

**OBJECTIVE**

Visual communicate our Travelex Insurance Services corporate statements:

* Ambition – which is comparable to a Vision Statement
* Strategic Priorities – how we achieve our ambition
* Principles and Brand Actions – principles are comparable to corporate Values and brand actions are how we incorporate our values into our work life.

**STRATEGY**

Create an infographic which summarizes and visually displays our company’s vision for success.

**AMBITION**

Our dream is to be a globally recognized travel protection provider with heart—strive to be the best in the eyes of our customers as they travel and explore the world safely.

**STRATEGIC PRIORITIES**

1. TRANSFORM THE CUSTOMER EXPERIENCE
2. SIMPLIFY THE COMPLEX
3. BUILD SUCCESSFUL PARTNERSHIPS

**PRINICPLES AND BRAND ACTIONS**

1. **PRINCIPLE: EXCELLENCE**

**BRAND ACTION:** Embrace challenge

1. **PRINCIPLE: COMMITMENT**

**BRAND ACTION:** Go the extra mile

1. **PRINCIPLE: COMPASSION**

**BRAND ACTION:** Put people first

1. **PRINCIPLE: INTEGRITY**

**BRAND ACTION:** Do the right thing

1. **PRINCIPLE: INDEPENDENCE**

**BRAND ACTION:** Be extraordinary

Please refer to the attached Vision Mission Statement brochure for complete explanation of Travelex’s Ambition, Strategic Priorities, Principles and Brand Actions.

**AUDIENCE**

Primary audience is our company employees. We would in certain circumstances share this infographic with our travel agent distribution and clients.

**CREATIVE DIRECTION**

1. Please utilize the Travelex logo in the infographic. Refer the Style guide document for guidelines on how to apply logo to various backgrounds etc.
2. Logo file attached
3. Incorporate our tagline: **Dream. Explore. Travel On.** Into the infographic if possible.
4. Use the corporate colors and fonts which are included in the attached Style Guide document. Color on page 5; fonts on page6.
5. Refer to attached Vision Mission Statement brochure. The infographic should complement the graphics, style, layout of the brochure.