a magnify glass (commonly used in searching) with an eye ball inside to reiterate the human factor of looking and comparing.

The font choice of rounded strokes will match the linart icons and illustrations.

CONCEPT 2

iKaus
INSURANCE FOR EVERYDAY PEOPLE

iKaus
FIND THE BEST POLICY FOR YOU



KEY MISSION AND VALUES:

We understand that people are in different stages of life. There is no solution that works best for everybody. Each customer has different needs. We want our users to “Find the Best Policy For You.”

To help reiterate the “Find” and “You”, this concept has “K” that is made up of an arrow (indicating search and direction) pointing at a shape of a person (which also looks like an “i” reiterating Insurance.

The font choice of rounded strokes will match the linart icons and illustrations.



SKETCHES

iKaus

Kaus

Kaus

People
find
search
Price
memorable
rounded
friendly

Kaus

Ⓜ

Ⓜ

Ⓜ

ⓂKaus

ⓂKaus

Kaus