

Equipsme Marketing: Self-employed Plans graphics kit Sept2021

Important Notice:

All toolkits and content provided by Equipsme are to be used as a guide only. Any marketing carried out by you to promote Equipsme and its plans are a Financial Promotion of yours (if you deem it as such), which means you are ultimately responsible for its compliance with the FCA guidelines on Financial Promotions.

Graphics toolkits

This toolkit is designed to help you with content for the promotion for Equipsme Health Insurance Plans on your company website. If you require additional sizes or formats please contact Gavin or Claire.:

Gavin Shay gavin@equipsme.com
Claire Fussell claire@equipsme.com

Landing page and website images

- **3 x Header banner images::** supplied as jpeg at 1200x500px and 2400x1000px
- **1 x Plans and prices images:** supplied as jpeg at 900x645px and 1800x1290px
- **2 x website images:** supplied as jpeg at 900x500px and 1800x1000px
- **1 x Equipsme partners:** supplied as jpeg at 900x500px and 1800x1000px
- **3 x Website customer quotes:** supplied as jpeg at 1000x159px and 2000x318px

Retina screen image optimisation

All images are supplied in various sizes. Ideally please use the largest image available and display at 50% supply size to allow for retina screen resolution (2 x standard).

Summary of cover table is supplied:

- 1 x 2pp pdf for download or attachment.

Equipsme texts

All texts shown on the next page of this PDF are supplied in the text file in the zip file.

Equipsme logo usage and colours

Equipsme logos



Clear space



Logo on colour block



- Please use with clear space as indicated
- If used with other company logos then must be same size and full colour
- when used over images or solid colours please ensure legibility (use black or reverse versions if better)
- Logos are not to be altered or edited in any way
- Use RGB files for all screen and digital application
- Use CMYK file for all print usage
- All usage to be approved by Equipsme

Logos supplied as:

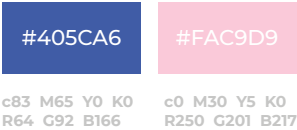
- .ai illustrator RGB
- .eps illustrator RGB
- .png and .svg RGB
- .jpg RGB

For print usage:

- .ai illustrator CMYK

Colours

primary x 2



secondary x 2



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1. Header banner images

SELF-EMPLOYED PLANS:

LARGE HEADER: full width 1200 x 500px : also Retina 2x resolution at 2400 x 1000px (display at 50%)

Full browser page width



Equipsme health insurance plans

At XXXXXXXX we've teamed up with Equipsme to offer self-employed business owners affordable, flexible health insurance plans.

There are two different plans designed for the self-employed business owner and their families, starting at just £27 pppm.

Why Equipsme?

Equipsme do business health insurance plans with a difference. They launched in 2018 with a mission to make health insurance simple, accessible and affordable.

Now they help businesses of all sizes take care of their people, the self-employed take care of themselves and employees take care of their families – and their health plans are designed to be easy to understand and flexible for your business and your employees.

With Equipsme you can now afford award-winning health cover. What's more, they're backed by some of the biggest names in healthcare, including AXA Health for added peace of mind.

"We all love the NHS, but we know it's overstretched and underfunded. Now we've all got some back-up" says a very happy Equipsme customer.

Get a quote now

image options



2. Plans, prices images

SELF-EMPLOYED PLANS:

Plans and Prices: 3/4 width page 900 x 600px and also Retina 2x resolution at 1800x 1200px (display at 50%)

3/4browser page width

Private Diagnosis

£27_{pppm}

AXA Health Insurance benefits

- ✓ Private specialist consultations
- ✓ Second opinion service
- ✓ Private specialist tests/ scans and diagnosis
- ✓ Cancer diagnosis
- ✓ Physio support and up to 5 sessions
- ✓ No excess

Extra support and value

- ✓ Private GP 24/7.
- ✓ Speedy diagnosis referrals
- ✓ Nurse helpline 24/7 inc. cancer support
- ✓ Annual home health check kit
- ✓ Stress Support 24/7 and up to 8 counselling sessions

Private Diagnosis and Treatment

£39_{pppm}

AXA Health Insurance benefits

- ✓ Private hospital treatment
- ✓ Private specialist consultations
- ✓ Second opinion service
- ✓ Private specialist tests/ scans and diagnosis
- ✓ Cancer diagnosis
- ✓ Physio support and up to 8 sessions
- ✓ £150 excess once per year

Extra support and value

- ✓ Private GP 24/7.
- ✓ Speedy diagnosis referrals
- ✓ Nurse helpline 24/7 inc. cancer support
- ✓ Annual home health check kit
- ✓ Stress Support 24/7 and up to 8 counselling sessions

Note: Cancer treatment excluded

Equipsme health insurance plans

Equipsme designed their self-employed plans for busy people who can't take time off. You can take charge of your own health, find appointments that fit round you, get cover for your partner and children - and get sorted out and back to business, fast.

There are two plans offering 24/7 GP access, online health checks, physio sessions as well access to specialists for tests, scans and hospital treatment when arranged through AXA Health's approved specialists and hospitals.

Solo cover for £27 pppm, includes diagnosis benefit to see specialists and have tests and scans. Solo Plus for £39 pppm takes this a step further, with a treatment benefit providing access to private hospitals and surgeons. All ages 16-59 cost the same on all plans and prices include all applicable taxes.

Get a quote now

3. Website images

WEBSITE IMAGES:

2/3 width 900x500px : Also Retina 2x resolution at 1800 x 1000px (display at 50%)



4. Equipsme partners

PARTNERS: width 1000 x 159px also Retina 2x resolution at 2000 x 318px (display at 50%)

Equipsme trusted service partners



Landing page: about Equipsme plans (This text must be included on the landing page)

Simple, practical, affordable:

- There are no medical questions to apply, just an exclusion of pre-existing conditions in the three years before cover starts.
- All ages 16-59 years cost the same (you must be aged 16-59 years at the start of the plan).
- You can choose to add your partner and up to 6 children (aged under 25).

Cancer diagnosis

When it comes to cancer, fast diagnosis is key to getting treatment quickly. So Equipsme plans cover until cancer is diagnosed with help and support at hand if you need to go back into the NHS for treatment. All plans offer access to a dedicated nurse helpline, so you can speak to heart and cancer nurse specialists for information and support.

Get a quote now

5. Website customer quotes

PAGE INCLUSION: 2/3 width 900x500px : Also Retina 2x resolution at 1800 x 1000px (display at 50%)

