

Orchard Insurance Relaunches, Unveils New Visual Identity and Tagline

Orchard Insurance is an insurance company that has successfully been operating in Eswatini for over 10 years. To mark its continued growth and evolution, Orchard is proud to announce that it is relaunching with a new logo and tagline.

Orchard's former logo, which depicted a cluster of trees, has been revamped with a new icon. The design blends the letters 'O' and 'I' together, taken from the first letters of the company's name, moreover the new typography is rounder and bolder, resulting in an updated visual identity that is simple and more modern. Foundational elements of growth, security and stability are reflected in the light green shade of green, evoking a sense of assurance.

It is hoped that the new brand design will visually represent how Orchard is moving forward in its commitment to advancing access to reliable and affordable insurance services for all emaSwati. With an emphasis on inclusivity, product offerings cater to customers whose needs have been traditionally overlooked within the insurance market, namely the unbanked and lower income earning segments.

Orchard is also launching a new campaign to kick off its new tagline "Sekela Lokuligugu Kuwe". The aim is to empower individuals and families to safeguard those that they hold dear from unexpected expenses in the future. It is hoped that by providing these insurance solutions, those who have been excluded from traditional insurance services will face the future with greater peace of mind and financial security.

"Orchard also services the Corporate and Commercial sector through its wide range of products and various strategic partnerships. Moreover, Orchard recognises the importance of Eswatini Cooperative and as such has specifically designed products for this market segment. These products benefit the Co-ops and its members." - Joseph Museva, Executive Director Operations

To help customers on their journey, the brand offers the following five core products:

- Lusendvo Funeral Cover
- Civil Servants Funeral Cover
- Credit Life Cover
- Group Funeral Cover
- Emoyeni Funeral Plan

Overall, this relaunch is expected to help audiences better connect with the brand and establish Orchard Insurance as a trusted provider of Funeral Insurance, Employee Benefits, and Credit Life Insurance in the local market.

For further information, please contact our office on 2404 1594 / 2505 8768 or e-mail info@orchardig.com. You can also visit our website www.orchardig.com