

Chicago's oldest life and annuity insurance company turns to UpShift for a brand update



challenge

industry

- insurance

deliverables

- brand identity
- logo design
- marketing collateral
- web site design

Employees Life Company (Mutual) or ELCO is a life and annuity insurance company that has been servicing the needs of clients since 1946.

After many decades with an undefined brand, ELCO needed a brand identity refresh to help them look more professional and polished. They also needed to connect with baby boomers and high-income individuals—people who are accustomed to refined design and cohesive brand images.

solution

After performing an initial brand audit, we discovered that the eagle was a common graphic used throughout the years in various ELCO communications. We decided to build the brand around that icon, which symbolizes strength, freedom and a life trajectory.

The logo we created is a modern adaptation of the eagle—stylistically minimal with blue-yellow gradations. That set the tone for other communications to utilize the same color palette, combined with refined typography and open, clean layouts.

results

For the first time in its 80 year history, ELCO has a unified and professional brand image. We connected all touchpoints so that their marketing pieces and client communications work more effectively. As a result, they are connecting better with target groups to grow the business and enter new markets.