

# Insurance Brokers Association of Canada Logo Use Guidelines for Insurance Company Partners



1 The BIP logo is a registered trademark of the Insurance Brokers Association of Canada (IBAC). It is intended for use only by IBAC, its Member Associations, their member brokers, and insurance companies (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. Effective September 1, 2018 and in accordance with the trademark license, the logo must be used:

- in the approved colour (magenta, PMS 2415) or in solid black with the prescribed slogan, set out below in 4A (ii) or 4B (ii).
- in the approved colour (magenta, PMS 2415) or totally reversed out, to appear white with the prescribed slogan, set out below in 4A (ii) or 4B (ii).

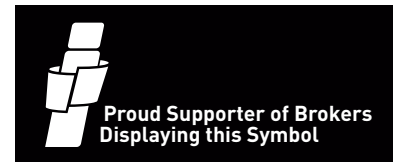
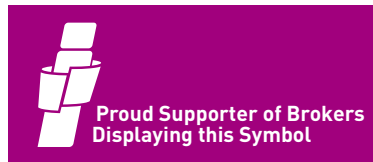


Proud Supporter of Brokers  
Displaying this Symbol



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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** “Full Partners” or “Supporters” 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

- May use the logo 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.
- The prescribed slogan for insurance company partners is **“Proud Supporter of Brokers Displaying this Symbol”**.

## B. Supporters

- May use the logo 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.
- The prescribed slogan for insurance company partners is **“Proud Supporter of Brokers Displaying This Symbol”**.

## C. Participants

Are not permitted to use the logo.

Revised August 2018