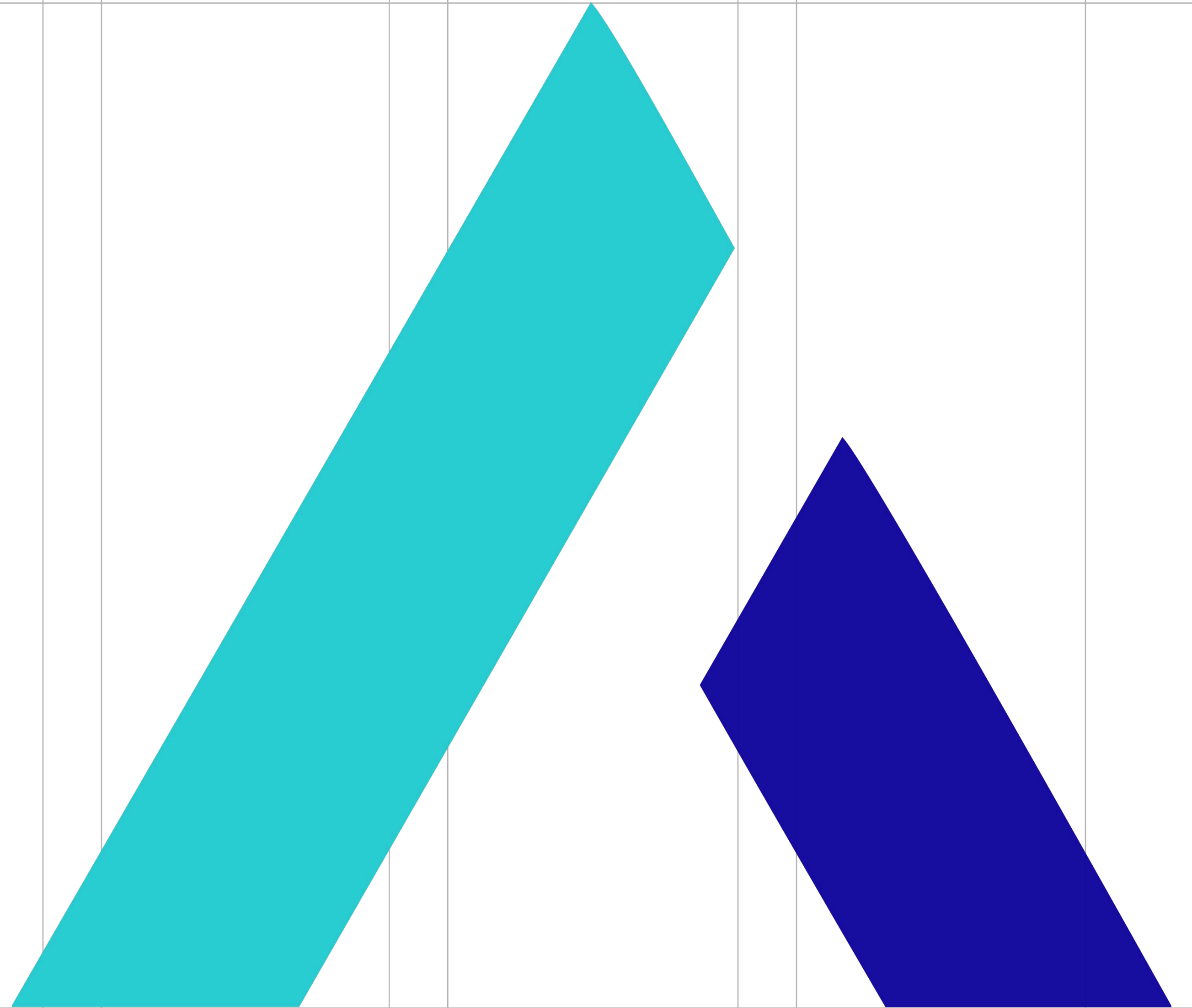


BRAND IMAGE

# SKYWARD SPECIALTY INSURANCE



# THE BRIEF

01

## COMMUNICATIONS OBJECTIVES

- Position Skyward as a smart, strategic partner for independent agents
- Increase confidence in Skyward's specialty expertise and problem-solving ability
- Encourage agents to think of Skyward earlier when placing complex risks
- Build trust that Skyward understands both agent and policyholder needs

02

## BUSINESS OBJECTIVES

- Increase submissions from independent agents
- Grow premium in key specialty lines
- Increase the number of active producing agents
- Strengthen long-term agent relationships and loyalty

03

## MANDATORIES

- Use Skyward Specialty Insurance logo and name in all materials
- All work must adhere to Skyward Group Visual Brand Guidelines (provided)
- Maintain a professional, credible insurance-industry tone
- Communicate “smart, strategic partner” positioning
- Reflect a modern, efficient, easy-to-work-with experience
- Acknowledge independent agents as the primary audience

# THE BIG IDEA

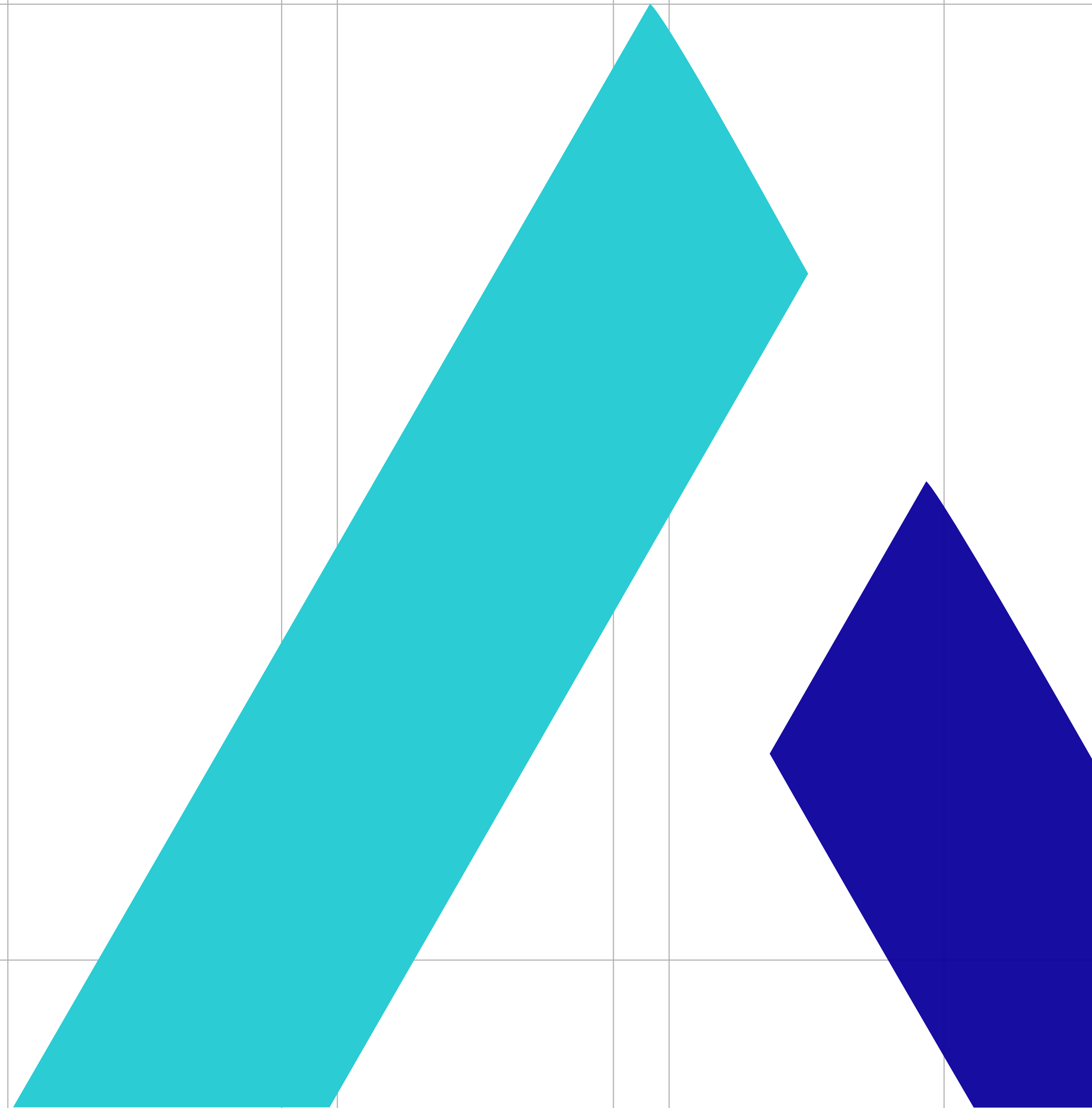
**“THROUGH REAL LIFE TESTIMONIALS, WE WANT TO GENERATE A SENSE OF TRUST AND SECURITY FOR OUR CURRENT, AND FUTURE CLIENTS, AS WELL AS THE INDEPENDENT INSURANCE AGENTS. THOSE REAL LIFE TESTIMONIALS CAN COME IN THE FORM OF SOCIAL MEDIA POSTS, ADVERTISEMENTS, CAMPAIGN ADS OR SIMPLY QUOTES/CREDITS ON THEIR WEBSITES.”**



**“WE RULE OUR NICHE”**

# WHAT DOES THAT MEAN?

At Skyward Specialty, we approach insurance differently. Our specialty insurance experts are empowered to dig deeper to customize solutions that help brokers and agents deliver impactful solutions to their clients. We operate at the complex end of the specialty market and leverage technology to bring disruptive, innovative insurance solutions to market. We are agile and steadfastly focused on our strategy to lead in the select markets in which we choose to do business.



**MOCKUPS**

# TESTIMONIALS

Biography copy flows here. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement.



Michael's team is always accessible by phone and willing to listen to any deal. They

**“Skyward’s team took the time to understand the structure of our captive program and delivered solutions that aligned with our risk strategy. Their ability to customize and adapt made a significant difference.”**

[Captives and Specialty Programs](#)

**“Skyward Specialty’s A&E underwriters know their product line, are easy to work with, and consider those tougher accounts which make them invaluable to us.”**

[Financial Institution Insurance](#)

**“When you need to get a quick deal done, Michael’s team is always accessible by phone and willing to listen to any deal. They may not quote everything, but the deals they like, they hit the ball out of the park!”**

[Management Liability Insurance](#)

**“From a reinsurance standpoint, Skyward proved to be a disciplined and reliable partner. Their transparency and consistency in underwriting gave us confidence in long-term collaboration.”**

[Reinsurance](#)

07 ART & DESIGN

## FREE Newspaper PSD Mockup With Smart Object

High Resolution Brand Identity Amazing Newspaper PSD Mockups in Photorealistic Quality

Amazing Mockups and Templates by ZippyPixels Branding Presentations Mockups

Design Architect March Issues Professional Newspaper

At Skyward Specialty, we don't chase every market, we master the ones we choose. From complex projects to evolving risks, we understand the details that others overlook. That's how we build smarter coverage and stronger partnerships.

WE RULE OUR NICHE

Call 713-935-4800 Visit skywardinsurance.com

Amazing Newspaper PSD Mockups Photorealistic Quality HD Branding Presentations



### NEWSPAPER MOCKUP

### NEWS AD MOCKUP



## HIGHWAY BILLBOARDS

Biography copy flows here. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement.



## URBAN BILLBOARDS

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**BUS STOP BANNER**



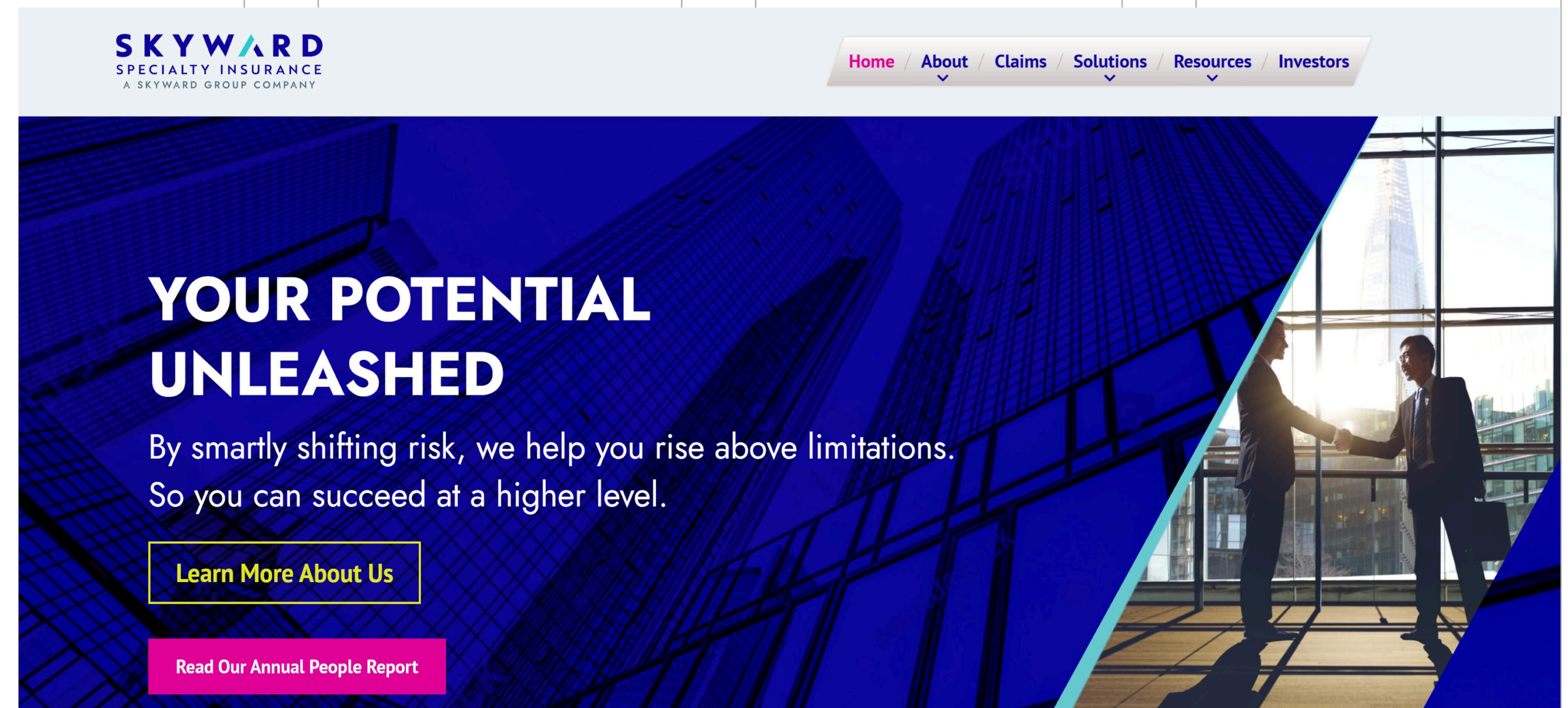
# CONFERENCES

Body copy can flow here in a meaningful way. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement. Body copy can flow here in a meaningful way. There is room for a statement.a

We decided to rework the current hero section of the website to push the “We Rule Our Niche” tagline.

We believe that having this tagline front and center on the website will help draw in clients, as it shows that Skyward is the best at the specialty insurance market, you rule the niche, which is why people should choose to partner with your company.

We also made some small visual changes to the new hero section, and changed up the sub headline to describe who Skyward is to clients.

**OLD HERO SECTION**

NEW HERO SECTION



[Home](#) / [About](#) / [Claims](#) / [Solutions](#) / [Resources](#) / [Investors](#)

# WE RULE OUR NICHE

Skyward operates at the complex end of the specialty market and leverages technology to bring disruptive, innovative insurance solutions to the market.

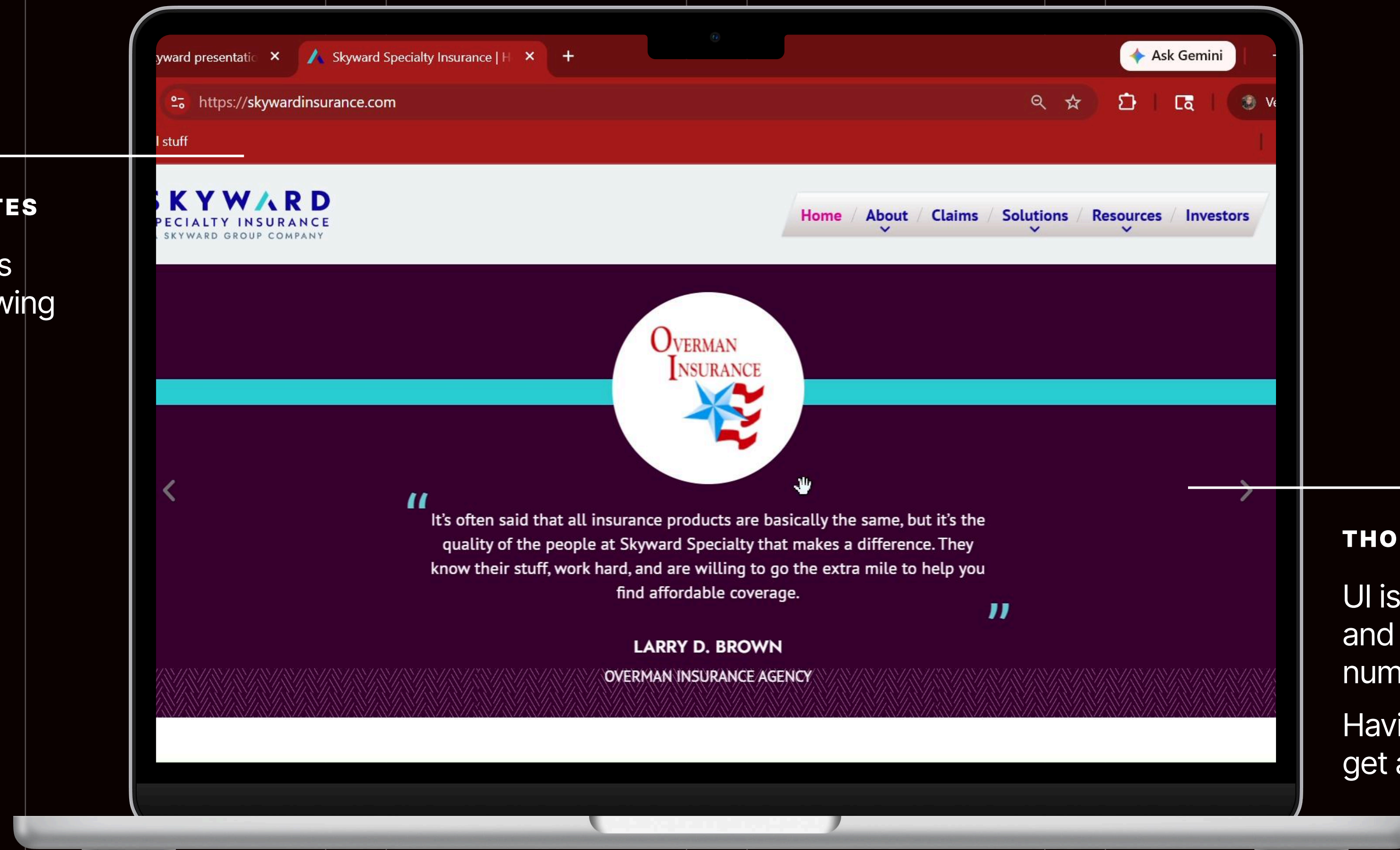
[Learn More About Us](#)

[Our Annual People Report](#)



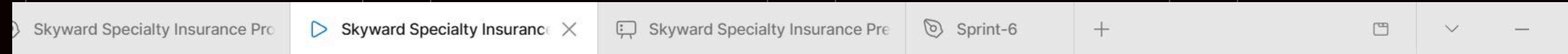
### CURRENT WEBSITE QUOTES

Details how Skyward has helped its partners. Allowing for more credibility.



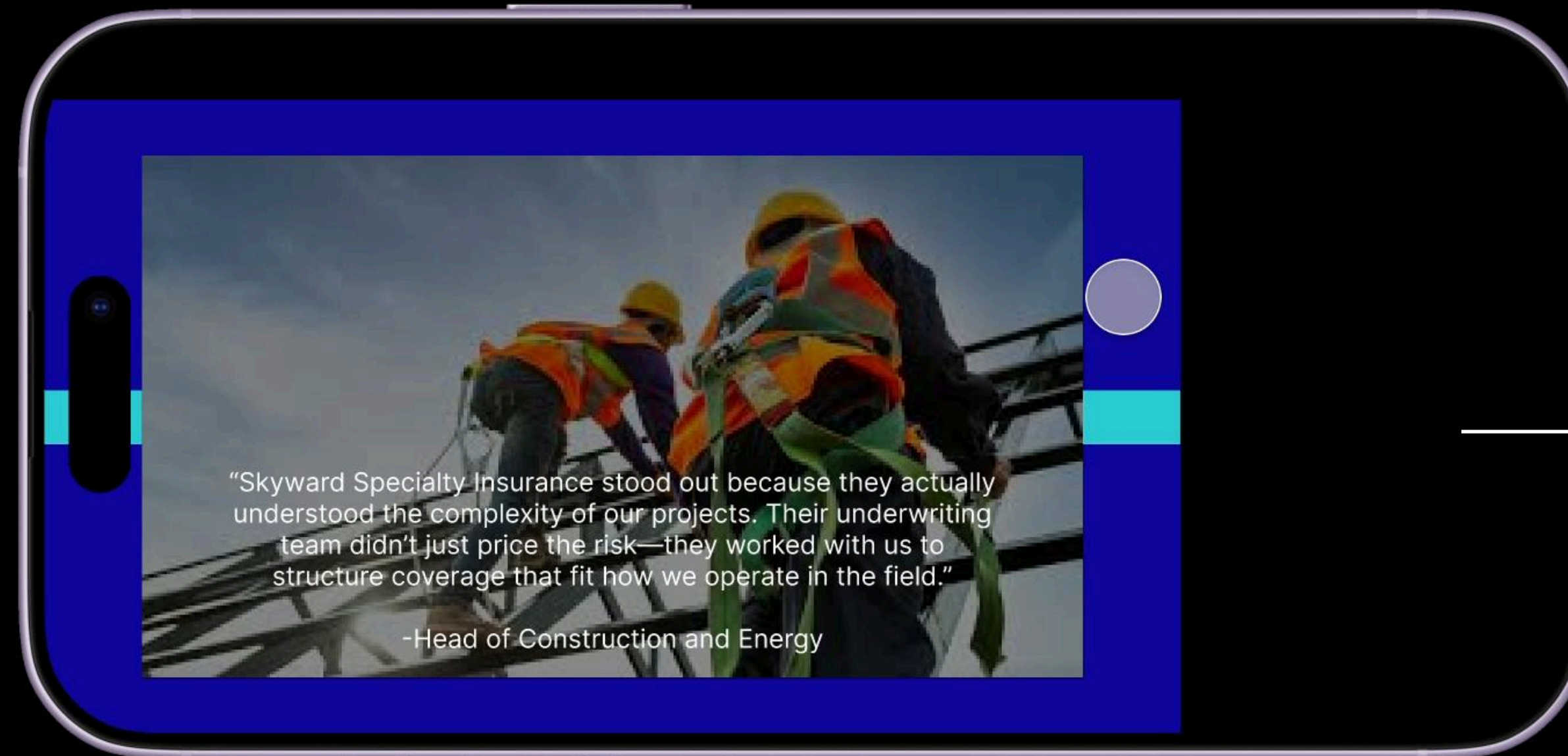
### THOUGHTS

UI is more of a click-through, and options are few in numbers.  
Having to click the arrows can get a bit repetitive



## REBRANDED QUOTES PAGE

Details how Skyward has helped its partners and includes insurance assistance along with Quality Assurance claims



## THOUGHTS

UI is modernized and streamlined to fit for mobile

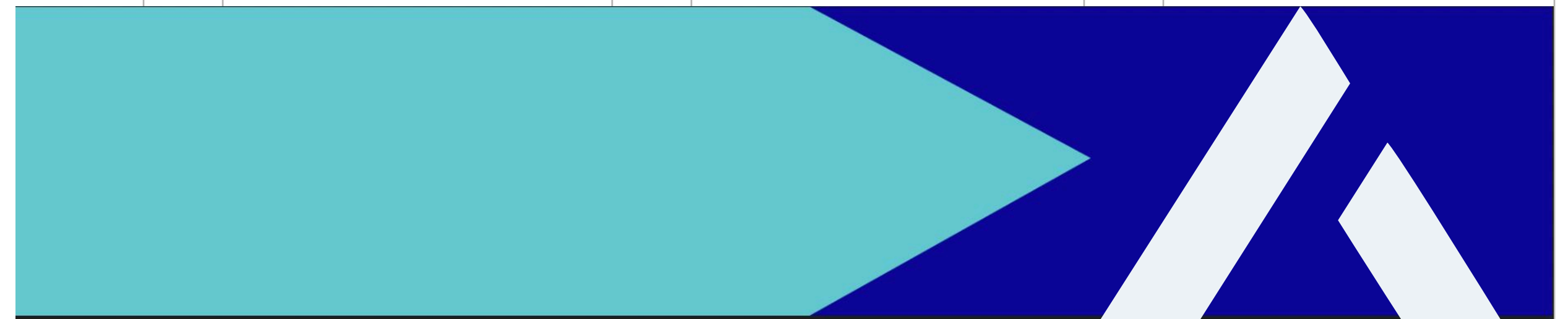
Instead of having to click through arrows, user can scroll with finger or mouse wheel

**BANNER AD EXAMPLE**

Here's what a hypothetical Banner ad for Skyward would look like, keeping in-theme with color and shape

This would direct you back to the Skyward homepage when clicked.

Keeping within the bounds of the budget provided, we'd hope for this to be on other websites ran by Skyward's partners, and even potentially on social media pages like LinkedIn or X/Twitter



## IN CONCLUSION...

Skyward will thrive with our initiative to continue to strengthen relationships with their partners and brokers, not only business-wise, but communication-wise as well. We believe Skyward would benefit from the extra exposure along with developing more connections with future partners. Quite literally sending the Skyward Specialty brand, "skyward"!

Thank you! Any questions?

