



# Brand Book



# Global Health DNA



# Global Health DNA

A person who settles outside home country for a few years often has a multitude of concerns. **Due to a lack of knowledge or time, health care is not always a priority.**

**At Foyer Global Health, we are all expatriates.**

**We offer you our expertise in the field of international health care by providing transparent health cover and service that meets your expectations.**

We provide a **unique and personalised experience**, fully digital, autonomous or accompanied by our experts. We make your life easier while protecting your health, wherever you are, **beyond borders...**



# Values

They are the “**keywords**” that best define what we **want to share with our end users and clients**. They guide our tone of voice as well as the decision for our projects and interfaces.





# Trust

- 📌 Provide clear & transparent answers
- 📌 Keep your promises at all times
- 📌 Live up to expectations
- 📌 Build long-term relationships



# Excellence

- 📌 Average can never be an option
- 📌 Go the extra mile for clients/partners
- 📌 Challenge existing practices
- 📌 Learn from errors to further improve



# Independence

- 👤 Be entrepreneurial and bold
- 👤 Make your voice heard
- 👤 Encourage quick decision making
- 👤 Act in the interest of clients/partners



# Innovation

- 🧠 Quickly adapt to new requirements
- 🧠 Put your intuition to work
- 🧠 Have an open mind and be curious
- 🧠 Contribute to creating the future



# Integrity

- 👤 Stick to the organisation's core values
- 👤 Treat everyone equally and fairly
- 👤 Always mean what you say
- 👤 Lead by example

# Design Principles

Defining Design Principles is a way to keep all the company aligned with what has been decided as key guidelines, main principles and core values. **It will help improving the decision process of our teams,** reducing arguments, forcing clarity, and aligning the team on what really matters.





# Design Principles

“**We keep it simple**

We usually work on making interface smooth and simple for our users.  
Even for complex data display or process, we will simplify those and  
bring on screen only what is useful to them.

## “We allow errors

We are human, we make mistakes. Errors are the basis of our learnings. That is why, even if we do everything to prevent them from happening, we accept that users and employees make mistakes, as long as they learn from them.



# Design Principles

“**We empower our users**

Insurance is all about responsibilities. Foyer Global Health is here to guide people in the intricacies of insurance clauses, and empower users who want more independence and freedom.

## “We build trust through empathy

Neutral is bad. Facts are a lie. A human being is made of feelings that we need to respect and empower. We need to understand our users and clients, and deal with their feelings the best we can by welcoming them and use the social codes they are used to in their circles.

## “Secured from digital to real life

Security and privacy should be the first concern for an insurance company. We bring all of that within digital journey, but also real life journey.



# Attributes and guiding principles



# Tone of Voice attributes

## We are **Caring**

We care about our clients, partners and colleagues and we know that we can only be successful with mutual respect.

## We are **Trustworthy**

We are transparent about what we are doing and why, and we do not hide behind ambiguity.

## We are **Experts**

We make the complex simple to give a delightful experience and we are confident that our decades of expertise will meet all expectations.

## We are **Accessible**

We provide clients and partners with a large variety of communication channels and we are always available for them.

## We are **Efficient**

We thrive to provide the best CX with multi-channel access and fast response times as we believe clients should spend their time enjoying life.

 We are  
**globalhealth**  
Foyer Group

Neutral and factual  
is already **wrong**

You are not a  
**machine**, you are a  
human being  
**helping** another  
human being.



# Logos





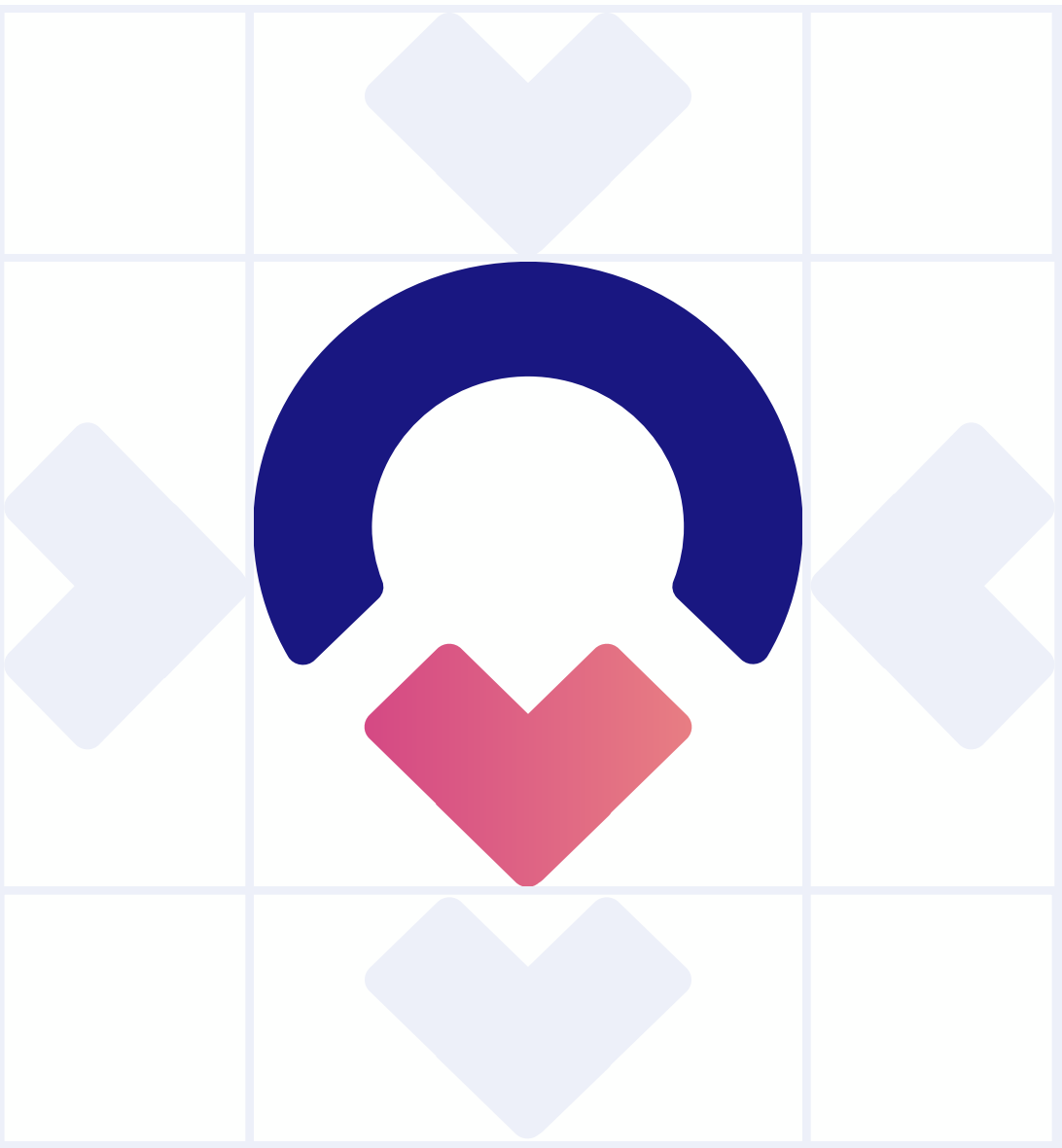
# Main logo



Complete logo



Logo Icon



# Logo variation

**Pink** sign for  
Individuals



**Green** sign for  
Human Ressources



**Dark** sign for  
Brokers



# Baseline

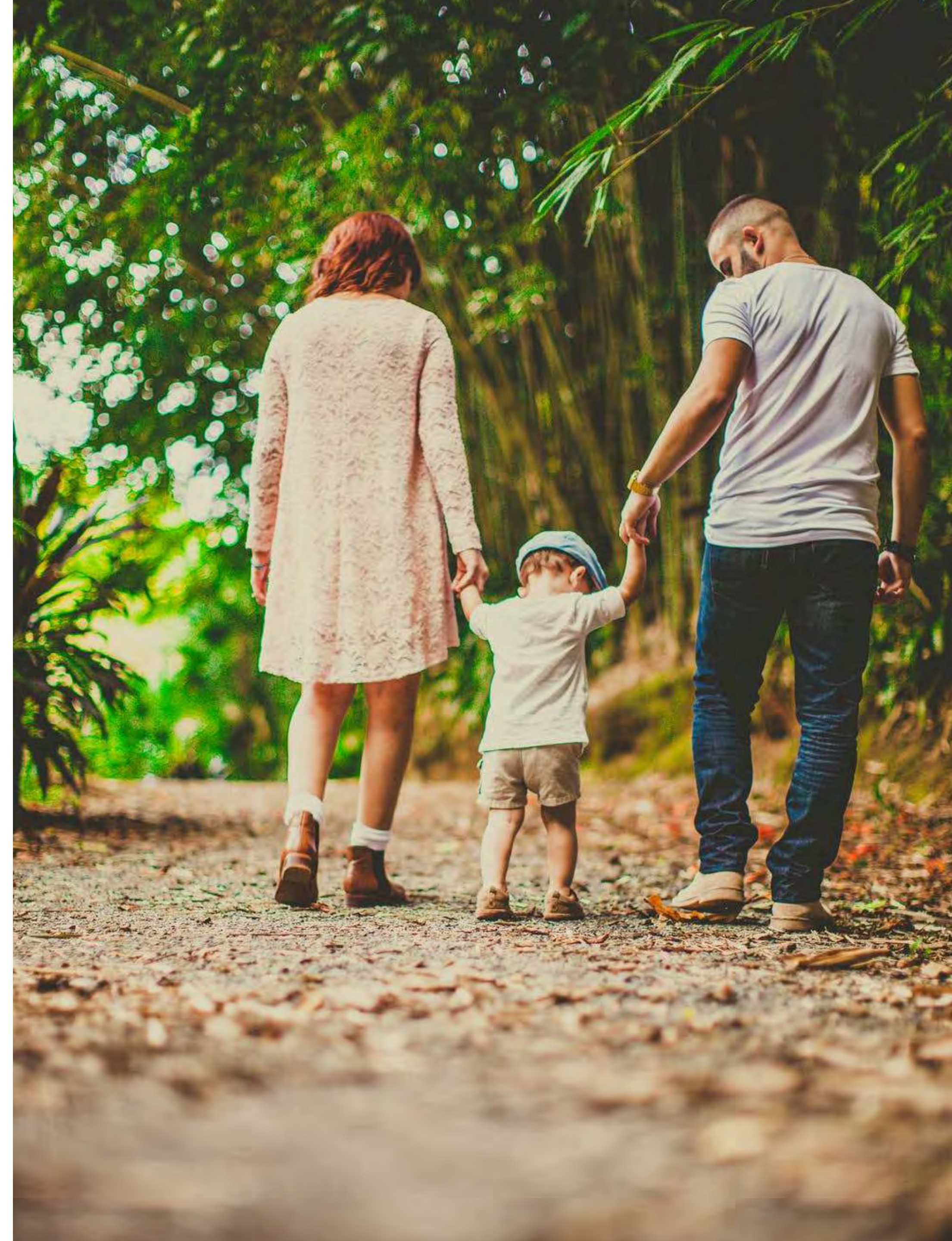




## Baseline

# “Caring for you beyond borders

The “Caring for you” can be swaped with  
other meaningful actions





# Baseline

globalhealth  
Foyer Group

globalhealth  
Foyer Group

**Caring for you** beyond borders

# Colors & Typography



# Primary Colors

## Deep Koamaru

Authority / Secure / Protection

Primary	rgb(25, 24, 130)	#191882
Lighter	rgb(243, 243, 254)	#F3F3FE
Light	rgb(208, 208, 244)	#D0D0F4
Info	rgb(117, 116, 180)	#7574B4
Dark	rgb(71, 70, 155)	#47469B
Darker	rgb(25, 24, 130)	#191882

## Deep Cerise

Heart / Affection / Regeneration

Secondary	rgb(207, 58, 133)	#CF3A85
Lighter	rgb(246, 232, 239)	#F6E8EF
Light	rgb(239, 166, 203)	#EFA6CB
Info	rgb(207, 58, 133)	#CF3A85
Dark	rgb(151, 41, 97)	#972961
Darker	rgb(73, 16, 45)	#49102D

## Light Coral

Joy / Enthusiasm / Mobility

Tertiary	rgb(220, 118, 123)	#DC767B
Lighter	rgb(252, 239, 240)	#FCEFF0
Light	rgb(248, 197, 199)	#F8C5C7
Info	rgb(220, 118, 123)	#DC767B
Dark	rgb(168, 87, 90)	#A8575A
Darker	rgb(100, 53, 56)	#643538



# Complementary Colors

## Turquoise

Lighter	rgb(210, 244, 236)	#D2F4EC
Light	rgb(125, 208, 187)	#7DD0BB
Admin	rgb(63, 130, 113)	#3F8271
Dark	rgb(51, 102, 89)	#336659
Darker	rgb(25, 51, 44)	#19332C

## Green

Lighter	rgb(227, 249, 218)	#E3F9DA
Light	rgb(165, 221, 141)	#A5DD8D
Success	rgb(111, 161, 90)	#6FA15A
Dark	rgb(92, 128, 77)	#5C804D
Darker	rgb(68, 96, 56)	#446038

## Orange

Lighter	rgb(248, 236, 225)	#F8ECE1
Light	rgb(241, 184, 130)	#F1B882
Warning	rgb(243, 161, 86)	#F3A156
Dark	rgb(222, 132, 50)	#DE8432
Darker	rgb(158, 91, 30)	#9E5B1E

## Red

Lighter	rgb(253, 239, 240)	#FDEFF0
Light	rgb(253, 198, 199)	#FDC6C7
Danger	rgb(228, 102, 104)	#E46668
Dark	rgb(193, 83, 84)	#C15354
Darker	rgb(148, 60, 61)	#943C3D

## Grey

Lighter	rgb(245, 247, 255)	#F5F7FF
Light	rgb(235, 238, 249)	#EBEEF9
Grey	rgb(200, 202, 232)	#C8CAE8
Dark	rgb(111, 112, 147)	#6F7093
Darker	rgb(70, 72, 106)	#46486A

# Typography

The official font used for Foyer Global Health is **Barlow**

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

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# Pictos



# Individual Product Identity

## Products

 **Essential**

 **Special**

 **Exclusive**

 **Protect**

 **Inpatient+**

 **Student Protect**

## Complementary Health Insurance

 **Epion**

 **EU Health**



# HR Product Identity

## Products

 **Essential**

 **Special**

 **Exclusive**

 **Protect**

 **Inpatient+**

 **Student Protect**

## Complementary Health Insurance

 **Epion**

 **EU Health**

# Broker Product Identity

## Products

 **Essential**

 **Special**

 **Exclusive**

 **Protect**

 **Inpatient+**

 **Student Protect**

## Complementary Health Insurance

 **Epion**

 **EU Health**

# Illustrations





# Illustrations



Use illustrations to humanise the digital experience



The illustration should not interrupt or divert the user's attention from important information

# Imagery





# Imagery

Use **real life** inspirational  
photography



Don't use **generic**  
photography



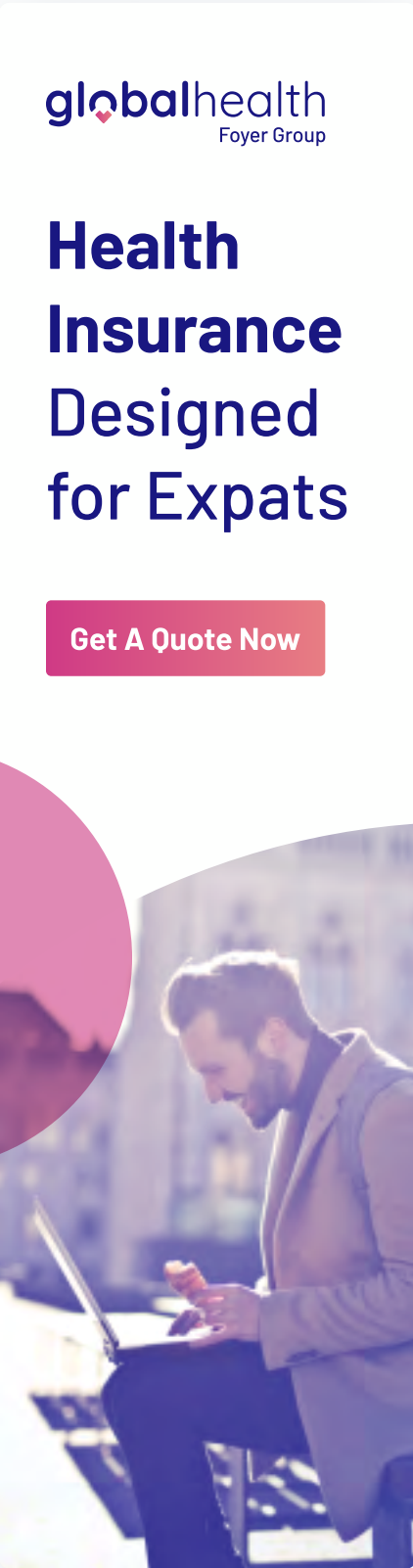


# Campaign

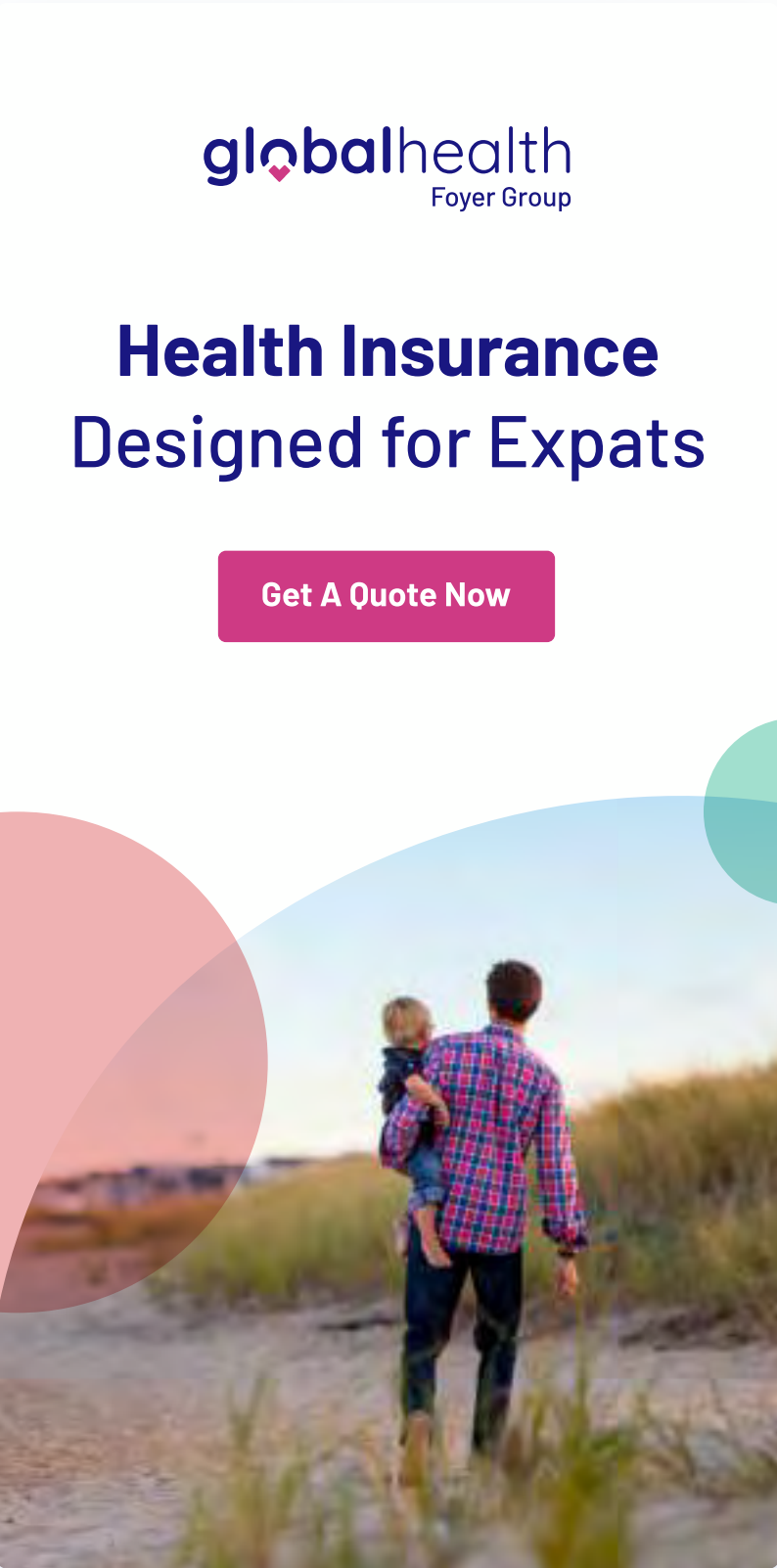


# Campaign

160 X 600px



300 X 600px



950 X 250px



990 X 45px



728 X 90px



320 X 50px



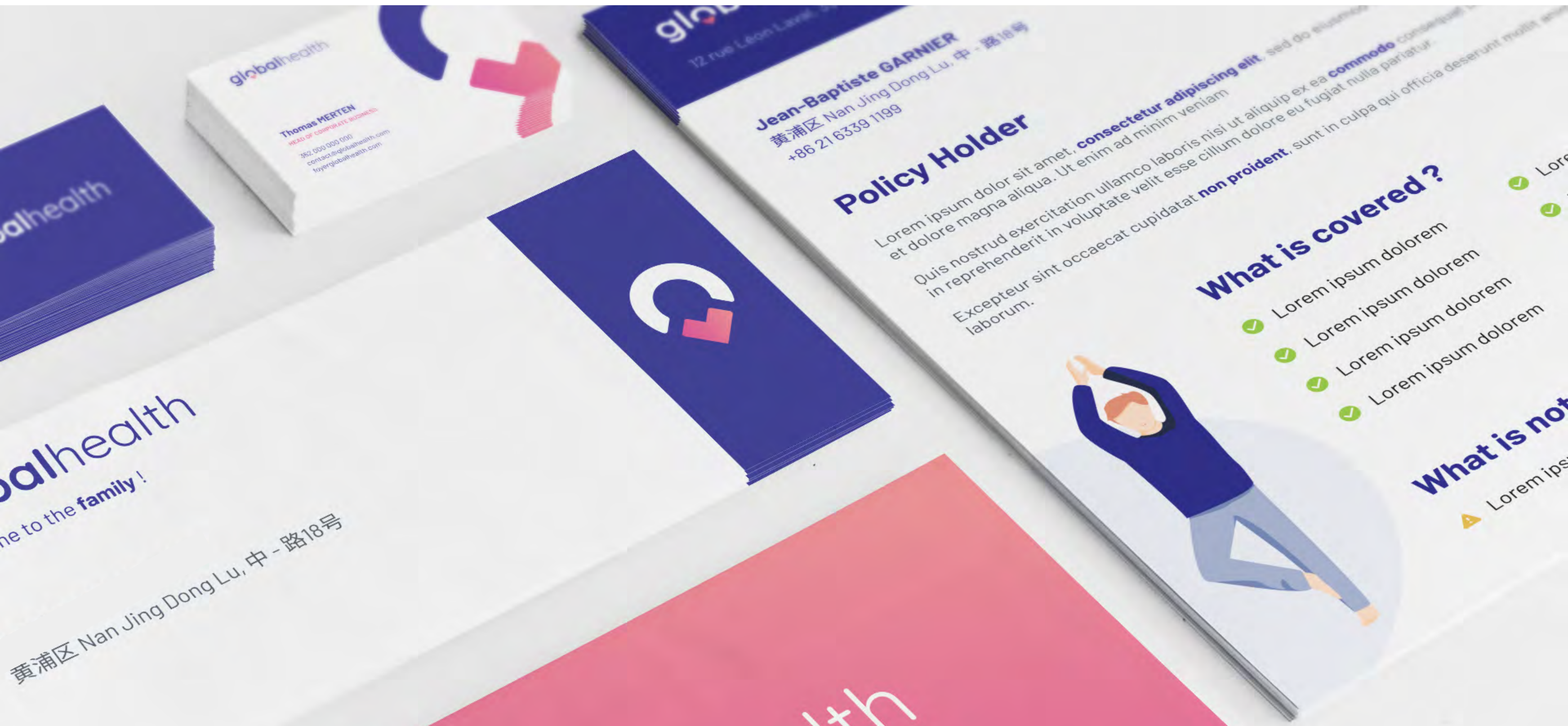


# Stationery & Mockups





# Stationary





# Business Card

Recto



Verso



# Insured Card





# Miscellaneous





# Documents




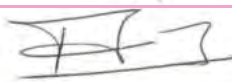



## Référence Pixels 72dpi (595 × 842 px)

[illegible]

Format A4 (210 × 297 mm)



56px 2cm	6px 0.2cm		56px 2cm												
24px 0.85cm															
56px 2cm		<div><div>Certificat d'assurance à joindre à la déclaration d'impôts</div><div></div></div>													
		<div><div>Mme Martine SCHMIDT 5, avenue du Général de Gaule 75 000, PARIS CEDEX À côté de la pizzeria chez Luigi</div><div>Leudelange, le 23 juin 2022</div></div>													
		<div><div>Vos données</div><div>Votre n° client : 1982120976890</div></div>													
		<div><div>Objet : Certificat à joindre à votre déclaration d'impôts</div><div>Par la présente, nous certifions que le montant des primes émises en <b>2021</b> (taxes et frais compris) par votre compagnie pour le(s) contrat(s) d'assurances repris ci-après s'élève à :</div><table><tr><th>Type d'assurance</th><th>Police</th><th>Échéance du contrat</th><th>Prime</th></tr><tr><td>Assurance santé internationale</td><td>61051564</td><td>01.07</td><td>2 871,27 €</td></tr><tr><td colspan="3">Total</td><td>2 871,27 €</td></tr></table><div>Le présent document peut servir de pièce justificative à l'appui de votre déclaration d'impôts.</div></div>	Type d'assurance	Police	Échéance du contrat	Prime	Assurance santé internationale	61051564	01.07	2 871,27 €	Total			2 871,27 €	<div><div>BARLOW Bold 6pt</div><div>Medium 8pt</div><div>Bold 10pt</div></div>
Type d'assurance	Police	Échéance du contrat	Prime												
Assurance santé internationale	61051564	01.07	2 871,27 €												
Total			2 871,27 €												
		<div><div>Foyer Santé S.A</div><div><div></div><div>Jeroen VAN DE VELDE Chief Operating Officer</div></div><div><div></div><div>François JACQUEMIN Managing director Foyer Global Health</div></div></div>	<div><div>24px 0.85cm</div><div>70px 2.46cm</div></div>												
		<div><div>Foyer Santé S.A 12, rue Léon LAVAL – L-3372 Leudelange service@foyerglobalhealth.com • foyerglobalhealth.com • Tel.+352 437 434 R.C.S. Luxembourg B34233 • T.V.A. LU14673664</div></div>													



# Say / Don't Say





## Contract subscription sample

1 of 2

### **Don't Say**

We cannot provide you with an estimated premium at the moment. Please provide your payment information to continue the process.

### **Say**

I will contact you soon with a dedicated offer, adjusted to your needs. In the meantime these pieces of information are requested to proceed.

## Contract subscription sample

2 of 2

### Don't Say

We are not available at the moment, please try again later.

### Say

Our teams will be available soon. In the meantime if your question is urgent, we will be available for you at [sales@foyerglobalhealth.com](mailto:sales@foyerglobalhealth.com)

## Contract amendment sample

### Don't Say

You must understand that the change you are requesting is not possible.

### Say

Thank you for your request **Peter**.

We are sorry to inform you that changes cannot be proceeded during the contract period. *(explain more)*



# Say / Don't Say

## Claim sample

1 of 2

### Don't Say

With this critical illness, reimbursements may take longer because we will have to check your contract conditions.

### Say

Hello **Peter**,

We have heard about your situation and we are by your side to help you get better in the best conditions.

We are checking on our side how we can best help you.

# Say / Don't Say

## Claim sample

2 of 2

### Don't Say

Sir,

We have a lot of work at the moment, your case should be processed soon.

Best Regards.

### Say

Thank you for your patience **Peter**.

We have a lot of inquiries at the moment, sorry for the delay. We are now in charge of your request. Expect a solution soon! 😊  
Have the best day possible.

# Handling emails





# Handling emails

## Read the message

Tips 1 of 5

**You read the message? Good, now do it again.**

**It's easy to miss important detail** the first time reading.

Most email readers skim through an email in less than 10 seconds.

**Try to do better than that by actually reading and re-reading the message.** It may seem like a waste of your time, but you'll be surprised how often your brain adds or removes words while reading.

## Understand the context

Tips 2 of 5

**Context matters, remember written form doesn't transport well emotions.**

Ask yourself the following questions to get a stronger sense of how you can help.

- What's the problem? (if any)
- What's the goal or intent of your sender?
- Try to put a word on their feelings? (happy, neutral, angry)
- What's the priority level of the email ? (low, normal, high/urgent)

**This will help you with the form of your answer by better understanding the whole context.**



## Deal with emotions

Tips 3 of 5

### Your empathy is the best thing that can help improving customer support.

Some small things can help create this empathy.

- **Start your email with a polite formulation.** ("Thank you for reaching us, we are glad to help")
- **Reiterate what you understand from the sender,** you accomplish two things. First, you help them feel heard. Second, you provide the opportunity for your recipient to state their purpose and further clarify the issue in case you've misunderstood. ("If I understood correctly [...]")
- **Commit to a resolution:** you will guide your sender until solution if found.
- If you already have a solution, **be clear and concise** to bring it to your sender.
- **Ask yourself "how would I feel if I was receiving this answer to my question?"**.

# Handling emails

## Deal with guilt

Tips 4 of 5

### Even if the client is wrong, never point it out.

It's easy to blame it on the client (or sender), but unfortunately for you, you are the expert, and the sender **just needs your advice on something.**

People don't make an effort to reach you if it's not justified and needed. Take time to ask yourself what you could do better to avoid this situation with another client. You will accomplish two things: first you'll avoid the "angry answer" by taking the guilt on yourself, second, you will improve your global service by fixing issues at the source.

# Handling emails

## Invite a reply

Tips 5 of 5

### Cultivate the relationship by avoiding a “one and done” response

First, never use a do-not-reply email address to answer to your sender. **Never.**

Then, actively encourage your sender to answer at anytime and for any topic they could feel a need for. You never close a case, you cultivate a good relationship for future requests.



# Before you hit send

## Checklist

### One more tips!

This checklist is only a basic idea you can improve with your own experience.

**If you improve, share with your teammates!**



Tips 1 of 5

### I read the e-mail 2 times at least

I understand the client request and I can explain it to a colleague with my own words.



Tips 2 of 5

### I understand client goal and problem

You understand the whole context, including client feeling and request priority



Tips 3 of 5

### I answered in a positive way

I started with a polite formulation, re-phrased the client issue, and brought a solution.



Tips 4 of 5

### Client is never wrong or guilty

You are not angry and did answer the client problem without blaming them.



Tips 5 of 5

### Client can and is invited to reply

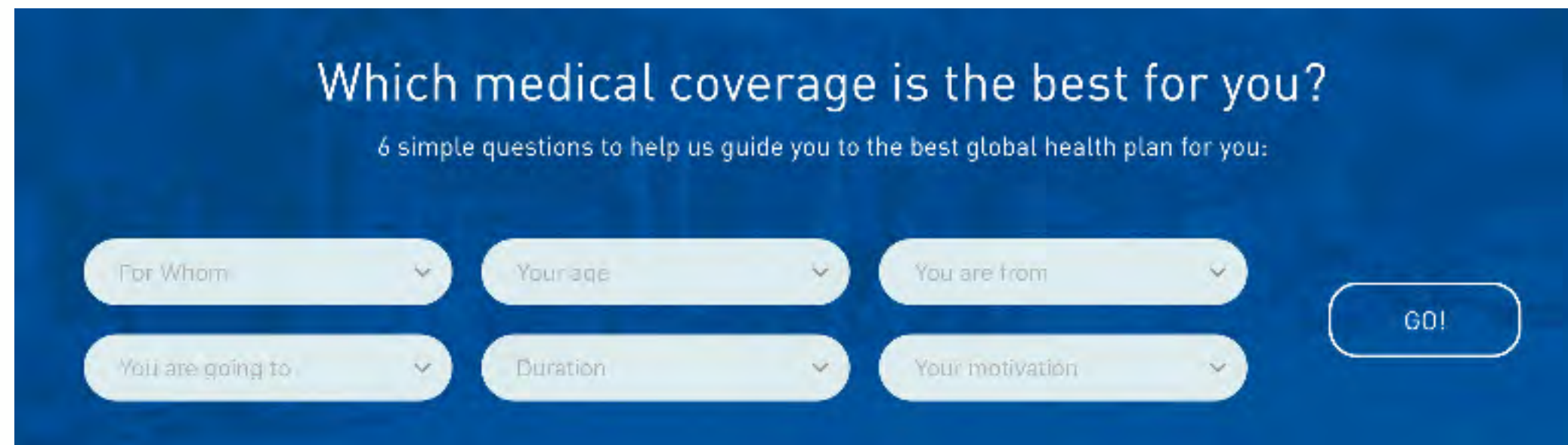
You didn't close the conversation it encourages the sender to answer at anytime.

# Copywriting



# Copywriting

## Sample 1 of 3 : Website coverage module



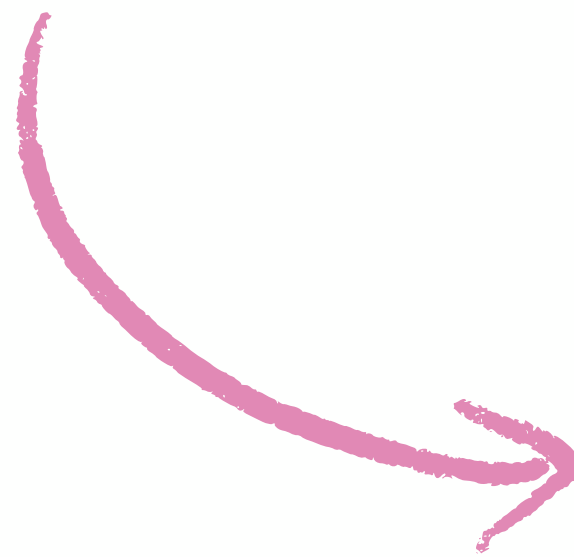
Which medical coverage is the best for you?  
6 simple questions to help us guide you to the best global health plan for you:

For Whom:  Your age:  You are from:

You are going to:  Duration:  Your motivation:

GO!

**We find the best medical coverage  
for you** with only 6 simple information



- ✗ We wait for the user to do something
- ✗ We are misleading (what 6 questions?)
- ✗ We ask. "No no, YOU tell me"
- ✓ We actually do something
- ✓ We tell what will be done
- ✓ We care



# Copywriting

## Sample 2 of 3 : Email body



Hello **Geoffrey CROFTE**,

Thank you for your interest in Foyer Global Health. We are glad to provide you with the best propositions for covering your health.

In case we missed something, we are entirely at your disposal 😊

I wish you a good day,



**Martin Schmidt**  
*Digital Sales*


- ✓ Close to people
- ✓ We do the best we can
- ✓ We are humans, we make mistakes
- ✓ We wish the best (no “regards”)
- ✓ We keep the discussion open
- ✓ A human being signed the email


# Copywriting


## Sample 3 of 3 : Email footer

[EDIT MY OFFER](#) [SUBSCRIBE ONLINE](#)

**Any questions? Just Ask us!**

  
**Call**  
+352 437 434 249

  
**Email**  
j.garnier@fgh.lu

  
**Find us**  
12 rue Léon Laval, 3372,  
Leudelang

- ✓ We let people change their mind
- ✓ We keep the discussion open
- ✓ We offer alternatives

# Useful links





# Useful links

Barlow font

[Download](#)

Illustrations

[Download](#)

## Open Source imagery

Pexels

[Download](#)

Unsplash

[Download](#)

Pixabay

[Download](#)



# Contact

Geoffrey CROFTE

Lead Designer

[crg@foyer.lu](mailto:crg@foyer.lu)

Steven LOZACH

Head of Design

[slo@foyer.lu](mailto:slo@foyer.lu)