

Equipsme Marketing: Employee Plans graphics kit Feb 2023

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.:

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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 1200x815px and 2400x1630px
- **3 x website images:** supplied as jpeg at 900x500px and 1800x1000px
- **1 x Equipsme partners:** supplied as jpeg at 1000x160 and 2000x320px
- **3 x website customer quotes:** supplied as jpeg at 900x500px and 1800x1000px

Retina screen image optimisation

All images are supplied in two 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:

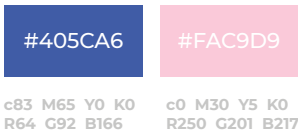
- .ai illustrator RGB
- .eps illustrator RGB
- .png and .svg RGB
- .jpg RGB

For print usage:

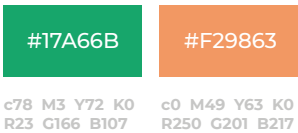
- .ai illustrator CMYK

Colours

primary x 2



secondary x 2



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1. Large header banner images

EMPLOYEE PLANS:

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

Full browser page width



image options



Equipsme health insurance plans

At XXXXXXXX we've teamed up with Equipsme to offer businesses award-winning, affordable and flexible health insurance plans.

There are four different plans starting from only £8 pppm and the most popular plan is just £33 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 insurance. 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

2. Plans, prices images

EMPLOYEES PLANS:

Plans and Prices: full width page 1200 x 815px and also Retina 2x resolution at 2400 x 1630px (display at 50%)

Private Diagnosis

£20pppm

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

Private Diagnosis and Treatment

£33pppm

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

Note: Cancer treatment excluded

Private Diagnosis and Treatment Plus

£48pppm

AXA Health Insurance benefits

- ✓ Private hospital treatment
- ✓ Private specialist consultations
- ✓ Second opinion service
- ✓ Private specialist tests/ scans and diagnosis
- ✓ Cancer diagnosis
- ✓ Physio support - no yearly limit on 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

Note: Cancer treatment excluded

Get started for only

£8pppm

Your employees can pay to upgrade and/or add family

- ✓ Private GP 24/7.
- ✓ Physio support and up to 5 sessions
- ✓ Nurse helpline 24/7
- ✓ Online health questionnaire
- ✓ No excess

Optional benefits

The business can choose to add optional extra benefits...

Stress Support

£1.50pppm

Dental & Optical

£8pppm

Equipsme health insurance plans

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

Plans start from only £8 pppm and the most popular plan is just £33 pppm and don't forget you can mix and match cover levels to suit your team and your employees can choose to pay to upgrade and/or add their partner/children. All ages 16-69 cost the same on all plans so it's quick and easy to see the total price for your business.

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 160px also Retina 2x resolution at 2000 x 320px (display at 50%)

Equipsme trusted service partners



5. Website customer quotes

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



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 16-69 years cost the same at all levels (employees must be aged 16-69 years at the start of the plan).
- Mix and match cover with a range of practical health insurance benefits from top class service providers.
- Employees can pay to upgrade their cover level.
- Employees can choose to add their 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