

DEVELOPING THE IDENTITY OF ANNUITY.ORG

Evolution of a Financial Brand

Annuity.org is a brand I've been working on since I first started at Launch That in 2019. Eventually, this brand became one of my main focuses day-to-day. I've designed and developed new website features, content images, social media assets, featured stories, and calculators.

While designing all of these different assets needed to support Annuity.org, I've had to constantly evaluate and evolve the visual identity. This project explores all the areas Annuity.org's visual identity that I've worked to improve.



Branding Guidelines

Brand Story

Annuity.org is a free, comprehensive web resource that provides general and detailed consumer information about the primary annuity market and the secondary annuity market.

We cover big topics and small topics. The site's goal is to get the person looking at it to follow one of the call-to-action items.

Annuity.org is designed to capture Google searches from consumers who want to know about buying an annuity and from people who have an annuity or structured settlement and want to sell their future payments in exchange for money today.

The website features conversion elements that present readers opportunities to reach out to our partners for more information. If visitors to the site call or fill out a form on the website, one of our service-provider partners will respond.

Our Mission

Founded in 2013, Annuity.org's mission is to help people understand their options for buying or selling an annuity or structured settlement so they can make informed decisions about their money.

Our Vision

Whether buying an annuity to guarantee income for life or selling structured settlement or annuity payments to get cash now, Annuity.org can help find the financial solution that is right for you.



Colors

Description for the relevance of colors in the Annuity brand.

Brand Colors

This palette serves as the main brand colors for Annuity. These colors should be used on UI elements, and be the primary fills on icons and illustrations.

Brand Accents

These colors can be used on accent shapes paired with images on the website and other digital collateral.

Achromatic Colors

This range of colors is mainly used for text across platforms, with the exception of 'Brand Light', a background color.

BRAND COLORS

Teal Primary Brand Color HEX #007A7C RGB 0, 124, 124	Deep Blue Secondary Brand Color HEX #0056B3 RGB 0, 86, 179	Bright Green Accent Brand Color HEX #7ED321 RGB 126, 213, 33	Accent Accent Brand Color HEX #00B0F0 RGB 0, 176, 240
----------------------------------------------------------------------	----------------------------------------------------------------------------	------------------------------------------------------------------------------	-----------------------------------------------------------------------

BRAND ACCENTS

Teal Tint Photo Accent Color HEX #A4D9E8 RGB 164, 217, 234	Blue Tint Photo Accent Color HEX #D9E8F0 RGB 217, 234, 240	Green Tint Photo Accent Color HEX #E8F0D9 RGB 234, 240, 217
----------------------------------------------------------------------------	----------------------------------------------------------------------------	-----------------------------------------------------------------------------

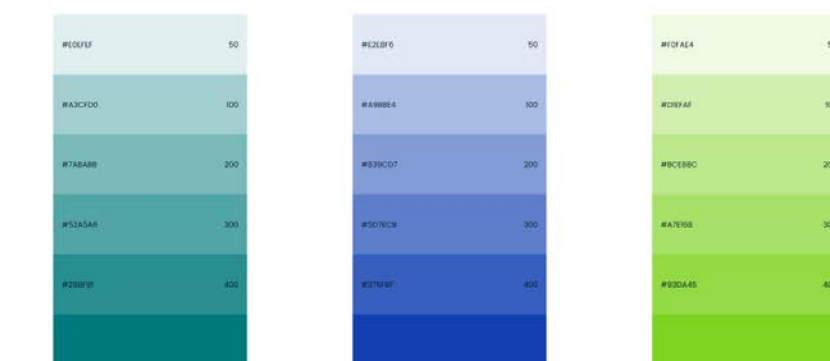
ACHROMATIC COLORS

Black Text Color HEX #000000 RGB 0, 0, 0	Brand Dark Text Color HEX #2C2C2C RGB 44, 44, 44	Deep Grey Text Color HEX #595959 RGB 89, 89, 89	Brand Light Background Color HEX #EFF4F7 RGB 235, 244, 247
----------------------------------------------------------	------------------------------------------------------------------	-----------------------------------------------------------------	----------------------------------------------------------------------------

Color Ramp

This color palette provides variations of the brand colors in shades and tints. These colors are useful for illustration and situations where a variety of colors are necessary.

<https://codepen.io/danwetch/pen/jvqgq>



Icon Library

The iconography for Annuity was designed around the typography of the brand to provide clear communications across designs, and provide a unique voice to the brand.

Additions may be made to the library as long as the icons are designed using the provided guidelines on the previous page.



Logos

The logos serve as major identifiers of the Annuity brand, both on the website, and other marketing related collateral.

Primary Mark

The primary logo is the Annuity.org icon and wordmark. It is to be the main logo used on all platforms. A light version is also available for instances that a dark background is used.

Primary Mark

VERTICAL LOCKUP - LIGHT



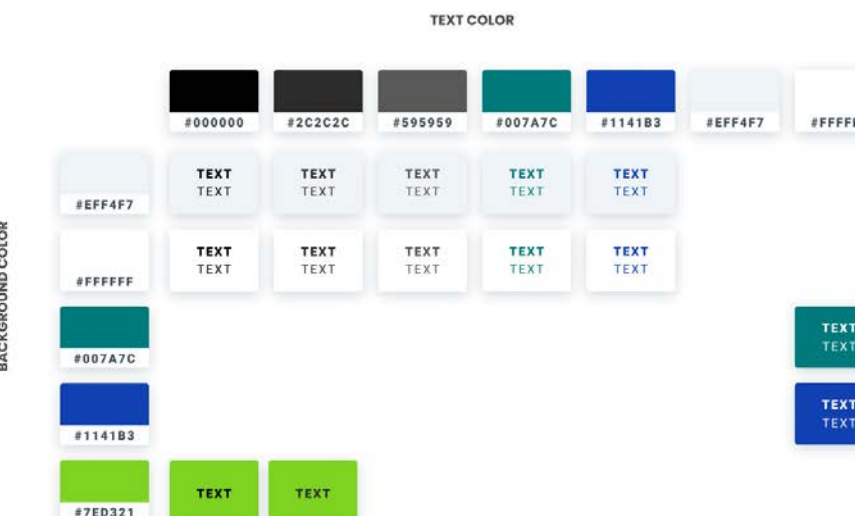
VERTICAL LOCKUP - DARK



Typography Contrast Accessibility

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 16 point (typically 24px) or larger.



CREATING BRAND DOCUMENTATION

Establishing Branding Guidelines


When I first began at Launch That, proper design documentation for our brands was not centralized. Various documents existed to reference brand assets. There were no set guidelines that could be referenced for the correct colors and their specific hex codes, proper usage of assets, or even for photography and illustration. As the brand designer on the Agency team, I needed to make sure that our team and our partners had a central reference for anything related to the visual identity of the brand. Over time, as the site developed, I also sought other ways to expand on the brand through design, and made it a priority to document these changes and practices.

To begin, I created branding guidelines using Figma. I documented usage rules for the logo, iconography, colors, typography, etc. Because the guidelines are hosted in Figma, elements such as colors were saved as styles that could easily be accessed through the working files for other projects hosted in Figma.


Revisiting Colors

Annuity had a limited color palette, and certain colors used throughout the site were not accessible for use on elements such as buttons and backgrounds. I wanted to create a better defined color palette, specifying colors for UI elements and which colors could be used as accents for images and illustrations.


Brand Colors




Teal
Primary Brand Color
HEX #007A7C
RGB 0, 122, 124



Deep Blue
Secondary Brand Color
HEX #1141B3
RGB 17, 65, 179




Bright Green
Accent Brand Color
HEX #7ED321
RGB 126, 211, 33




Accent
Accent Brand Color
HEX #3EB2C0
RGB 59, 226, 192

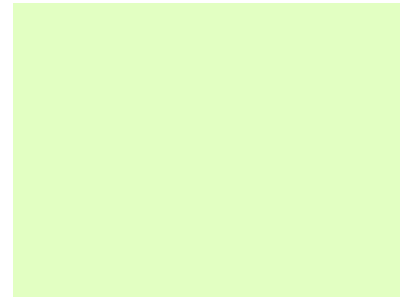
Accent Colors



Teal Tint
Photo Accent Color
HEX #A4EFE0
RGB 164, 239, 224




Blue Tint
Photo Accent Color
HEX #D9E4FC
RGB 217, 228, 252




Green Tint
Photo Accent Color
HEX #E2FFC2
RGB 226, 255, 194


Achromatic Colors



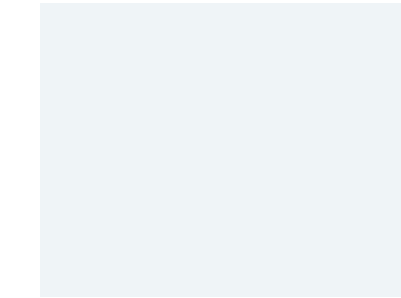
Black
Text Color
HEX #000000
RGB 0, 0, 0



Brand Dark
Text Color
HEX #2C2C2C
RGB 0, 0, 17



Deep Grey
Text Color
HEX #595959
RGB 0, 0, 29



Brand Light
Background Color
HEX #EFF4F7
RGB 203, 3, 97

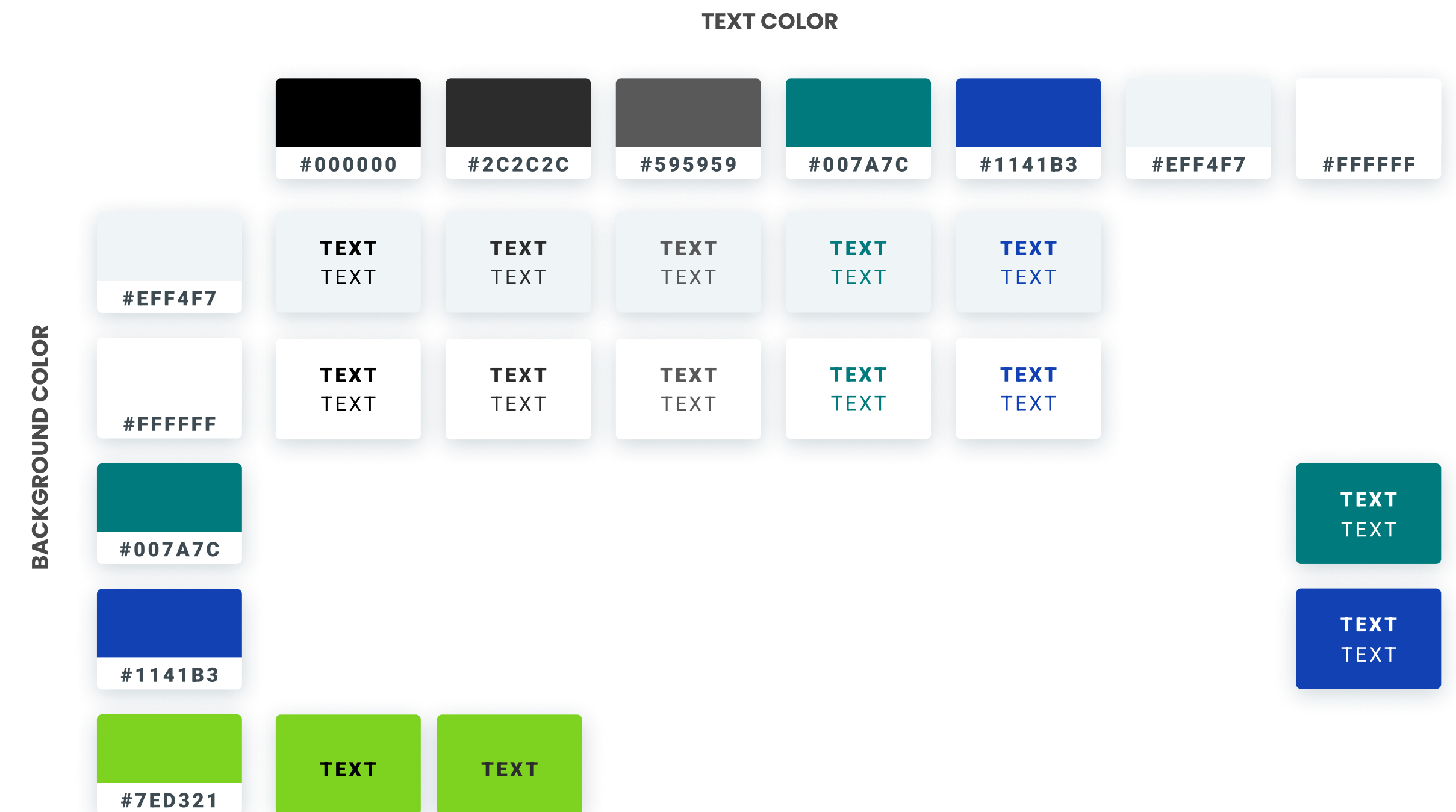
Color Ramp

An extended color palette was created for usage in graphics and brand illustrations, which are commonly created to support content on our site. This allows designers to have a broader palette when creating infographics, PDF assets, and social media designs.



Accessibility Guidelines

Guidelines were created for accessibility and color usage, helping us limit the amount of colors used on UI elements for visual consistency.

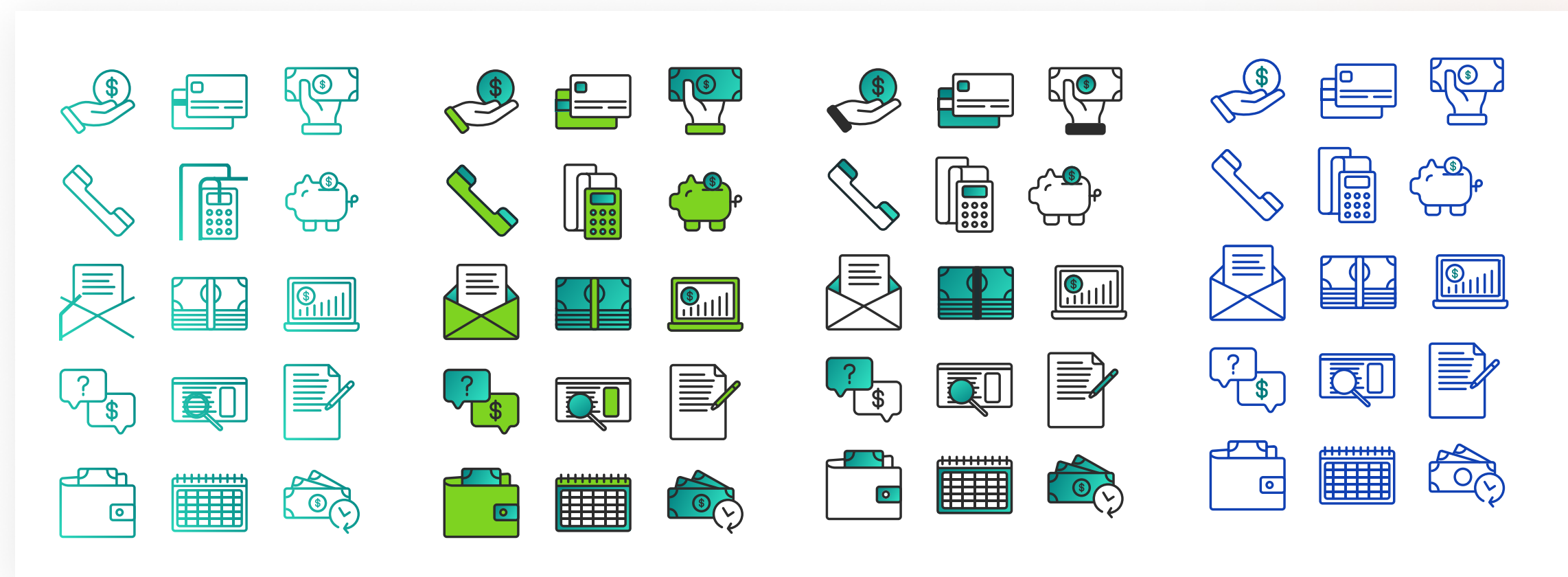


ICONOGRAPHY

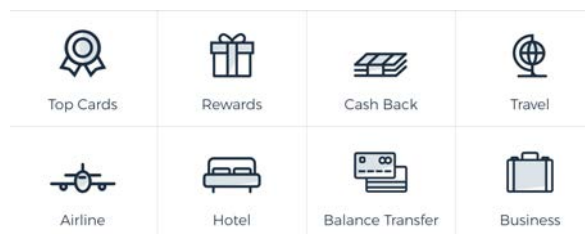
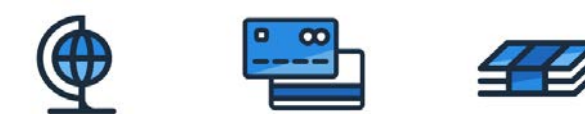
Researching and Developing Icon Styles

A consistent visual language brings the identity of a site together. Iconography is an important element of that language, and the icons on the earlier Annuity.org were of different color styles, shapes, and proportions. Only some were custom whereas others came from stock websites.

To begin building a new unique icon set for Annuity, I gathered previous icons and began collecting imagery I would need to reference. I researched similar brands with financial icons and studied their style. Then, I experimented with fill and stroke styles.



Color and Style Exploration



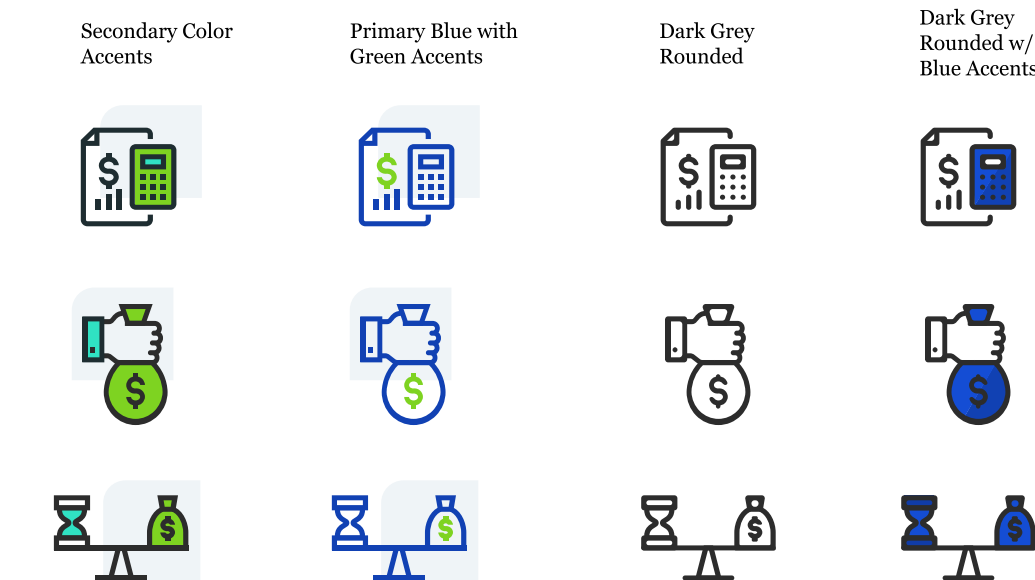
thesimplifiedollar.com Color Use, Flat Style, Stroke Weight

The icons on the Credit Card section of this site are flat and use a consistent stroke with a medium weight. There is a flat use of color, yet there are still slight shadows. I prefer this to the gradients the icons currently have.

Current Icons for reference:



Icon Exploration



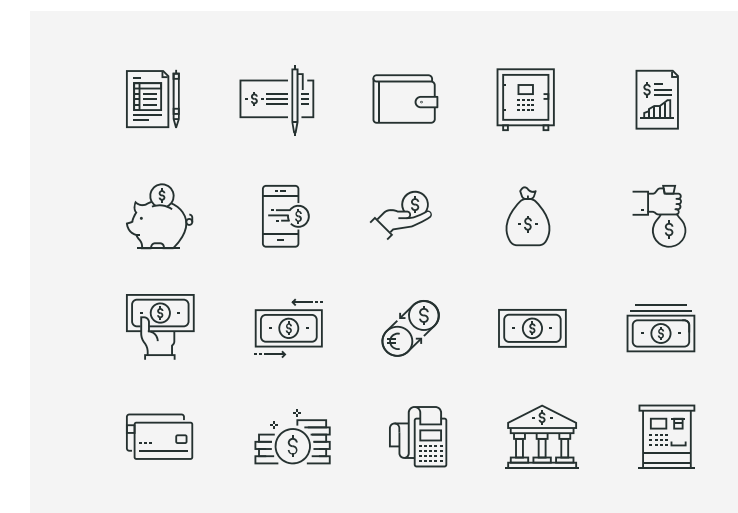
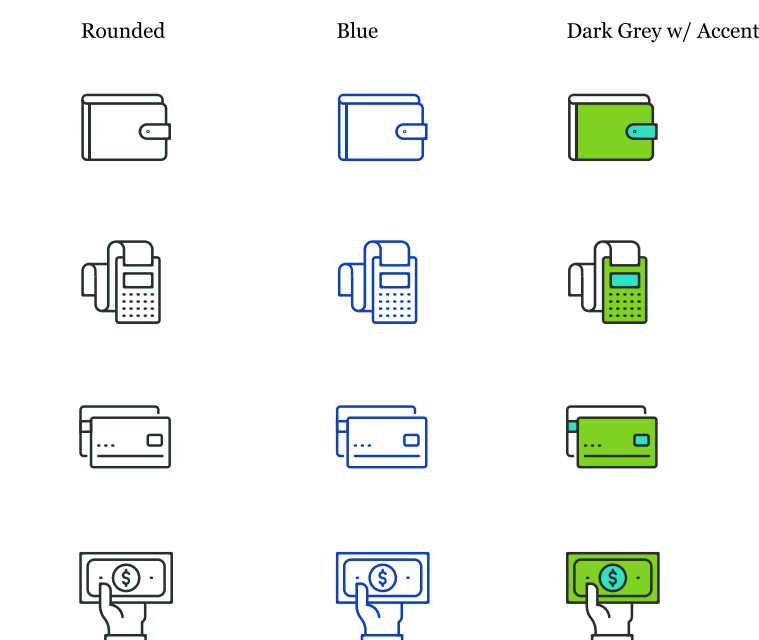
This lighter blue was used as the accent color



istockphoto.com Color Use, Flat Style, Stroke Weight

These flat finance icons found on iStock have a medium stroke and an emphasis on straight lines and rounded shapes. Combined with graphic styles already present on Annuity, this style of icons can compliment the existing font styles.

Icon Exploration



istockphoto.com Color Use, Flat Style, Stroke Weight

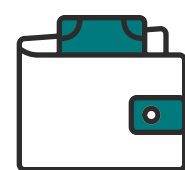
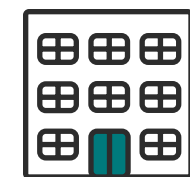
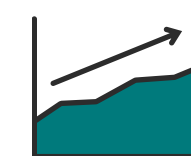
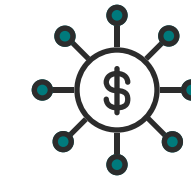
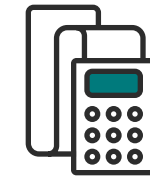
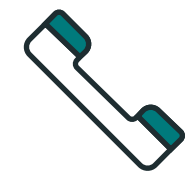
These flat icons have an interesting combination of curved shapes and corners, while having a thin stroke.

Iconography Exploration and Research

ICONOGRAPHY

Designing Annuity Icon Set

I created a new set of base rules for designing icons, and created a customized set of financial icons to be used for interface and illustration purposes across webpages and brand assets. These icons became a part of the component library for the Annuity design system in Figma, to be used in various projects.



FINANCIAL LITERACY Tax Exemptions

- Income Tax Exemptions for Individuals
- Other Exemptions Not Related to Personal Income Tax
- What Does it Mean to Be a Tax-Exempt Organization?
- How Do Annuities Take Advantage of Tax Exemption?



Annuity.org

FINANCIAL LITERACY 18 Personal Finance Books to Read Before You're 60

Annuity.org



RETIREMENT The FIRE Movement: What is Financial Independence, Retire Early?

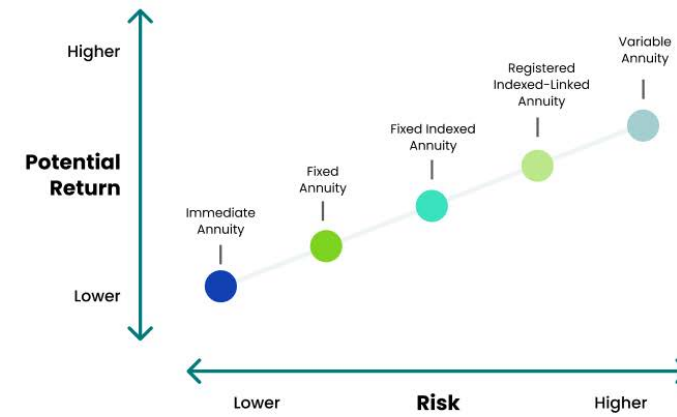
Annuity.org



ANNUITY STRATEGIES What is Risk Tolerance?

Annuity.org

Annuity Risk Spectrum



Merry Christmas & Happy Holidays!

Annuity.org



Annuity.org

Annuity.org Introduces a New Glossary of Financial Terms

Annuity.org



NEWS

5 Financial Professionals Join Annuity.org's Panel of Experts

Common Reasons for Selling an Annuity



Job Loss



Medical Emergency



Lifestyle Change



Annuity Inheritance



Fund a Divorce



Pay Off a Credit Card



Finance a College Education or Pay Off Student Loans



Pay For a Funeral

Annuity.org

#AnnuitiesExplained

TVM

Time value of money, or TVM, is the idea that money today is worth more than that same money in the future because of its interest-earning potential.

Annuity.org

IMPROVING SOCIAL ASSETS

Social Media Branding

In earlier phases of the brand, social media asset design was handled by marketing. I collaborated with our Social Media Manager to create a process in which image creation was handled by me, allowing her to focus on the strategy. This process occurred on a weekly basis.

With this process, brand imagery improved across all platforms. No longer were we only using preview images of stock photos for our social media posts, but instead also creating informative images that utilize content from our articles, and including interactive media such as videos to share content, animations or testimonials.

Over time, these efforts increased our engagement across social platforms. After successfully testing this strategy out, it became a relatively quick weekly task for me to complete for our brands. I wrote documentation for the process to inform future designers of best practices.

IMPROVING WEBSITE LAYOUT

Landing and Branded Page Designs

The majority of pages on Annuity.org had a very similar two-column blog style page layout. Most of the site's pages were content heavy articles, so this format suited that content. However, branded pages and landing pages needed improved layouts. Because the process of building full-width pages with my section designs proved to be successful and flexible, we moved our full-width page builder elements to almost every template across the site. As we expanded the types of templates we create to support content, marketing and development initiatives, I created styles unique to each of these page types.

Annuity Rates

An annuity rate is the percentage by which an annuity grows each year. The rate is set by the annuity provider, usually an insurance company, that issues the contract. The provider guarantees an interest rate for a set time period, usually three to 10 years. This growth rate is different from an annuity payout rate, which refers to the payment amounts of regular distributions.

Today's Latest Annuity Rates	1.25% 3-Year	2.30% 5-Year	1.45% 7-Year	2.50% 9-Year	2.25% 10-Year
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Annuity.Org's Best Fixed Annuity Rates by Term in August 2021

Here are the best fixed annuity rates you can currently get for each investment term.

Term	Rate
2 Year	2.15
3 Year	2.40
4 Year	2.60
5 Year	3.07
6 Year	3.08
7 Year	3.10
8 Year	2.75
9 Year	3.00
10 Year	3.20

Best Fixed Annuity Rates for August 2021

Multi-year guaranteed annuities, or MYGAs, are a type of fixed annuity that guarantees a fixed interest rate for a specified time period — usually three to 10 years. Like traditional fixed annuities, MYGAs are subject to fees called surrender charges, which an annuity holder must pay if he or she withdraws money from an annuity before the specified time period is over.

The best MYGA rate is 2.6 percent for a 10-year surrender period, 2.8 percent for a seven-year surrender period, 2.8 percent for a five-year surrender period and 2.5 percent for a three-year surrender period.

Because MYGA rates change daily, Annuity.org and its partner Senior Market Sales update the following tables every week. Therefore, it's important to check back for the most recent information.

3-Year

PRODUCT NAME	RATE	AM BEST RATING	APPLY
GuaranteeShield	1.75%	A-	DETAILS

4-Year

PRODUCT NAME	RATE	AM BEST RATING	APPLY
GuaranteeShield	1.75%	A-	DETAILS

Gain the Freedom and Flexibility You Deserve From Selling Your Payments

Castling out your annuity or structured settlement can help you be better prepared for whatever financial situation comes up in your life. We can help guide you through this process so that you can sell your payments, cover your financial needs and gain peace of mind.

How Can Selling Your Payments Help You?

- Unexpected Job Loss
- Medical Emergency
- Lifestyle Change
- Fund a Divorce
- Pay Off a Credit Card
- Fund College Education
- Pay for a Funeral

How Our Process Works

- 1 Get a Free Quote
- 2 Consider and Accept an Offer
- 3 Complete Paperwork and Get Court Approval (if Needed)
- 4 Receive Your Money

Customer Testimonials

David Gaynes
"I called them with only the most guarded hopes."

Lisa Faulkner
"Some companies couldn't work with me because it"

Beat the bank with fixed annuity rates as high as 2.95%

Find out how a multi-year guaranteed annuity can provide you with guaranteed monthly income for life at a rate higher than a certificate of deposit. Talk with one of our qualified professionals today who can help you find the best annuity product for your retirement strategy.

The Company We Keep

Our independent agents work with some of the most trusted insurance companies in the industry to find you the best product that fits your retirement goals and objectives.

Our Three-Step Process

- 1 Contact Us
We'll route you to a financial expert who specializes in annuities and retirement planning.
- 2 Get a Free Consultation
Our trusted network of advisors will listen to you and help you select the best annuity product based on your goals and objectives.
- 3 Get Guaranteed Income for Life
Get peace of mind knowing you've made a smart financial decision by securing a reliable guaranteed income for your golden years.

We Have the Tools to Help You

Retirement

Retirement is the time in a person's life, an average around age 62, when they leave the workforce. Retirement can be voluntary or involuntary and lasts roughly 20 years for the average American. It can be a relaxing time of exploration, fulfillment and leisure or a stressful period of financial struggle.

Retirement Basics

- Planning for Retirement: See the estimated monthly income you could be guaranteed to receive with an annuity.
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Our Picks

- CALCULATOR: Immediate Annuity Calculator
- CALCULATOR: Immediate Annuity Calculator
- CALCULATOR: Immediate Annuity Calculator

Browse Retirement Topics

- Planning for Retirement
- Required Minimum Distribution (RMD)
- Rolling Over Your 401(k) into an Annuity
- The Four Percent Rule
- Health Care Costs
- Retirement Risks
- Estate Planning
- Social Security Benefits
- Retirement Lifestyle
- Home Sale Proceeds
- Retirement Statistics
- The Secure Act
- SEP IRA
- Actuary
- 401(k) Plan
- 403(b) Plan
- Individual Retirement Account (IRA)
- Qualified Retirement Plan

Most Popular Topics

- Planning for Retirement: See the estimated monthly income you could be guaranteed to receive with an annuity.
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- Planning for Retirement: See the estimated monthly income you could be guaranteed to receive with an annuity.

Full-Width Section Designs

Our design system needed to be expanded to include more full width section templates for our sites. I designed multiple full-width section styles that could be used with our custom page builder, and worked directly with developers to add these section modifiers to our code framework. This increased our possibilities as far as available page layouts, and gave us more freedom in being creative with our various content types.

The image displays 12 distinct full-width section design templates arranged in a 4x3 grid. Each template includes a heading (labeled 'Heading 2'), a paragraph of placeholder text, and a 'BUY AN ANNUITY' call-to-action button. The designs vary in background color (white, light green, dark green), image placement (top left, top right, bottom right), and content layout (single column, two columns, four columns). Some templates feature decorative elements like a grid of 'Investopedia' logos or abstract geometric shapes in the corners.

Examples of Full Width Section Designs for Annuity.org

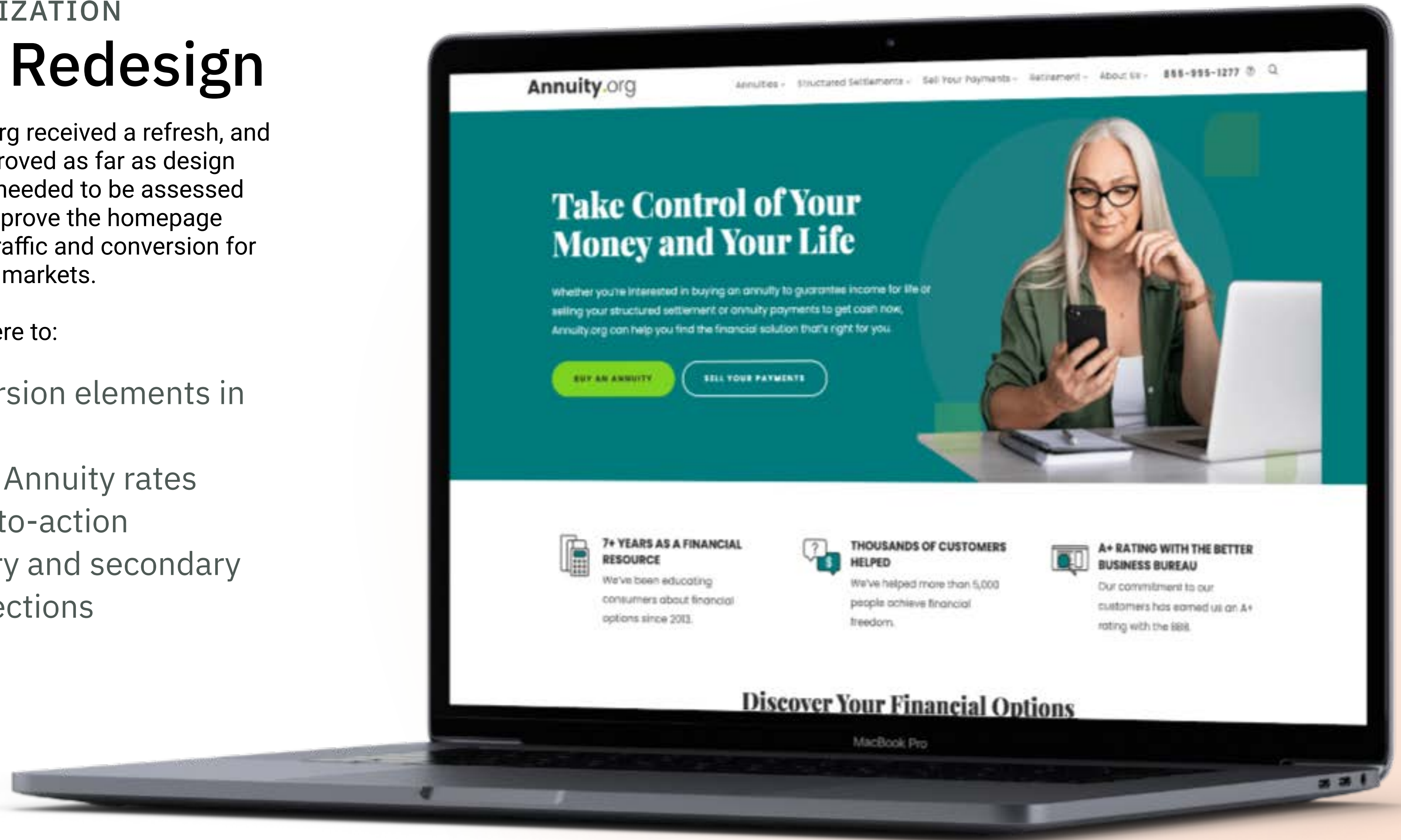
CONVERSION OPTIMIZATION

Homepage Redesign

After the brand for Annuity.org received a refresh, and various pages had been improved as far as design and content, the homepage needed to be assessed next. The initiative was to improve the homepage design in order to increase traffic and conversion for both primary and secondary markets.

For this project, the goals were to:

- Emphasize conversion elements in the hero
- Bring attention to Annuity rates through new call-to-action
- Assess the primary and secondary market content sections



Rates CTA

Annuity rates were not prominently featured on our site, and that information is essential to users looking to purchase that particular financial product. I designed a CTA that pulls in the best current annuity rates from various providers, to give users an incentive to convert.

Ultimately, we went with the banner CTA with the light green background. This element is compact and yet stands out among other sections on the page, and was also easy to implement on other pages.

Example iterations:

Interested in buying an Annuity? Find the most up-to-date rates!

PRODUCT	RATE	AM BEST RATING
GuaranteeShield	1.75%	A-
Palladium MYG 250k+	2.10%	A
MaxRate version 1 100k+	1.30%	A

Get Yours Now! [GET YOUR RATES NOW!](#)

Interested in buying an Annuity? Find the most up-to-date rates!

1.75% 3-Year	1.75% 4-Year	1.75% 5-Year	1.75% 6-Year	1.75% 7-Year	1.75% 8-Year	1.75% 9-Year	1.75% 10-Year
------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	-------------------------

Get Yours Now! [GET YOUR RATES NOW!](#)

Today's Latest Annuity Rates **1.25%** **2.30%** **1.45%** **2.50%** **2.25%** [GET YOUR FREE QUOTE](#)

3-Year 5-Year 7-Year 9-Year 10-Year

The final solution:

Today's Latest Annuity Rates **1.25%** **2.30%** **1.45%** **2.50%** **2.25%** [GET YOUR FREE QUOTE](#)

3-Year 5-Year 7-Year 9-Year 10-Year

Conversion Sections: Business Lines

These sections were included on the page to promote our most important business lines- encouraging users to buy annuities or to sell their annuities or structured settlement payments.

Initially these sections had stock images, which I felt didn't help to add value to the user. I tried iterations of this section without images, and then ultimately created graphics that simply emphasized what value each of these services could provide.

I also changed the CTA button style to be a solid bright green button, instead of a lined link style.

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

Annuities can generate a lifelong income stream, which means you can retire with confidence and security. Other benefits to owning an annuity include tax-deferred growth and protection against losing your initial investment. Annuity contracts are customizable. You can optimize your annuity to help with long-term care costs and you have the option to leave money to your beneficiaries.

Premium Protection | Income for Life
Legacy | Long Term Care

Interested in buying an Annuity? Find the most up-to-date rates!

1.75%	1.75%	1.75%	1.75%	1.75%	1.75%	1.75%	1.75%
3-Year	4-Year	5-Year	6-Year	7-Year	8-Year	9-Year	10-Year

Get Yours Now! [GET A FREE QUOTE](#)

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Premium Protection | Income for Life
Legacy | Long Term Care

Learn More About Annuities
[How Do Annuities Work?](#) [Reasons to Buy an Annuity](#) [Types of Annuities](#) [Annuity Taxation](#) [Annuity Taxation](#)

Today's Latest Annuity Rates: 1.25% (3-Year), 2.30% (5-Year), 1.45% (7-Year), 2.50% (9-Year), 2.25% (10-Year)

[GET YOUR FREE QUOTE](#)

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

Premium Protection | Income for Life | Legacy | Long Term Care

Learn More
[How Do Annuities Work?](#)
[Reasons to Buy an Annuity](#)
[Types of Annuities](#)
[Annuity Taxation](#)

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[READY TO GET STARTED?](#)

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

Premium Protection | Income for Life | Legacy | Long Term Care

Annuities can generate a lifelong income stream, which means you can retire with confidence and security. Other benefits to owning an annuity include tax-deferred growth and protection against losing your initial investment. Annuity contracts are customizable. You can optimize your annuity to help with long-term care costs and you have the option to leave money to your beneficiaries.

Looking to Buy an Annuity?
[GET A FREE QUOTE](#)

Learn More About Annuities
[How Do Annuities Work?](#) [Reasons to Buy an Annuity](#) [Types of Annuities](#) [Annuity Taxation](#) [Annuity Taxation](#)

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Premium Protection | Income for Life | Legacy | Long Term Care


Learn More About Annuities
[How Do Annuities Work?](#)
[Reasons to Buy an Annuity](#)
[Types of Annuities](#)
[Annuity Taxation](#)

Today's Latest Annuity Rates: 1.25% (3-Year), 2.30% (5-Year), 1.45% (7-Year), 2.50% (9-Year), 2.25% (10-Year)

[GET YOUR FREE QUOTE](#)

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

Premium Protection | Income for Life | Legacy | Long Term Care



Annuities can generate a lifelong income stream, which means you can retire with confidence and security. Other benefits to owning an annuity include tax-deferred growth and protection against losing your initial investment. Annuity contracts are customizable. You can optimize your annuity to help with long-term care costs and you have the option to leave money to your beneficiaries.

[What is an Annuity?](#) [Current Rates](#)
[Buying an Annuity](#) [Buying an Annuity](#)

[LEARN ABOUT ANNUITIES](#)

Annuity.org | Annuities | Structured Settlements | Sell Your Payments | Retirement | About Us | 877-568-9651

Take Control of Your Money

Whether buying an annuity to guarantee income for life or selling your structured settlement or annuity payments to get cash now, Annuity.org can help you find the financial solution that is right for you.

[BUY AN ANNUITY](#) [SELL YOUR PAYMENTS](#)

7+ YEARS AS A FINANCIAL RESOURCE
We've educated people about financial options since 2013.

THOUSANDS OF CUSTOMERS HELPED
We've helped 5,000+ people find financial freedom.

BBB: A+ RATING
We have an A+ Better Business Bureau rating.

Discover Your Financial Options

When it comes to your finances, you have options. Whether you're in need of cash today or planning your financial future, we can give you the tools you need to develop a sound financial strategy.

BUYING ANNUITIES

Guaranteed Income for as Long as You Need It

We've helped thousands of people take control of their money. Whether you're looking to guarantee income with an annuity, or you need to unlock cash now from your structured settlement or annuity payments, we're here to help you every step of the way.

[What is an Annuity?](#) [Current Rates](#)
[Buying an Annuity](#) [Buying an Annuity](#)

[LEARN ABOUT ANNUITIES](#)

SELLING PAYMENTS

Turn Periodic Payments into Instant Cash

We've helped thousands of people take control of their money. Whether you're looking to guarantee income with an annuity, or you need to unlock cash now from your structured settlement or annuity payments, we're here to help you every step of the way.

[Payout Options](#) [Settlement Loans](#)
[Settlements to Minors](#) [How They Work](#)

[LEARN ABOUT STRUCTURED SETTLEMENTS](#)



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Take Control of Your Money and Your Life

Whether you're interested in buying an annuity to guarantee income for life or selling your structured settlement or annuity payments to get cash now, Annuity.org can help you find the financial solution that's right for you.

[BUY AN ANNUITY](#) [SELL YOUR PAYMENTS](#)

8+ YEARS AS A FINANCIAL RESOURCE
We've been educating consumers about financial options since 2013.

THOUSANDS OF CUSTOMERS HELPED
We've helped more than 5,000 people achieve financial freedom.

A+ RATING WITH THE BETTER BUSINESS BUREAU
Our commitment to our customers has earned us an A+ rating with the BBB.

Today's Best Annuity Rates

2.85% 2-Year	3.50% 3-Year	3.85% 5-Year	4.00% 7-Year	3.85% 10-Year
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[BUY AN ANNUITY](#)

Discover Your Financial Options

When it comes to your finances, you have options. Whether you're in need of cash today or planning your financial future, we can give you the tools you need to develop a sound financial strategy.

BUYING ANNUITIES

Guaranteed Income for as Long as You Need It

Annuitants can generate a lifelong income stream, which means you can retire with confidence and security. Other benefits to owning an annuity include tax-deferred growth and protection against losing your initial investment. Annuity contracts are customizable. You can optimize your annuity to help with long-term care costs and you have the option to leave money to your beneficiaries.

[How Do Annuities Work?](#) [Current Rates](#)
[Reasons to Buy an Annuity](#) [Types of Annuities](#)

[BUY AN ANNUITY](#)

- Protection Against Market Risk
- Guaranteed Income for Life
- Help with Long-Term Care Costs
- Financial Security for Loved Ones

SELLING STRUCTURED SETTLEMENT AND ANNUITY PAYMENTS

Turn Periodic Payments into Instant Cash

Financial priorities constantly change. Cars break down, houses need repair, your health can decline and student loans come due. Often these events happen when money is tight. Selling a portion of your future annuity or structured settlement payments can provide you with cash today to take care of urgent financial needs.

[Reasons to Sell Your Payments](#) [Companies That Purchase Payments](#)
[When Can I Cash Out?](#) [How to Sell Your Payments](#)

[SELL YOUR PAYMENTS](#)

- Make a Major Life Purchase
- Cover Your Medical Bills
- Fund a College Education
- Pay Off Credit Card Debt

THE RESULTS

Was the homepage redesign successful?

+86%
traffic increase over 5 month period

+200%
increase in phone and form leads

+19%
increase in average time on site

Takeaways

A brand's messaging is not only enforced through content and marketing strategy, but through design and visual identity. By creating defined branding guidelines, and design system patterns, I was able to:

1

Collaborate with the content team to focus more on producing better content design and shareable assets

2

Create UI designs to support marketing initiatives that were effective in reaching our KPI goals

3

Emphasize improved visual and UX design through reinforced branding guidelines and pattern standards