

# Broker Identity Program Logo Guidelines

**The BIP logo is intended for use only by IBAC, its Member Associations, and their member brokers.**

The iconic BIP logo is a widely-recognized brand symbol that consumers associate with trust, security and integrity. The new logo is a timely evolution to a bolder, more modern mark.


We maintain our classic magenta colour with just a slightly darker tone that has more presence. The square shoulders have been softened to seem less 'masculine'. The blanket has been repositioned. The head now aligns with the body, to convey strength. Importantly, the logo has been simplified to resonate better on digital screens.

**This new logo is confident. Dynamic. Forward looking. Like the thousands of brokers that it represents.**

What hasn't changed is the trust people feel when seeing it. It still says, 'insurance brokers provide security and peace of mind'; it still says, 'we're part of something bigger — an association of professionals who put the consumers' interests first.'

# Corporate Logo

## Insurance Brokers Association of Canada

	English	French	Bilingual
PANTONE COLOUR			
PROCESS COLOUR			
BLACK			
REVERSE			

### COLOURS



Pantone 2415  
 CMYK 42/100/14/2  
 RGB 157/35/125



# You can use the new BIP Logo 4 Ways:



① As a stand-alone visual icon



**EXAMPLE BROKERAGE  
COMPANY NAME**

② Alongside your brokerage name



**BEFORE THE QUOTE**

③ To support the new IBAC creative platform



**Your Best Insurance  
is an Insurance Broker**

④ Along with the original "slogan" used for years

\*Creative elements available on the BIPPER Toolbox.

# Customizing the Broker Logo

## CLEAR SPACE



Please do not violate the clear space around the logo. The minimum required clear space is defined by the measurement "x" which is shown in the illustration.

## TYPEFACE

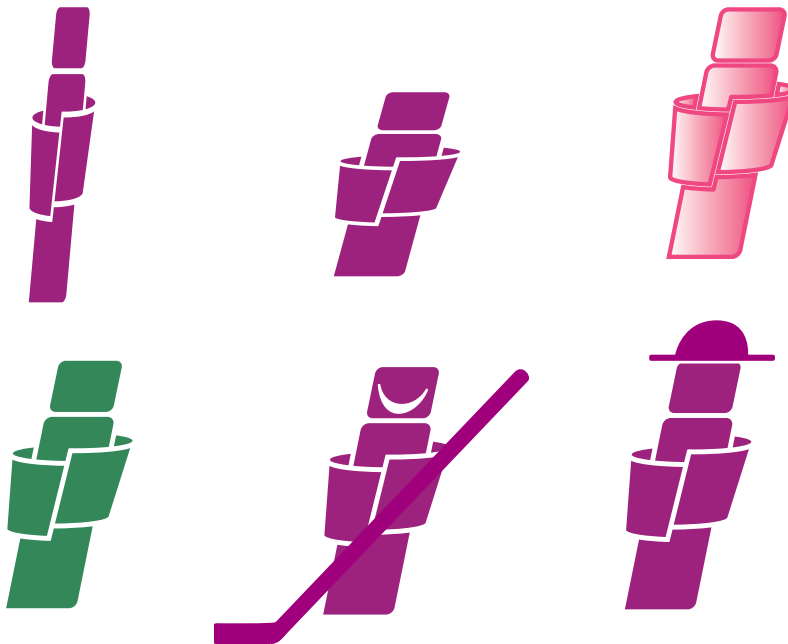
### DIN BOLD

When setting your brokerage name in the logo you should utilize the Din Bold font in all caps with a fill of 80% black. It is a commercially available typeface that your designer may already have.

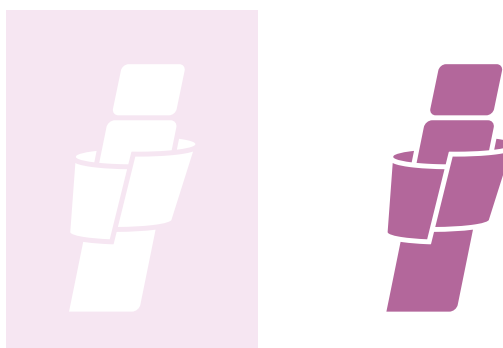
# Logo Don'ts



Do not alter the proportions of the logo or change the colour.



Do not adjust the opacity or mask the logo.



Do not use the BIP symbol as type.

