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Strategic Positioning



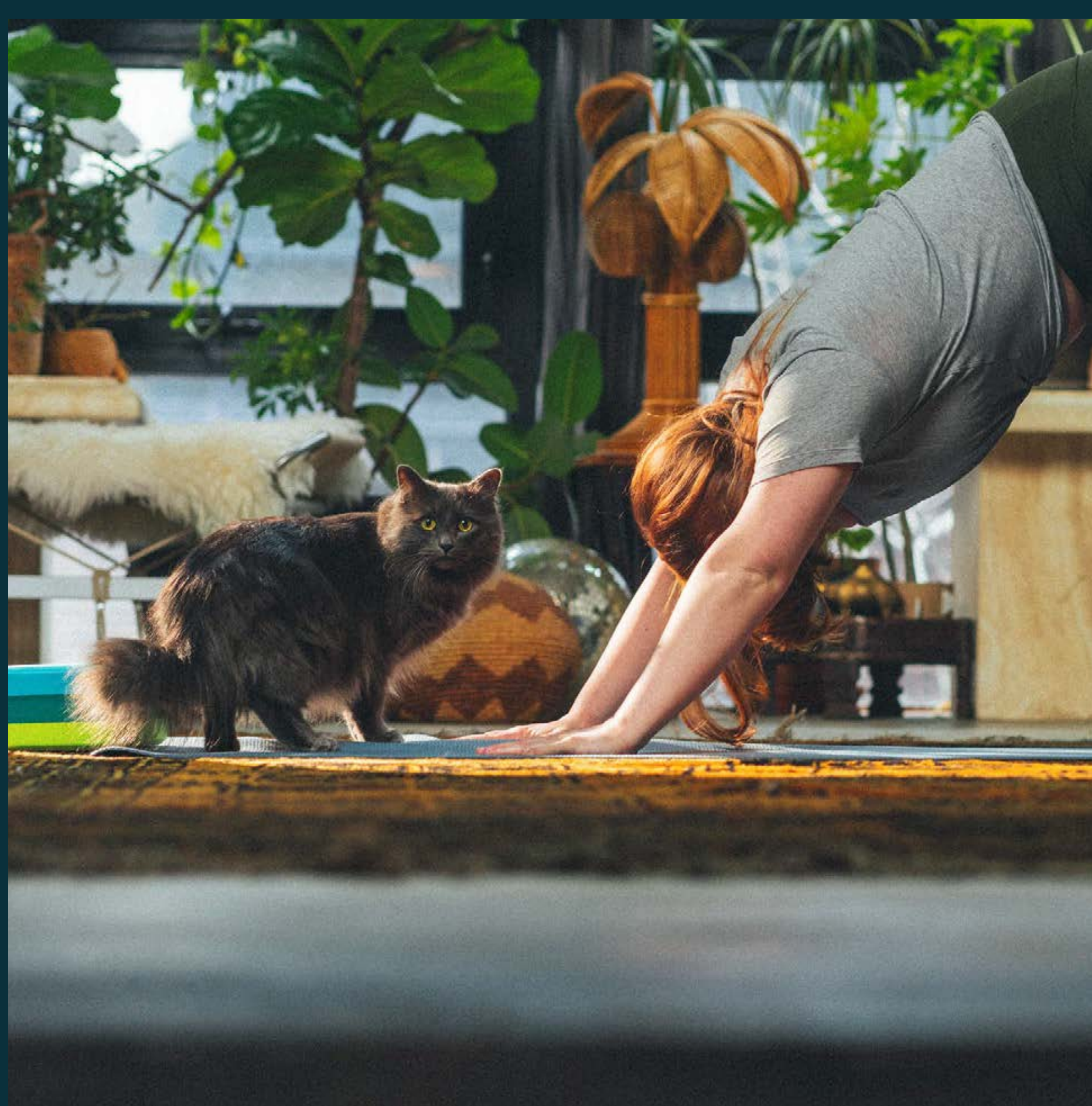


Feel closer to *your pet* than you do most people?



We know the feeling. Because pets are their own type of people. Furrrier? Sure... But that's just the start. Listeners like no other. Intuitive souls. Beings who love us more than we thought possible. It's why we decided to get into pet insurance - to show respect to pets not only by insuring them, but also providing resources and creating a community for pet parents who respect them as much as we do.

Because we speak pets, love pets on another level, and get pets better. Just like you.





We exist to do as
much as possible
for pets, **who do**
the same for us.

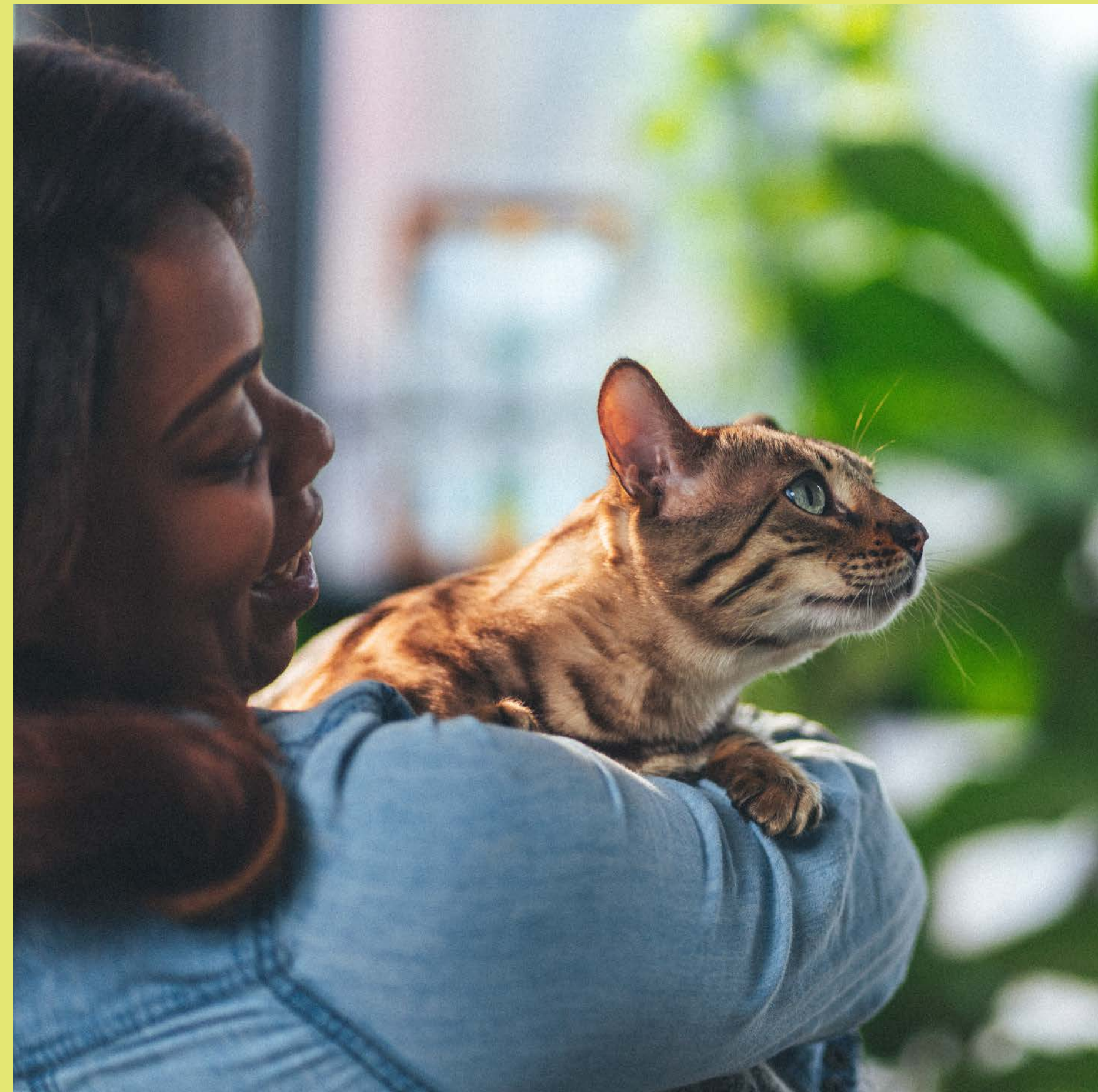


Designed for Pets *and* Their People

Being a pet parent comes with a lot of joy, and some unavoidable realities. But pet insurance – an enhancement to your pet’s wellness, your peace of mind, and your bank account – shouldn’t add any unexpected twists or turns.

Founded by pet parents unable to find a pet insurance option that fit our diverse lifestyles, Figo was born. Our innovative experience is designed around real people and real scenarios, taking insurance out of its overly complex and unrelatable world and into the homes of everyday pet parents.

With fewer barriers and added benefits that go beyond insurance, Figo fits into your lives – not the other way around.





We seek to ensure
all pets, everywhere,
are respected &
protected.



Simplicity
Flexibility
Transparency
Innovation
Community
Inclusivity
Passion



Simplicity

Insurance is complicated. That's why we work to simplify the process as much as possible, streamlining overly complex jargon and creating accessible plans, while constantly enhancing our internal processes and how we work together. It makes our lives that much easier, too.

Transparency

Our authenticity and honesty are rooted in having fewer surprises and nothing to hide with our policyholders. When we're open and direct with them and provide clear, consistent communication, we earn their trust. And together at work, we believe that same openness leads to more opportunity and yields the best results.

Innovation

We started as disruptors and we hope to never lose that spirit. Driven by what we do and dedicated to enhancing all we offer for our pet parents, our innovation comes from a devotion to pets and their people.

Passion

We started as disruptors and we hope to never lose that spirit. Driven by what we do and dedicated to enhancing all we offer for our pet parents, our innovation comes from a devotion to pets and their people.

Flexibility

One pet does not fit all, and neither should an insurance plan. We created flexible and customizable policies that fit into people's lives. As a company, we believe in flexing, pivoting, and exploring new routes to stay modern and adapt with the times. We're comfortable trying new things and making some mistakes along the way, because we know we're learning from them in the long run.

Community

Insurance is something we provide – not who we are. We strive to give our Figo community as many opportunities as possible to connect with each other, because they help define who we are. Parenting a pet is not always easy – that's why we promise to walk beside you on the journey and offer helpful tools via the Pet Cloud.

Inclusivity

Prioritizing diversity and representation helps our brand mirror the multicultural world we share together. We continually lead the way in being inclusive of all types of pet parents and their pets, embracing our differences knowing we are stronger together.

Our History

Launching from Chicago incubator '1871,' Figo became the fastest growing pet insurance provider in the market by introducing a fresh, tech-centric approach that had a unique offering and brand expression that set us apart from competitors.

When we started in 2012, we looked at other pet insurance and wondered: is this for pets and their people? Or does it exist just to make a profit? Having passion and adding compassion to pet insurance seemed like a must for us. Because we're pet people too, and we know pets deserve more respect, more flexible coverage, and more resources.

Simply put: They deserve more than what pet insurance was doing at the time.

So we created pet insurance that does so much more. That meant hiring people who share our passion for pets. People who are as diverse and unique as the pets we protect. It meant

welcoming pets into our offices as desk-mates and constant reminders of why we show up to work.

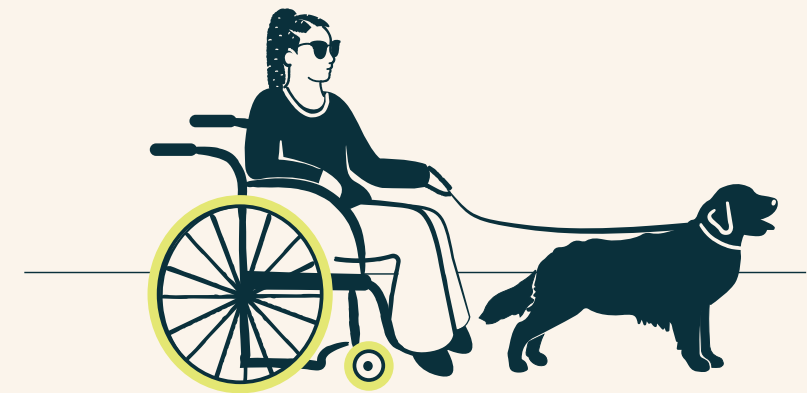
A decade later, the company has evolved by coming up with new ways to protect, respect, and provide for these pets who mean everything to us. We started by connecting other pet parents through Pet Cloud, then continued innovating and developing modern tech that both challenges and inspires the rest of the pet insurance industry.

For people who are just as unique as we are, Figo puts pet parents in control of their insurance, so it fits into their lives and lets them be the best pet parent possible.

Because we're not here for the profits, we're here for pets and their people – to be the pet insurance with soul.



Brand Expression



FIGO

Pet Insurance with Soul

Not *just*
a dog.



Insurance
that *gets it*



Way more
than a cat.

FIGO

Pet Insurance with Soul

Putting pets first,
because we *speak*
pets, *love* pets on
another level, &
get pets better.
Just like you.

FIGO

figopetinsurance.com



The logotype is the primary expression of the brand. As a wordmark it comprehensively communicates the brand visually and verbally.

FIGGO



Our Badge

The badge is a secondary expression of the brand and acts as a shorthand version of the primary mark, that emphasizes a more iconic visual impact.



Warm, Inviting, & Energetic

This palette has been selected in order to facilitate clean, functional communication as well as expressive, vivid moments.

Together, these colors represent the primary color palette. Accent colors are used to create contrast within the color set and should still be considered part of the core colors.

Figo Mint

Figo Mint announces and embodies our brand.

R 149 / G 230 / B 226

C 37 / M 0 / Y 16 / K 0

#95E6E2

80% Tint

60% Tint

40% Tint

Deep Blue

Deep blue provides depth and contrast to the palette.

R 1 / G 49 / B 61

C 95 / M 67 / Y 55 / K 54

#01313D

80% Tint

60% Tint

40% Tint

Cream

Cream softens negative space.

R 250 / G 242 / B 233

C 1 / M 4 / Y 7 / K 0

#FCF2E8

80% Tint

60% Tint

40% Tint

Citron

Citron accentuates, while still complimenting the core blues.

R 230 / G 254 / B 115

C 13 / M 0 / Y 69 / K 0

#E6FE73

80% Tint

60% Tint

40% Tint

Poppy

Poppy give flexibility to the palette.

R 240 / G 94 / B 77

C 0 / M 78 / Y 71 / K 0

#F05E4D

80% Tint

60% Tint

40% Tint

Figo uses two typefaces from the Ivy Font Family. IvyPresto is the primary headline font and IvyEpic is the supporting typeface. Together, these typefaces are meant to capture the tone voice and the visual aesthetic of the brand.

Pets & Parents

Ivy Presto Headline / Regular

IvyPresto Headline is a typeface uniquely suited to making big typography look good. Serifs, flares, and other details are exaggerated in this weight in order to give the typeface a more expressive contrast in its geometry. This typeface should be reserved for large to medium applications of typography in order to maintain this quality of the typeface.

Dogs

Ivy Epic Regular

This weight of IvyEpic is primarily designated as a 'workhorse' typeface that is used for more functional applications of typography, such as body copy, meta-data, or other medium-to-small applications. However, not without it's visual merits, it may be adapted to execute subheadlines, quotes, etc.

Cats

Ivy Epic Bold

IvyEpic Bold is a functional extension to IvyEpic regular. However, its heavier body draws out certain unique details within the typeface, making it suitable as an alternative headline. The more imperfect nature of IvyEpic Bold gives it a contrasting character to Ivy Presto and expands on the brand voice.



Our Photography

Figo Photography takes great care to capture authentic, soulful, but relatable moments between pets and parents.

The treatment should reflect the subject matter and approach to photography: authentic, candid, joyful, and soulful. The goal is for the photos to appear tactile and relatable, allowing a real peek into our pet parents' lives.

Themes

Joy Of Being A Pet Parent

Soul Of A Pet

Candid Moments

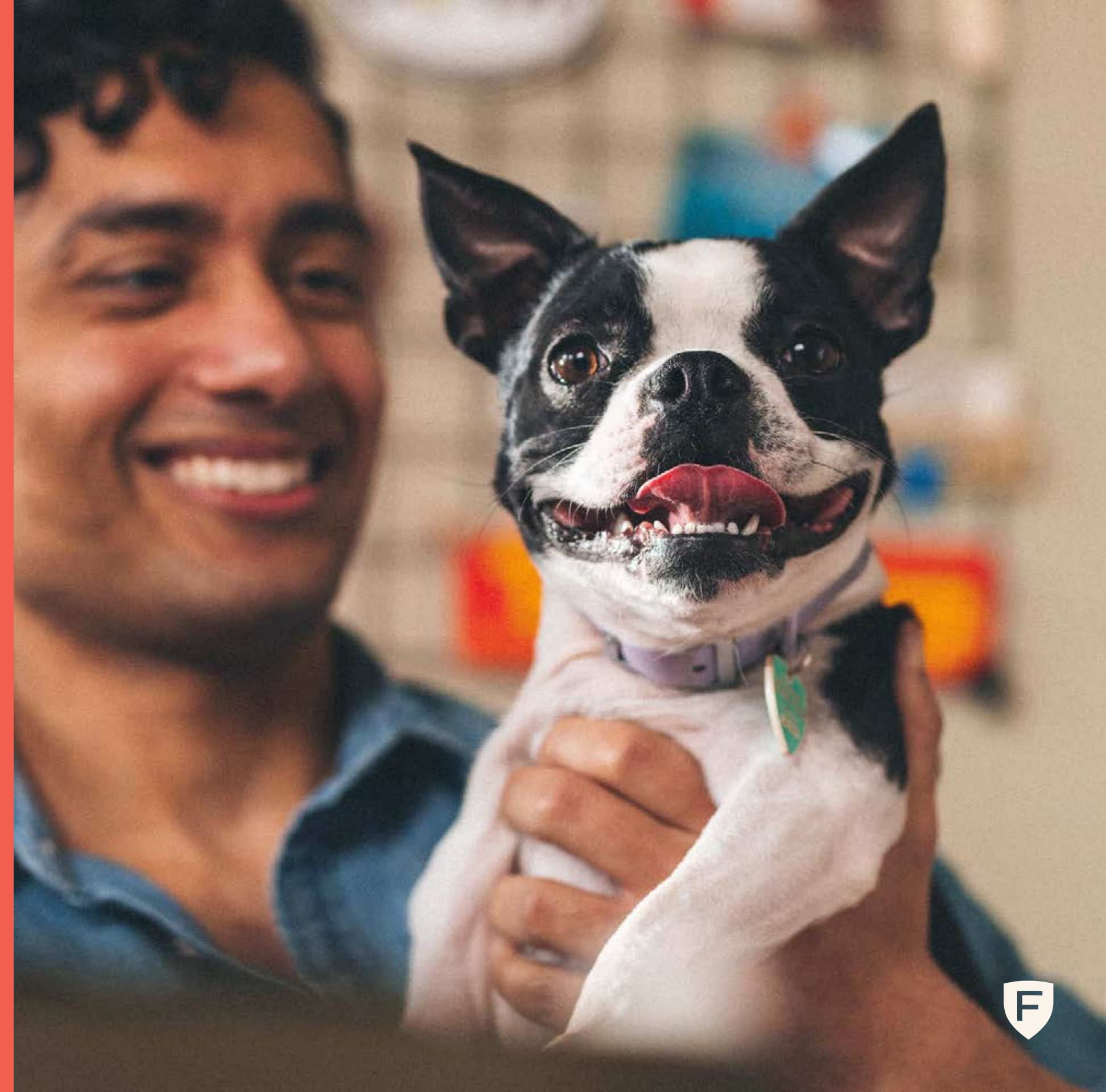
Bond & Special Relationship

Imperfect = Authentic

Diversity Of Pets & Parents

Show Me, Me

Studio Should Still Feel Natural





Our Illustrations Show *Us*



The illustrations are a key component in the visual brand—a feature that helps to mediate a variety of visual devices, such as the typography and color. The illustrations create micro-compositions on that page; vignettes that reflect on the everyday experiences between pet and parent that come to define their relationships.

The loose, imperfect style of the illustrations remind the viewer of the simple, honest nature of our relationships with our pets.



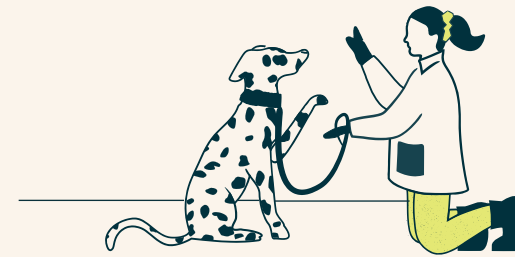
Suite 01 Soulful Moments

Soulful moments describe those intimate exchanges between pets and parents that tend to take place in the privacy of our own homes.



Suite 02 Everyday Partner

Illustrations in this set tend to depict pets and parents actively engaging in day-to-day activities occurring outside the house, particularly at "street level."



Our Voice Comes From the *Soul*



These are the characteristics that guide our verbal identity and how we communicate with our audience – from our emotional tone to our choice of words.

They are also a reflection for our brand's personality and are intended to create a baseline when writing for marketing, customer interaction, internal emails, etc. as Figo, rather than an individual.







01 **Empathetic, while being earnest.**

We speak with compassion and understanding to meet people where they're at.

02 **Knowledgeable, not know-it-alls.**

There's surety with every word we speak, write and convey.

03 **Witty, without going wacky.**

Our tone is clever and charming, while avoiding being overly goofy or irreverent.

04 **Always positive, never inauthentic.**

Our optimism stems from our shared appreciation for pets.

05 **Personal, without being invasive.**

Our tone seems familiar and make our pet parents feel like we've known them for years.

06 **Trustworthy, but not pompas.**

We speak with authority and expertise, while still being conversational.

07 **Approachable, never exclusive.**

We always aim to be inviting when we speak.



All pets, All people. Embrace change. *Lead with soul.* Be radically transparent. **Stay curious.** Champion innovation. Connected to each other through pets. **Be thoughtfully candid.** *Meet people where they're at.* Look...then leap. **Give a damn, many damns, more damns than anyone.**



