



Logo Use Guidelines for Insurance Company Partners



1. The BIP logo is a trademark of IBAC. It is intended for use only by IBAC, its Member Associations, their member brokers, and insurance company partners (as defined below) that invest in the Broker Identity Program. Insurance companies that are “Full Partners” or “Supporters” of the Broker Identity Program are permitted to use the logo under the terms set out below.
2. In accordance with the trademark license, the logo must be used
 - in the approved colour (magenta, PMS 248) or in solid black, on its own; or in the approved colour or solid black with the prescribed slogan, set out below in 4A (ii) or 4B (ii), in black.
 - in the approved colour (magenta, PMS 248) or totally reversed out, to appear white, on its own; or in the approved colour or solid white with the prescribed slogan, set out below in 4A (ii) or 4B (ii), in white.
3. When used in insurance company partner communications, the logo should appear in a supporting or signature role, not as a dominant element of the page.
4. **Insurance companies that are** a “Full Partner” or a “Supporter” of IBAC’s Broker Identity Program may use the logo in accordance with the guidelines below, provided that they do not have a direct writer subsidiary with the same or a similar corporate name and/or logo as that being used for the purpose of selling insurance through brokers.
 - A. Full Partners**
 - i. May use the logo, on its own or in conjunction with IBAC’s prescribed slogan for insurance company partners, on all electronic and written communications, regardless of the target audience, with the exception of policies and policy-related documents, bills and invoices, and advertising/promotions undertaken in co-operation with brokers who are not members of an IBAC Member Association.
 - ii. The prescribed slogan for insurance company partners is “Proud Supporter of Brokers Displaying this Symbol”.
 - B. Supporters**
 - i. May use the logo, on its own or in conjunction with IBAC’s prescribed slogan for insurance company partners, but only on the company’s internal electronic and written communications, communications to brokers, or communications to the media, including the insurance industry trade press. Supporters are not permitted to use the logo in communications which have consumers as their target audience.
 - ii. The prescribed slogan for insurance company partners is
“Proud Supporter of Brokers Displaying This Symbol”.
 - C. Participants**

Are not permitted to use the logo.