CO-BRANDING SYSTEMS & CERTIFICATIONS
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.
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.
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.
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.
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.