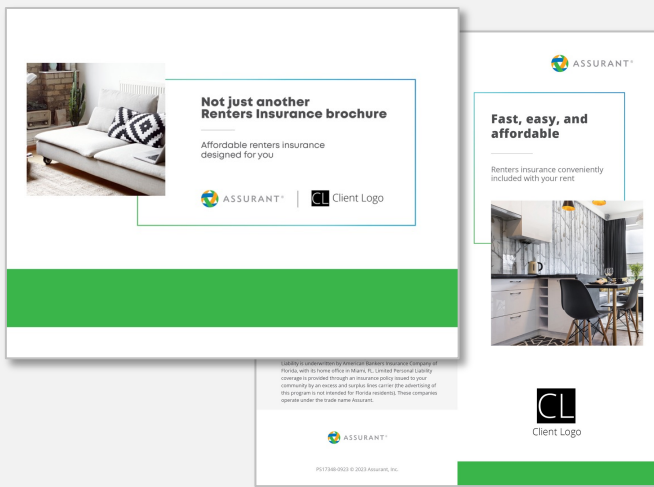


ASSURANT CLIENT CO-BRANDING GUIDANCE

To support the new partnership between you and Assurant, our team will begin creating marketing assets (website landing pages, emails, ebrochures, etc.) that combine our visual branding to best suit your marketing efforts. At Assurant, we use two co-branding approaches.

Assurant Primary Co-Branding

Assurant is the primary brand, listed first. Design elements and tone of voice are primarily sourced from Assurant's brand guidelines. The [brand name]'s partner brand logo appears alongside.



Partner Primary Co-Branding

The partner is the primary brand, listed first. Design elements and tone of voice are primarily sourced from the client's brand guidelines. The Assurant logo is secondary.



Next Steps

Please provide your account executive with your company logo (must be larger than 320px). Our design team will determine any additional requirements, including brand colors, font, etc.

Looking Ahead

We're excited to partner with you and look forward to building a strong relationship moving forward! Please reach out to your account representative with any questions or concerns.