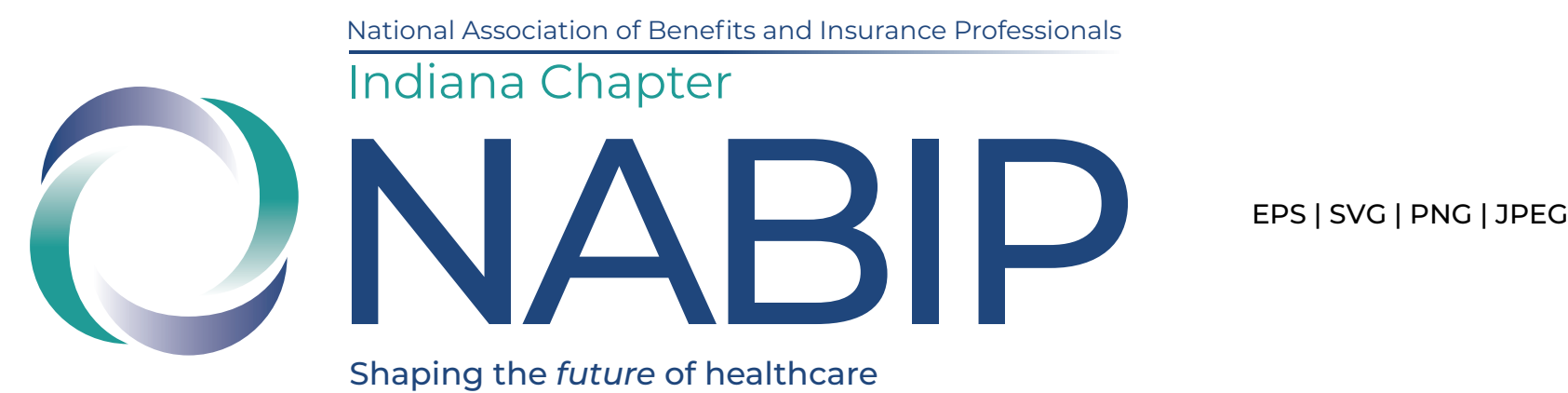


05

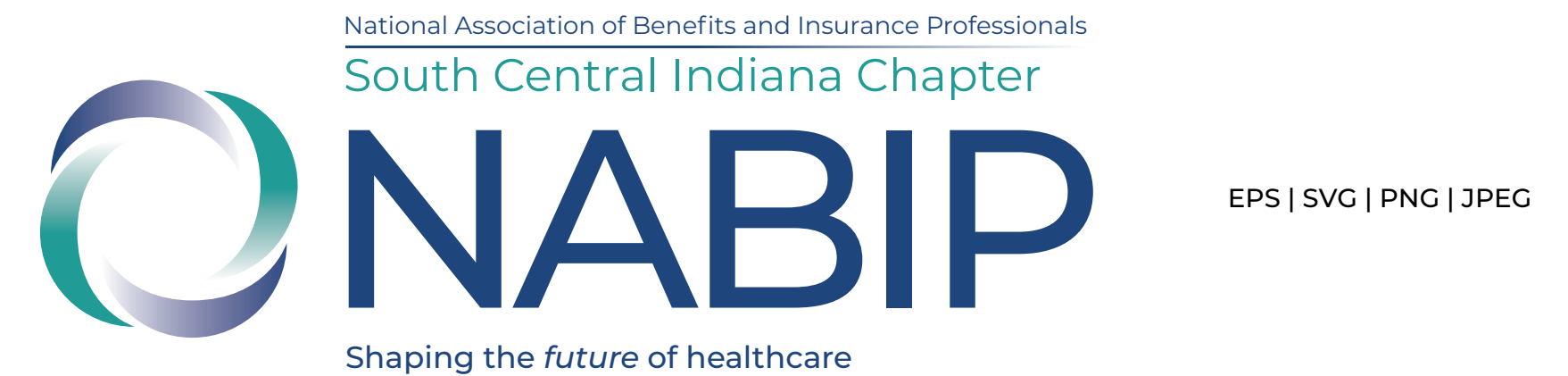
**CO-BRANDING
SYSTEMS &
CERTIFICATIONS**

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.

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.