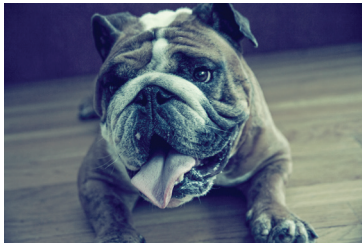


# Figo Pet Insurance Influencer Guidelines

## Example Figo Photography



## Demographic:

Urban females 27 - 45

## Website & Video Links:

<https://figopetinsurance.com>

<https://figopetinsurance.wistia.com/medias/1e54lqjbxz>

<http://fast.wistia.net/embed/iframe/suxwu7mhme?popover=true>

## Photography:

Good lighting

Airy

Bright

Pops of color (we are partial to mint)

Lifestyle

Out in the city (art, murals, hiking, walking outdoors, open air markets)

Sunday mornings on the couch

(we prefer no filters, but if filters are used we prefer a “cooler” filter with blue-mint tones)

## Potential Items to include in photos:

Technology (smart phones, tablets, laptop)

Our Figo Pet Tag (we will send)

Our Figo Pet Cloud (we will give a free pet cloud if instabrand provides us with influencer emails and pet's name)

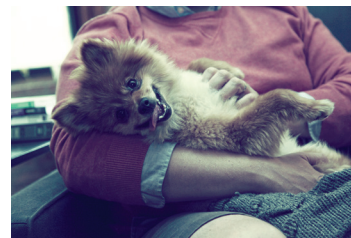
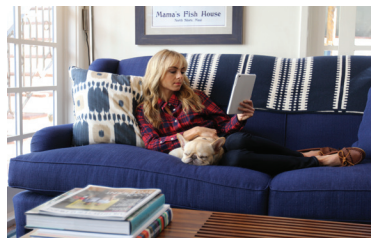
## Acceptable Ways to Reference Figo:

Figo Pet Insurance

Figo Pet (a cloud-based pet insurance company)

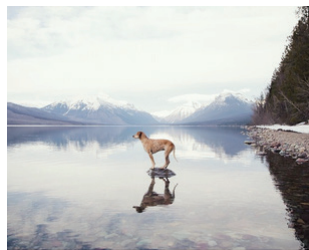
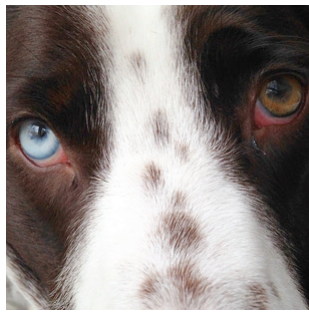
@FigoPet

#FigoPet



Below are some of Figo's Brand Guidelines to help influencers still be authentic to their own audience but also understand the Figo brand:

**Inspiration Instagram Photos:**



**Figo Brand:**

Clean  
Simple  
“Lifestyle”  
Don't manufacture emotion  
Urban  
Light/airy  
Not “too cute”  
Innovative  
Conversational

**Similar Brand Aesthetics:**

Airbnb  
Uber  
Real Simple  
Container Store  
[purewow.com](http://purewow.com)

**Terms to Avoid:**

Pet owner  
Vet (use veterinarian)

**Voice:**

Realist but not alarmist  
Smart but not know it all  
Clear language but not sarcastic  
Emotionally connected but not cute  
Sincere but not sappy  
Credible but not salesy/flippant  
Approachable but not bubbly  
Tasteful but not stiff

**Figo Colors:**

