

Brand Guidelines

National Association of Benefits
and Insurance Professionals

September 2022

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**BRAND
MESSAGING**



As the premier trade association representing health insurance agents and brokers, NABIP continues to protect the indispensable role that professional benefits specialists play in *servicing consumers*.

JANET TRAUTWEIN | NABIP CEO

Message Architecture

NABIP:

The National Association of Benefits and Insurance Professionals

NABIP Tagline:

Shaping the future of healthcare

About NABIP (Boilerplate / “Elevator Pitch”) Descriptor:

The National Association of Benefits and Insurance Professionals (NABIP) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. To meet that vital mission, NABIP advances the interests of its members and advocates for sound public-policy solutions. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters across America.

Pronunciation:

nā-*bih*-p (nay-bip)

Messaging Pyramid



Message Architecture



WHAT does NABIP Do?

Tagline:

Shaping the future of healthcare

Mission:

NABIP advocates for our members and their clients, provides professional development, and delivers resources to promote excellence.

Vision:

NABIP is the preeminent organization for health insurance and employee benefits professionals and works diligently to ensure all Americans have access to high-quality, affordable healthcare and related services.

Elevator Pitch:

The National Association of Benefits and Insurance Professionals (NABIP) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. To meet that vital mission, NABIP advances the interests of its members and advocates for sound public policy solutions. NABIP represents more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters across America.

Message Architecture

About NABIP:

The National Association of Benefits and Insurance Professionals (NABIP) represents licensed insurance and benefits professionals from more than 200 chapters across America. NABIP members work with businesses of all sizes to secure appropriate and affordable health insurance and benefits plans. Our members assist millions of consumers by expertly guiding them through the complexities of health insurance purchasing and enrollment while ensuring they receive the highest-quality policy at the most affordable price. Our job does not end with the sale. Guided by our Code of Ethics, our licensed professionals help their clients with claims issues, service questions, and compliance matters throughout the life of each policy they sell.

As the premier trade association representing the industry, NABIP leads state and federal advocacy efforts to advance the interests of benefits professionals and promote responsible health insurance market solutions. To effectively navigate the ever-evolving marketplace, NABIP provides its members with many educational opportunities, advanced designation programs, professional conferences, and networking opportunities.

Message Architecture

WHO is NABIP?

As the premier trade association representing the industry, NABIP advocates on behalf of benefits and insurance professionals to promote responsible health insurance market solutions. NABIP is the responsible and respected advocate for the industry, working to help its members effectively navigate the ever-evolving health insurance and benefits marketplace. NABIP provides its members with many educational opportunities, advanced designation programs, professional conferences, and networking opportunities.

NABIP's members provide clients access to traditional health insurance products, self-funded plans, Medicare Advantage and supplements, and various other employee benefits solutions.

At NABIP, the following principles guide our work each day:

- To hold the selling, service and administration of health insurance and related products and services as a professional and public trust and do all in my power to maintain its prestige.*
- To keep paramount the needs of those whom I serve.*
- To respect my clients' trust in me, and to never do anything which would betray their trust or confidence.*
- To give all service possible when service is needed.*
- To present policies factually and accurately, providing all information necessary for the issuance of sound insurance coverage to the public I serve.*
- To use no advertising which I know may be false or misleading.*
- To consider the sale, service and administration of health insurance and related products and services as a career, to know and abide by the laws of any jurisdiction Federal and State in which I practice and seek constantly to increase my knowledge and improve my ability to meet the needs of my clients.*
- To be fair and just to my competitors, and to engage in no practices which may reflect unfavorably on myself or my industry.*
- To treat prospects, clients and companies fairly by submitting applications which reveal all available information pertinent to underwriting a policy.*
- To extend honest and professional conduct to my clients, associates, fellow agents and brokers, and the company or companies whose products I represent.*

Message Architecture

WHY does NABIP shape the future of healthcare?

We believe all Americans should be empowered to make wise healthcare and benefits decisions and access high-quality, affordable healthcare and related services.

Anticipate and Meet the Needs of Our Members

We understand that changes in the Medicare market and the increasing number of mergers and acquisitions, both in the broker and consultant community and among healthcare providers, is a significant area of change for insurers and other players in the healthcare arena. We are committed to monitoring the Medicare market's developing landscape as well as new mergers and acquisitions and providing resources and decision tools to help our members make appropriate decisions in this area. Some of our members are concerned about changes to compensation structures. Therefore, knowing what compensation structures are available and when to use different types is critical to ensuring that employers and other healthcare consumers can serve their healthcare needs effectively.

Create Awareness of High-Quality, Affordable Healthcare Options, and Benefits

Significant healthcare policy changes can come in many directions – through a presidential executive order, federal agency, Congress, or Supreme Court decision. To adapt to these changes, NABIP advocates on behalf of benefits and insurance professionals for affordable and responsible health insurance market solutions at the state and federal levels of government. NABIP also works to communicate industry-related information accurately and timely with our members, policymakers, and consumers.

NABIP also prioritizes member education to equip them with the necessary tools to best advise their clients. Our members assist millions of consumers by expertly guiding them through the complexities of health insurance purchasing and enrollment while ensuring they receive the highest-quality policy at the most affordable price.

Message Architecture

HOW does NABIP shape the future of healthcare?

Advocating for Affordable and Responsible Health Insurance Market Solutions

NABIP advocates on behalf of benefits and insurance professionals for affordable and responsible health insurance market solutions and the state and federal levels of government. One of the primary ways we engage in advocacy for the consumer is by supporting legislation that ensures the future and stability of the insurance industry. Our political action committee, registered with the Federal Election Commission, was created to allow contributors to combine their financial support for a candidate to achieve maximum effect. Our PAC allows our members to support the political campaigns of candidates who believe in private sector solutions for the health and financial security of all Americans. The NABIP PAC's initiatives have saved consumers \$260 billion by maintaining the employer exclusion on health insurance benefits, \$16 billion by delaying the Cadillac tax, and \$12 billion by delaying the health insurance tax.

NABIP's "Operation Shout": One of the primary ways we engage in advocacy for the consumer is by supporting legislation that ensures the future and stability of the insurance industry. Through Operation Shout, members are notified when relevant legislative issues arise and can participate by choosing to send NABIP-drafted or personalized letters to members of Congress.

NABIP's "Compliance Corner": As part of our advocacy efforts, ensuring compliance with federal statutes and regulations in the areas on insurance, labor, and taxes can present a challenging task for many of our clients. Through our Compliance Corner, NABIP provides its membership with direct access to federal statutes and regulations that affect the insurance industry.

Message Architecture

Providing Advanced Resources for Our Members

NABIP works to inform its members on how they can leverage technological changes and improvements to improve their experience and that of their clients. NABIP engages in an ongoing analysis of technology and tools to determine what will help our members and their clients operate more efficiently. NABIP is committed to investment in appropriate technology as well as analysis and continuous monitoring to provide resources for our members on technology options.

As a member-centered organization, NABIP also provides its state and local chapters with membership resources to ensure their growth and success. This includes providing our members with professional resources, publications, and business-development tools that will help foster each chapter's individual needs.

NABIP's "Find an Agent": In order to empower Americans to make wise healthcare and benefits decisions, NABIP provides online access to its proprietary membership database known as Find an Agent. This online service helps members of the public locate the appropriate NABIP members to obtain information regarding their employee benefits and insurance needs.

Building a Vast Network of Health Insurance and Employee Benefits Professionals

Within the organization, NABIP works to connect members and build a collaborative and connected work environment. NABIP provides its members with professional conferences and networking functions. Externally, NABIP prides itself on representing a vast network of clients, ranging from Fortune 500 companies to small businesses and individuals.

To help promote our network of insurance and benefits professionals, NABIP is committed to recognizing members and chapters that excel. NABIP's Leading Producers Round Table recognizes its top producers through its Leading Producers Round Table (LPRT) program, rewarding these members with educational offerings and services. NABIP also honors its top state and local chapters with awards for outstanding achievements and excellence in serving their members and industry.

Message Architecture

Personal Growth:

NABIP offers health insurance professionals many educational opportunities, including advanced designations, certifications, continuing education, and online learning. In addition, NABIP partners with businesses like Dell, iDefend, Hertz, Office Depot, and more to provide members with exclusive deals and discounts.

Networking Programs:

NABIP holds two annual national meetings – the Capitol Conference in Washington, DC, and the Annual Convention and Exhibition. NABIP's more than 200 chapters also have state and local meetings each month. One of the newest NABIP events is the Virtual Power Hour, a monthly virtual gathering designed to introduce members directly to peers across the country. Broker to Broker (B2B) has long been one of NABIP's most popular member benefits. The ability to exchange information and ideas through our multiple dedicated discussion communities by specific interest area is incredibly valuable for many NABIP members.

Supporting Consumers Throughout the Life of Each Policy

Our members assist millions of consumers by expertly guiding them through the complexities of health insurance purchasing and enrollment while ensuring they receive the highest-quality policy at the most affordable price. Our job does not end with the sale. Guided by our Code of Ethics, our licensed professionals help their clients with claims issues, service questions, and compliance matters throughout the life of each policy they sell.

02

**BRAND
VISUAL
IDENTITY**



Primary Logo



ICON

TAGLINE

ACRONYM

PRIMARY LOGO

Alternative Logos

*The tagline “Shaping the future of healthcare” is to be used on every logo apart from the wordmark and icon. It is a critical facet of the NABIP brand and should be displayed accordingly.

*The icon should only be used when the tagline and logotype are not essential to the design.



FULL LOGOTYPE



ACRONYM



WORDMARK



ICON

Logo Colors

Multicolored



Navy



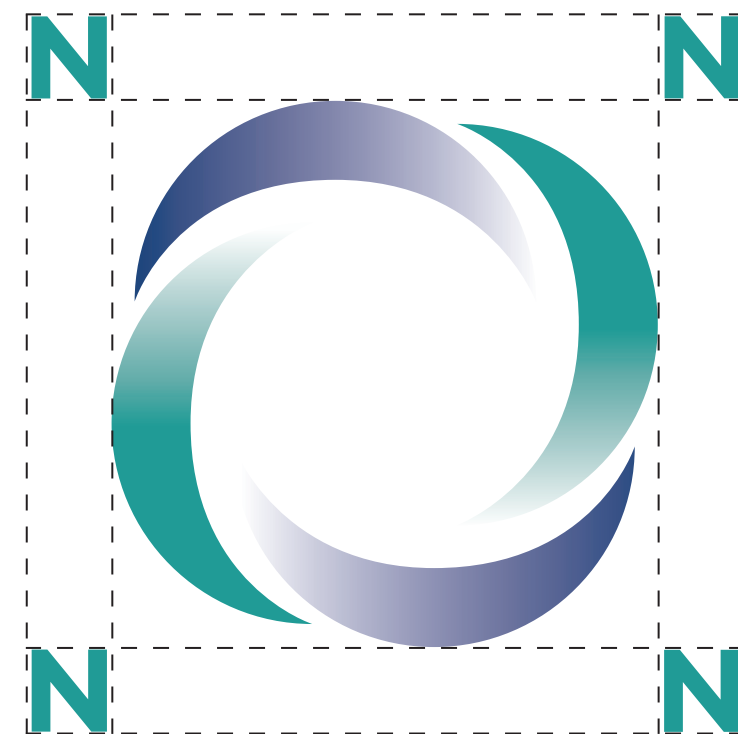
Multicolored



White



Logo Spacing



When using NABIP's logos, it is critical to ensure clear space between them and other assets or text. This practice maximizes the logo's visibility and overall effect as a branded asset. At a minimum, the NABIP "N" as indicated above should be maintained on each corner of the logo space. This will keep the logo free of clutter and easily recognizable.

Logo Misuse



Do not change the colors of the logo.



Do not tilt the logo or present it at an angle.



Do not outline any portion of the logo or icon.



Do not stretch or distort the logo.



Do not stack the primary logo.



Do not apply a drop shadow to the logo.



Do not manipulate the icon or font in any way.



Do not change the position of the icon or logotype.



Do not use the logo over complex patterns or images.

Logo File Formats

- .eps, .svg, and .png files have transparent (clear) backgrounds.
- .jpeg will have a white background.
- Use .eps for printing purposes and .svg, .png. and .jpeg for digital use.

Multicolored



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG

Navy



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG

Multicolored



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG

White



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG

03

**TYPHO
GRAPHY**



Montserrat.

PRIMARY TYPEFACE

Montserrat is a clean, versatile geometric typeface. It is NABIP's primary typeface and is used in any scenario where NABIP branding is applied. Montserrat's rounded edges are married with rich, sharp points making this sans-serif typeface an important indicator for NABIP's brand hierarchy. This is an easily recognizable professional typeface while maintaining playful and unique characteristics throughout its adaptable weights.

Montserrat is also featured as the brand's logo typeface. Pairing different weights together is permissible, though Montserrat Regular pairs best with Montserrat Bold when featured alongside NABIP's logo mark.

Adobe Fonts | Google Fonts

Aa Bb Cc

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,**

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.,*

AaBbCc

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !*({[.

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !({[.*

Baskerville.

PRIMARY SERIF TYPEFACE

Baskerville is a traditional-style serif typeface. Despite its ornate and unique characteristics, Baskerville is highly legible in all weights. Baskerville is to be used as a primary serif typeface where a more formal approach is needed. This typeface enhances any document, event deliverable, or social post. Baskerville is a professional and modern take on the old-style serif fonts and is an ideal pairing with Montserrat.

When pairing typefaces, never use Baskerville with another serif font. Baskerville regular or bold pairs well with both Montserrat Regular and Bold. Use italics only in scenarios where emphasis or variety is needed within a design or document.

Adobe Fonts | Google Fonts

Secondary Fonts

OSWALD is a robust all-caps font and a great addition to NABIP's primary fonts. With its condensed style, Oswald also provides a unique treatment to designs that are limited in space. This is a show-stopper serif typeface that maintains crisp straight lines, even in settings where smaller font size is applied. While Oswald is a great stand-alone font, you can also use this as a great contrast to Montserrat and Baskerville on various designs.

ROBOTO'S crisp and rounded edges are a great secondary replacement for Montserrat when a different style is needed. Its thinner weights pair perfectly with the thicker styles of Montserrat and Oswald. Roboto is legible and easily accessible on all types of documents, providing a clean and informal addition to the robust NABIP font styles.

AaBbCc

OSWALD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !*({[,.>

Adobe Fonts | Google Fonts

AaBbCc

ROBOTO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !*({[,.>

Adobe Fonts | Google Fonts

Typography Hierarchies

Primary Headline

Montserrat Bold, 76

Secondary Headline

Montserrat Medium, 55

Body Text

Montserrat Regular, 20 pt font. 24pt paragraph spacing, 0 point tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

We may add Baskerville in as an additional “body text” option.

Typography Hierarchies

Third-Level Heading

Montserrat Medium, 32

Small Caption

Montserrat Regular, 18

Pull Quote

**Baskerville Semi-Bold, 30 pt font. 34pt paragraph spacing,
0 point tracking.**

**“Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.”**

Firstname Lastname | Title or Company

Baskerville, Semi-Bold, 24pt | Baskerville Regular, 24pt

04

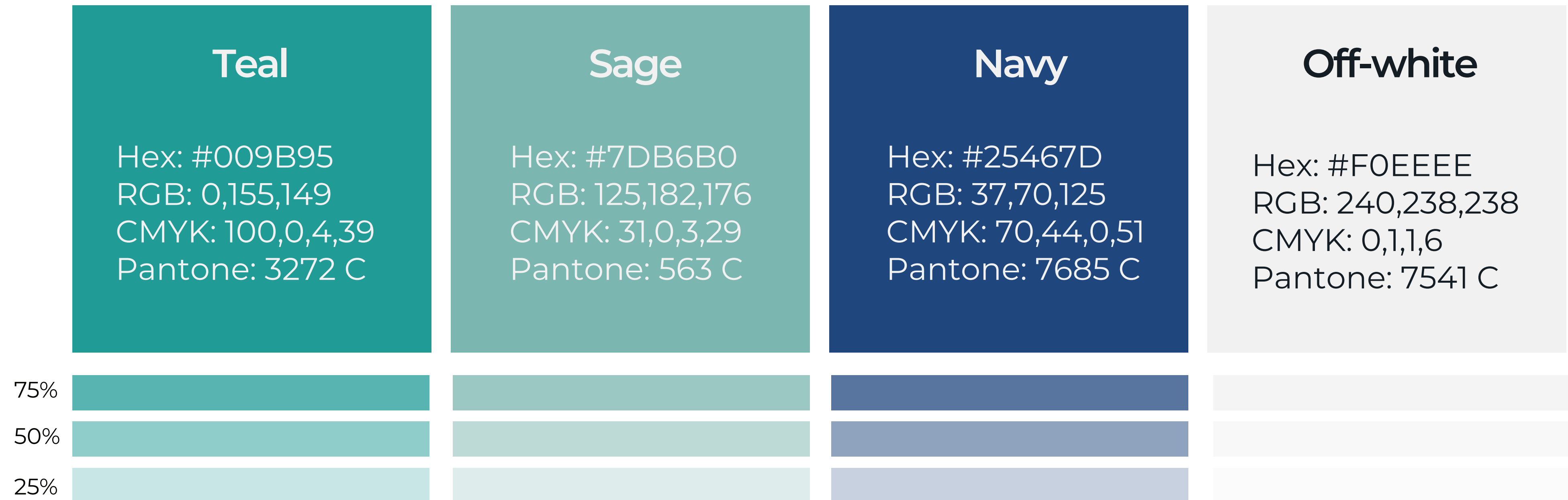
COLOR



Color

Primary

RGB: for web
CMYK: for print



NABIP's color palette is a creative tool to form a cohesive, recognizable brand. The primary colors should be utilized across all branded NABIP assets and collateral. The secondary and tertiary fonts exist to compliment the primary. As such, they should be used only with the primary palette and never alone. The secondary and tertiary colors provide depth and a wide variety of moods to accent a co-branded style, data visualization, or any scenario where an accent color would strengthen the design.

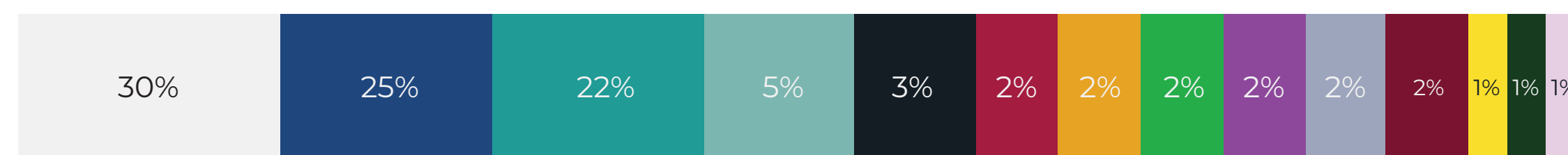
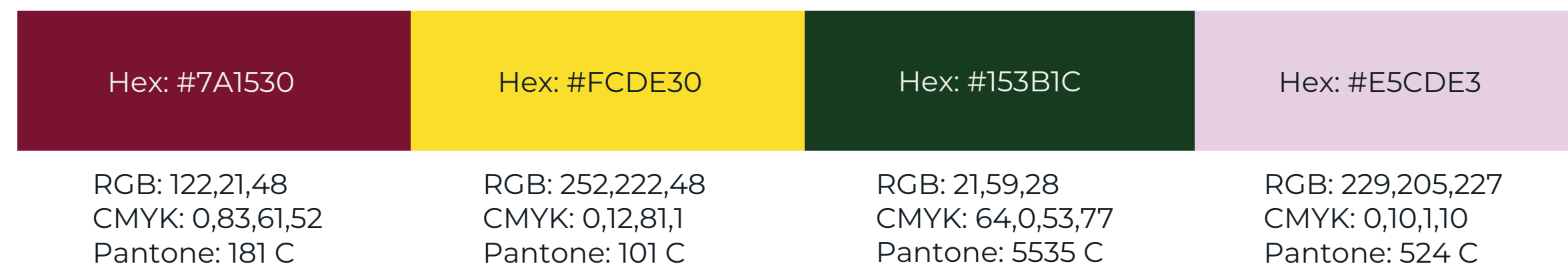
When using the primary colors as a gradient, it is permissible to assign the following percentages of opacity: 75%, 50%, and 25%. Never set an opacity outside these percentages on design products. When adding color to the font, the opacity should always be set to 100% opacity for optimal visibility.

Color

Secondary



Tertiary



This visualization breaks down estimated percentages the colors could be featured in a given design. This is meant to show color hierarchy and will not be an exact reflection on any given design.

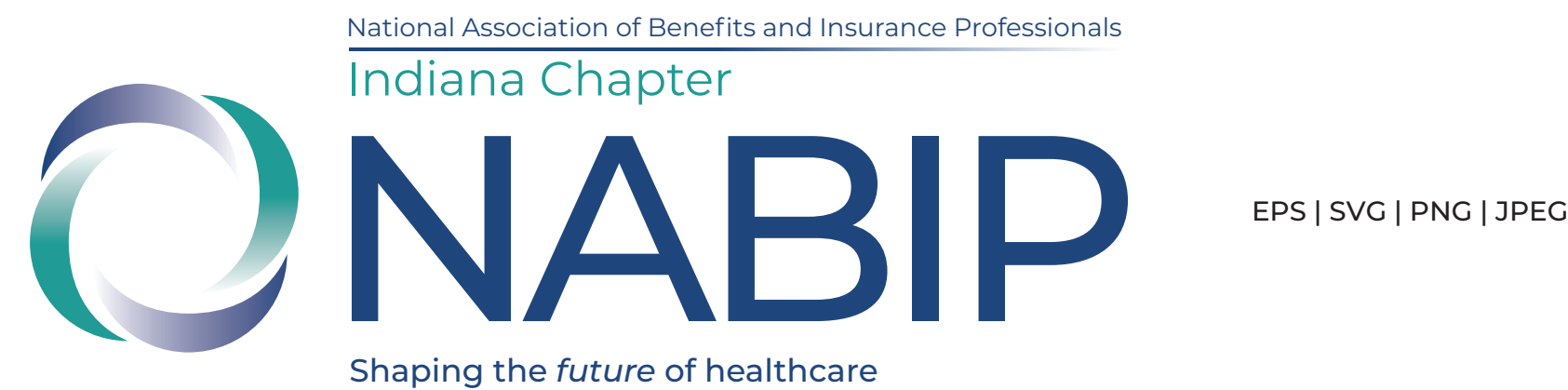
The secondary and tertiary fonts exist to compliment the primary. As such, they should be used only with the primary palette and never by themselves. The secondary and tertiary colors provide depth and a wide variety of moods to accent a co-branded style, data visualization, or any scenario where an accent color would strengthen a design.

05

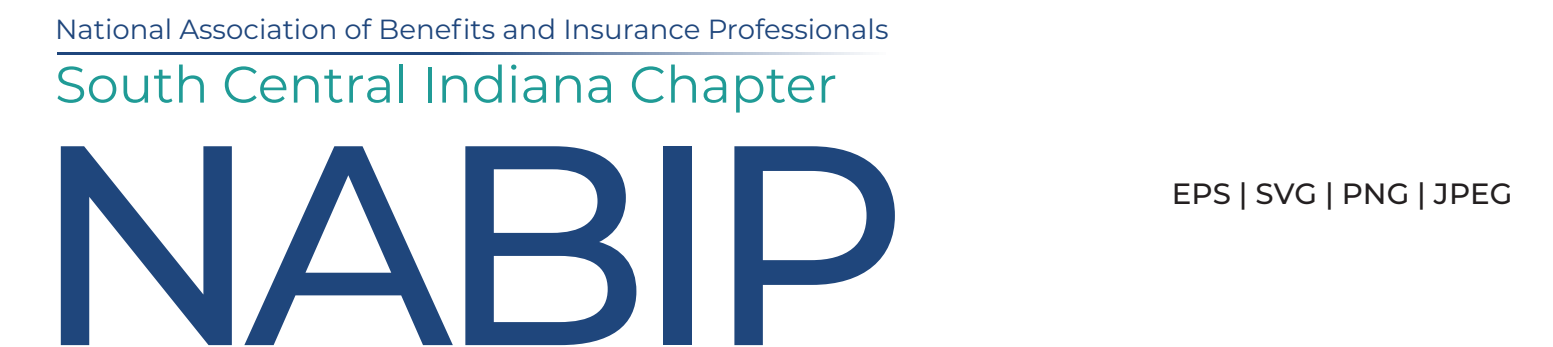
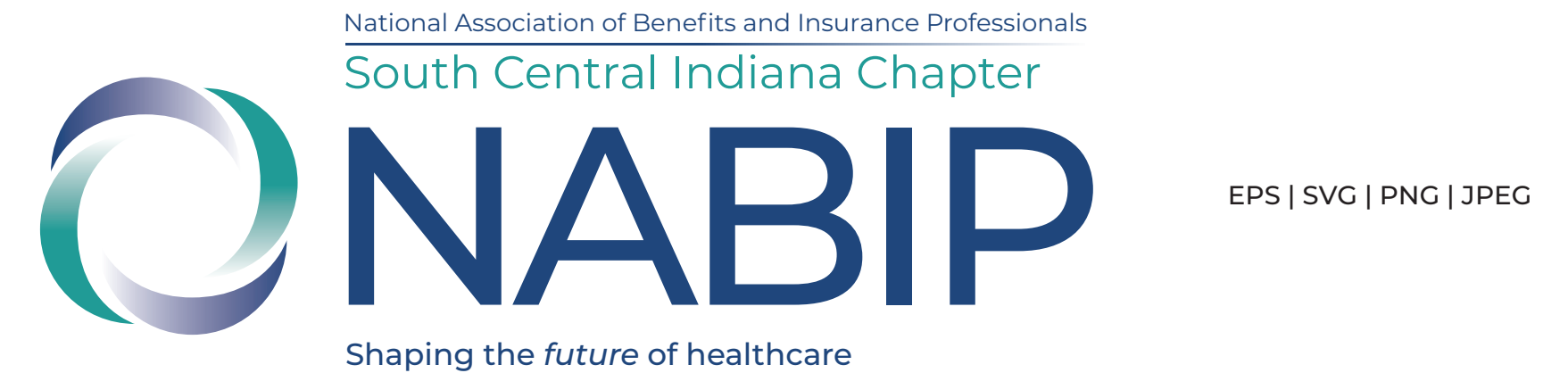
**CO-BRANDING
SYSTEMS &
CERTIFICATIONS**

State & Local Chapters

State



Local



NABIP’s State and Local chapters are foundational subdivisions of the NABIP brand. This branding hierarchy maintains a deep connection to the NABIP National logo while providing a unique differentiator for each chapter. It is crucial that “National Association of Benefits and Insurance Professionals” be included at the top of the graphic, as it signifies the vital role the National Association plays within each chapter. The NABIP Icon will remain the same, changing only the chapter’s name on the logomarks.

Program Co-Brands

Foundation

The logo for the Foundation program co-brand. It features the word "NABIP" in a teal, sans-serif font, followed by a vertical bar and the word "foundation" in a dark blue, lowercase, sans-serif font.

EPS | SVG | PNG | JPEG

Primary Foundation Color:

Hex: #25467D

Hex: #25467D
RGB: 37,70,125
CMYK: 70,44,0,51
Pantone: 7685 C

PAC

The logo for the PAC program co-brand. It features the word "NABIP" in a teal, sans-serif font, followed by a vertical bar and the word "pac" in a dark red, lowercase, sans-serif font.

EPS | SVG | PNG | JPEG

Primary PAC Color:

Hex: #A51D41

RGB: 165,29,65
CMYK: 0,82,61,35
Pantone: 1805 C

NABIP's Foundation and PAC logos maintain a close connection to the NABIP brand, while providing a unique co-branded solution. Both of these programs are essential facets of NABIP's overall organizational structure. and PAC logo must preserve a horizontal structure, not stacked.

Program Co-Brands

LPRT



Platinum
Advisors



Soaring
Eagle



The Leading Producers Round Table, Platinum Advisors, and Soaring Eagle logos include two different lockups that can be used interchangeably. Do not alter these logos past these two lockups, including using the icons by themselves.

Program Co-Brands

Podcast



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG



EPS | SVG | PNG | JPEG

NABIP
Vision



EPS | SVG | PNG | JPEG

The Healthcare Happy Hour logo includes three different lock-ups to be used interchangeably. The NABIP Vision logo is only presented horizontal and should not appear stacked.

Certifications

Brand



EPS | SVG | PNG | JPEG

Individual Logo



EPS | SVG | PNG | JPEG

Email



EPS | SVG | PNG | JPEG

NABIP's certifications is presented as 1) an individual brand, 2) individual certifications and 3) the solution to displaying multiple certifications in an email signature. Do not alter the individual certification's colors.

Certification Color Guide

Account-Based Health Plans Certification



Single-Payer Healthcare Certification



Benefits Account Manager Certification (Third Edition)



Voluntary/Worksite Certification



Advanced Benefits Account Manager Certification (First Edition)



Wellness Certification



Benefits Technology Certification



Employer-Sponsored Plans in a Post ACA Era Certification



HIPAA Certification



Prescription Benefits Certified



Individual Health Insurance Certification



Coming Soon: Pharmaceutical Facts, Policy and the Market Today Certification



Self-Funded Certification



Advanced Self-Funded Certification



Each certification is assigned a specific color. When using these, it is important to utilize each certification's new "primary" color ONLY alongside the NABIP Primary colors of teal, sage, navy and off-white. In order to maintain a sense of brand continuity, it is discouraged to pair these certifications' assigned colors with other secondary or tertiary colors.

06

VENDOR GUIDE

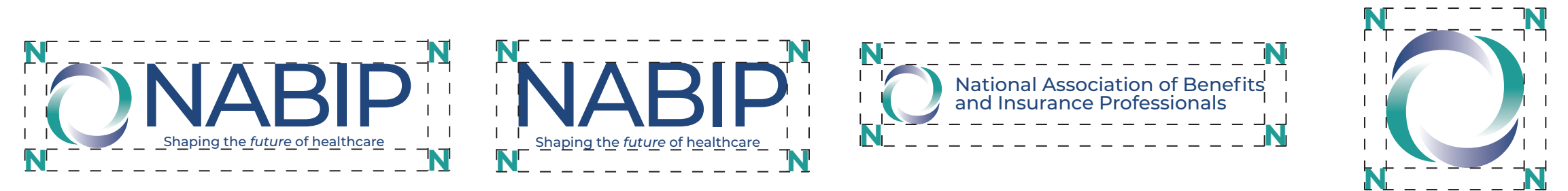


Vendor Style Guide

Logo



Logo Spacing



When using NABIP's logos, it is critical to ensure clear space between them and other assets or text. This practice maximizes the logo's visibility and overall effect as a branded asset. At a minimum, the NABIP "N" as indicated above should be maintained on each corner of the logo space. This will keep the logo free of clutter and easily recognizable.

Color

The secondary and tertiary fonts exist to compliment the primary. As such, they should be used only with the primary palette and never by themselves. The secondary and tertiary colors provide depth and a wide variety of moods to accent a co-branded style, data visualization, or any scenario where an accent color would strengthen a design.

Primary				Secondary		Tertiary	
Teal	Sage	Navy	Off-white	#A51D41	#E7A323	#10AC4B	#8E489B
Hex: #009B95 RGB: 0,155,149 CMYK: 100,0,4,39 Pantone: 3272 C	Hex: #7DB6B0 RGB: 125,182,176 CMYK: 31,0,3,29 Pantone: 563 C	Hex: #25467D RGB: 37,70,125 CMYK: 70,44,0,51 Pantone: 7685 C	Hex: #F0EEEE RGB: 240,238,238 CMYK: 0,1,1,6 Pantone: 7541 C	RGB: 165,29,65 CMYK: 0,82,61,35 Pantone: 1805 C	RGB: 231,163,35 CMYK: 0,29,85,9 Pantone: 1235 C	RGB: 16,172,75 CMYK: 91,0,56,33 Pantone: 3405 C	RGB: 142,72,155 CMYK: 8,54,0,39 Pantone: 513 C
75% 50% 25%				RGB: 158,166,190 CMYK: 17,13,0,25 Pantone: 536 C	RGB: 22,31,38 CMYK: 42,18,0,85 Pantone: 5535 C	RGB: 21,59,28 CMYK: 64,0,53,77 Pantone: 5535 C	RGB: 229,205,227 CMYK: 0,10,1,10 Pantone: 524 C
				Hex: #7A1530	Hex: #FCDE30	Hex: #153B1C	Hex: #ESCDE3
				RGB: 122,21,48 CMYK: 0,83,61,52 Pantone: 181 C	RGB: 252,222,48 CMYK: 0,12,81,1 Pantone: 101 C		

Fonts

PRIMARY **Montserrat**

REGULAR **BOLD** *ITALIC*

Adobe Fonts | Google Fonts

Baskerville

REGULAR **BOLD** *ITALIC*

Adobe Fonts | Google Fonts

SECONDARY **Oswald**

REGULAR **BOLD**

Adobe Fonts | Google Fonts

Roboto

REGULAR **BOLD**

Adobe Fonts | Google Fonts