

upshift

Dynamic identity conveys Highland Risk's commitment to customer relations and innovation.



HighlandRisk

industry

- insurance

deliverables

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

challenge

Highland Risk Services is an insurance wholesaler specializing in long-term care facilities.

We were challenged to help them build a comprehensive brand image, create cost-effective communications, and build a polished website that highlights their hands-on, concierge approach to insurance brokerage.

solution

The brand image we developed conveys Highland Risk's traits of interactivity, communication, fresh thinking and expertise. The logo is a dynamic interaction of dots that form an H, representing the integration of insurance providers, brokers, end-consumers and Highland Risk staff.

Cost-effective marketing tools include a brochure, white papers and an interactive web site.

results

The web site we built helped to streamline the quote request process. Online forms allow brokers to easily access, fill out and submit directly to Highland Risk's office, eliminating the need for faxing and phone calls.

The brand image we developed helps Highland Risk present the right image so that they can generate increased interest and sales.

The Highland Risk web site was awarded by The W3 Web Awards.