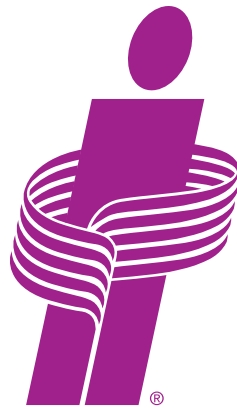


**The Official Guide  
to the Use of the  
Broker Identity Program  
Logo**



**Your Best Insurance  
is an Insurance Broker**

## The Importance of the Logo

Insurance brokers are focused on serving the needs of their customers, offering a more personal level of service, personalized insurance advice, the right coverage, and acting as the customer's advocate in the event of a claim.

Brokers who are members of a provincial association are allowed, and encouraged, to use the **unique blanket symbol**, the vibrant **magenta signature colour** and the slogan **"Your Best Insurance is an Insurance Broker"** in recognition of them being members of an organization promoting professionalism and adherence to the profession's code of ethics.

Recognition and respect for the brand is important to the long-term political and marketing goals of IBAC, and thus for every individual broker.

A cohesive and coherent brand presence helps to harness the "people-power" of brokers, defending market share against erosion by competitors, mustering political weight in Ottawa and building faith with insurer partners.

Independent brand research confirms the power and distinction of the BIP logo among prospective insurance buyers. This "trust-mark" enjoys a high level of recognition and respect in the marketplace, evoking positive impressions of a broker's professionalism, knowledge and trustworthiness. Because of this, the logo must be treated with respect, and always be depicted consistently.

In an ever-more competitive environment, it is vital that member brokers get the power of the logo working for them at every opportunity.

## Conditions for Use

- 1 The Logo is a trademark of the Insurance Brokers Association of Canada (IBAC) and is intended for use only by IBAC, its Member Associations, their member brokers, and insurance company partners that financially support the Broker Identity Program (guidelines for insurance companies are set out separately).
- 2 Brokers who are not members of an IBAC Member Association are not permitted to use the Logo. Any broker in contravention of this policy will be advised, in writing, to cease and desist immediately, failing which legal action will be pursued.
- 3 A broker who resigns from membership and is then no longer a member of an IBAC Member Association must:
  - Immediately cease displaying any BIP logo signage or identification on his/her office premises; and
  - Remove the BIP logo from stationery, business cards and other brokerage material within a brief period of time, as established and enforced by the IBAC Member Association from which the broker has resigned.



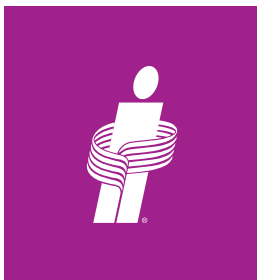
# The Official Use of the Logo

In accordance with the trademark license, the Logo must be used:

- As the symbol alone, or combined with the approved slogan, in the approved colour (magenta PMS 248), or in solid black on a white or light coloured background:



- As the symbol alone, or combined with the approved slogan, reversed out as white on a background of magenta PMS 248, black, or other dark, solid colour:



- When using the slogan, it should be set in **DIN Medium** or **DIN Bold** on two lines (as illustrated) or on one line, broken in the centre by the symbol or on one line with the symbol positioned to the right:



## Suggestions for Use

The most common use of the brand elements is undoubtedly on brokers' business cards and stationery, but every opportunity should be considered to extend this to the individual brokerage level – e.g. window/door stickers, signs, websites, promotional items such as mouse pads, calendars, keychains, etc. – and beyond – e.g. local newspaper ads, banners at community events, etc.



## Not Permitted

The symbol and slogan may not be tampered with, modified or changed in any way, in terms of wording, colour usage or artwork design.

The Logo must appear complete, separate and distinct from any other design elements.

The symbol cannot be depicted as a character, or engaged in any kind of activity, and neither can it be animated in such a way as to appear as such.

