

Say hi to



open gi

Customer Brand Information Pack



Say hi to Open GI.

Over the last few months, we have been sharing with you the changes we have made at Open GI. We want to ensure we are the **technology partner** you want to work with.

We are excited to introduce our refreshed brand to you. Before we reveal it in full, we want to take you on our brand journey, to show you what we did, and how you, our customers, helped us to get here.

What do we mean by brand?

When we say brand, you may immediately think that brand is just about a logo. However, brand is so much more. It is a person's perception of a company's product, service, and organisation.

Brand encompasses how we talk at Open GI, the service we provide and the products we deliver. Brand is represented in how you feel when you engage with us. **Our brand promise to you is so important to us.**

Over the last few months, we have implemented several initiatives focusing on supporting your business and making it easier to do business with us. Our brand refresh is the visual representation of how we have changed to become the business you, our customers, and our employees want us to be.

If you have any questions about our new brand there is a dedicated FAQ section at the back of this guide where you can find out more.



Our brand audit

Our first step was to complete a comprehensive review and evaluate our existing brand. The brand was reviewed by brand experts and we also asked our employees and customers what they thought about our brand through a series of surveys and one-to-one interviews.

Our brand audit reviewed

Open GI brand assets

Every item where our brand featured was reviewed by a team of brand experts.

Surveys

We completed a series of surveys which gathered 123 customer responses and 158 employee responses.

Interviews

We engaged with 10 key customers and 10 representative employee team members.

Marketplace Analysis

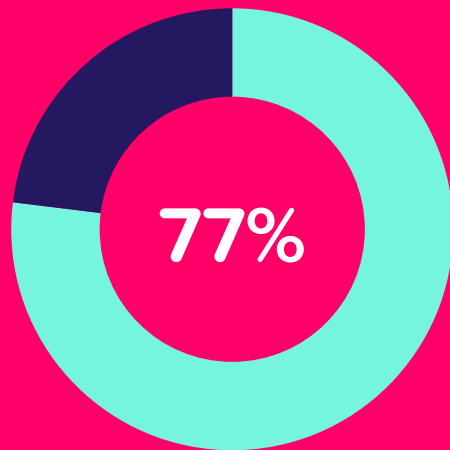
We surveyed the market and by using an AI tool, we searched for every mention of Open GI across news, digital and social media for the last 12 months.

Our brand dossier

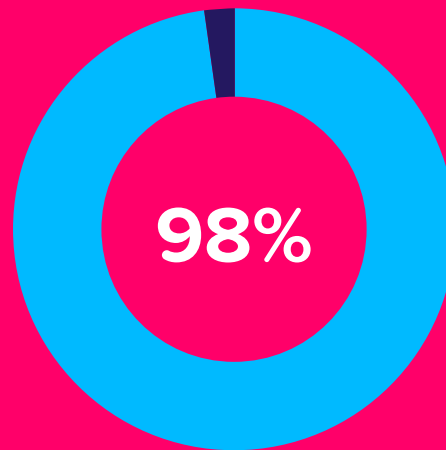
Once we finished the audit, we built a comprehensive brand dossier which outlined all of our findings and put forward a series of recommendations on how our brand should evolve.

Your feedback on our brand

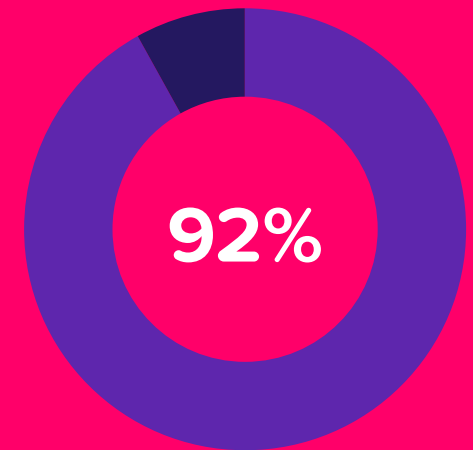
We had an amazing response from our customers and employees about our brand. Your feedback of the Open GI brand has helped us shape the new, refreshed look. Thank you!



Feel indifference and frustration



Use technology and professionalism to describe the brand



Use 'complicated, slow and uninspiring' to describe the brand

“Open GI are like a comfortable pair of slippers, a great pair of old shoes.”

“It’s a robust brand but there’s nothing in the way it’s presented that tells me it’s ground-breaking.”

“There’s nothing that’s wrong with the brand... but it could do so much better.”

“Open GI’s brand says insurance not insurance tech. I don’t want my tech provider to feel like just another insurance business.”

The analysis from the research discovered some negativity towards the Open GI brand. However, we also found a lot of positives especially around our people, our reliability and recognition within the industry.

From this analysis, we felt it was crucial to maintain our Open GI heritage with any future changes to our brand. And quite quickly on in our brand journey we agreed to keep our name Open GI and focus on evolving our designs instead.

What you have said about our new brand

Following the recommendations from the brand audit, we produced some options on the refreshed brand. Back in July 2020, we asked our customers and employees what they thought. Here is some of the fantastic responses we have received.

“A clean modern and stylish new brand.”

“Bold, professional, and modern.”

“More reflective of brands we want to work with.”

“Has a software feel, ‘says SaaS’.”

“...feels like a modern software provider.”

Say hi...

We are excited about our new brand and are looking forward to showing it off. The new brand is a refreshed look created for the modern technology world of 2020.

It is a vibrant, dynamic SaaS brand that represents how Open GI is changing.

The logos

open gi

ogi

The portal



Colour

We have included new vibrant colours to differentiate us from the competition and position Open GI as a leading software provider.



Language

We are also changing the way we speak to you.

Over the next few months, you will notice changes in our tone of voice and language. This is a fresh approach that will reinforce the new brand.



**Click to watch our fantastic video
introducing our new brand**
(external link)

What is happening next?

You will have seen the new brand across our email and social media channels from the 12th November.

We are working on implementing the brand over the next 12-18 months, here are some of the places you can see our new brand in action.



Email

We want to make sure you are kept updated on all the latest news within Open GI. We will continue to communicate relevant announcements and new product developments.



Social Media

We have updated our social media and we are working to increase engagement with our customers across all platforms. Keep an eye on your timelines for new and exciting content coming soon.



Website

Our website has been refreshed boasting a new custom theme updated to the new brand. Check it out now.



Broker Exchange

We will be showing off our new brand at Insurance Age's Broker Exchange, the new virtual event. Look out for further announcements on how you can visit our virtual stand for a chat.

You will continue to see our new brand develop over the coming months. The refresh is part of a wider programme of change within Open GI, and we hope you are seeing a difference.

Keep an eye on your inbox and timelines for the latest news and announcements.

Software Platforms

We are excited to be able to update the new look across our Open GI platforms and applications. This is a complex task and over the coming months we will be updating our software with the new brand. These are only design changes and they will not affect the usability or functionality of our platforms. When any brand changes to your software are about to go live, we will be in touch.

IHP Plus and Ratings customers will start to see changes in design across the platform and mobile companion app in the next few weeks. We hope you like the new look!

ogi IHP Plus

ogi ratings

FAQs

Is the Open GI name changing?

Our name remains unchanged! We are still Open GI. Our look and feel has been updated with new designs.

Have you just changed the logo?

The entire Open GI brand has been refreshed. We have introduced a refreshed, new logo, colour palette and a new tone of voice in how we will be speaking to our customers, our employees and the wider market.

Why did you change the brand?

When we asked our customers about the Open GI brand, they said it looked more like an insurance company rather than a software company. We wanted to find out what our customers thought about the brand and make the right change.

Why did you refresh the Open GI brand and not completely change it?

The research told us that though there was some negativity with the brand, there was also a lot of positive elements too. Reliability of our products, the recognition of our brand and the quality of our people were mentioned often. We opted for a brand refresh rather than a rebrand as we didn't want to lose sight of these positives or our heritage.

How will it affect me?

You do not have to do anything! Just sit back and relax! You will soon begin to see changes in how we look and how we engage with you.

FAQs continued

What is happening with branding on the software platforms?

Over the coming months, we will be updating our Open GI platforms with the new look. These changes will only be design and they will not affect the usability or functionality of any Open GI platform. When our changes are about to go live, we will email you to let you know beforehand.

Will this refresh change day-to-day business transactions?

The new brand will not affect day-to-day business transactions.

Where will I see the new brand?

You will be able to see our new brand through our email communications and social media platforms from 12th November. We are also launching our new websites for UK and Ireland during November. And we will also be exhibiting at Insurance Age's Broker Exchange from 30th November. Keep an eye on your inbox and social media for further news and announcements.

I use your logo on my website and literature, where can I get an updated version from?

The previous Open GI logo has been around for some time and we would be delighted to share our new logo with you. Just contact marketing@opengi.co.uk and we will get in touch about what you need.

Will I see everything change to the new brand straightaway?

We expect the complete transition to the new brand to take around 12-18 months. Our priority is to make sure that our service to our customers is not disrupted as we implement the brand refresh. We will continue to keep you informed of any updates and changes.

If you have any further questions about the rebrand contact your Account Manager.

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