

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

PANTONE COLOUR



PROCESS COLOUR



BLACK



REVERSE



COLOURS



Pantone
CMYK
RGB

2415
42/100/14/2
157/35/125

—
0/0/0/80
51/51/51



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



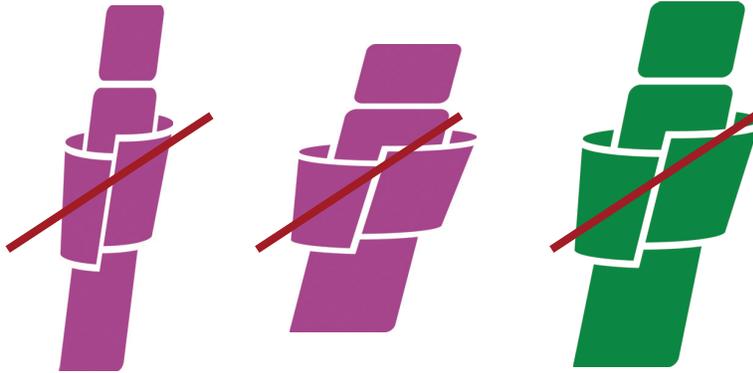
Please do not violate the clear space around the logo. The minimum required clear space is defined by the measurement "x" which is shown in the illustration.

TYPEFACE

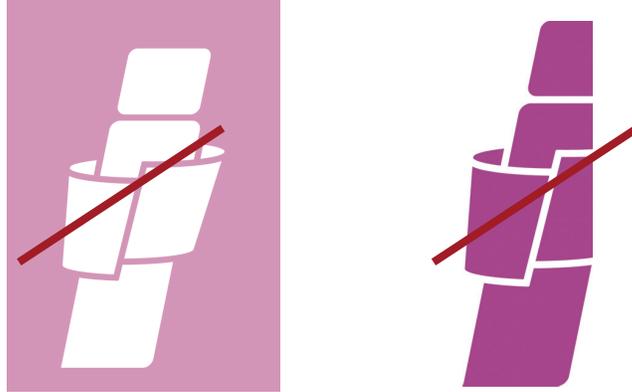
DIN BOLD

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.