
INSURANCE TECHNOLOGIES **IDENTITY STANDARDS**

Overview

These corporate identity guidelines are to be used as a reference to the creation of any corporate materials created by employees of Insurance Technologies.

Our corporate identity and brands are valuable to Insurance Technologies. They are also essential marketing tools when building and maintaining identity within Financial Services, Insurance and Technology industries.

To ensure consistency and standardization of materials across the company, Insurance Technologies actively encourages all communication and marketing material to be designed with full consideration of and compliance with the newly developed identity standards as provided in this document.

In order to maintain these objectives, it is recommended that any advertising, promotional or related projects are discussed thoroughly with the VP of Marketing or Creative Director of Insurance Technologies.

This guide will be updated as needed. For the most current published information, please check the electronic version of the guide located on [\\it-fs01\Shared-Graphics\IT Guidelines](#).

For client use of corporate and product logos, please speak with the marketing department on guideline parameters of all brands for external use.

Quick Links

These quick links are provided to assist in adhering to these new corporate identity guidelines.

Corporate and Product Logos:

<\\it-fs01\Shared-Graphics\IT Logos>

Email Signatures & Instructions:

<\\it-fs01\Shared-Graphics\Email Signature>

Fonts:

<\\it-fs01\Shared-Graphics\IT Fonts>

PPT Templates:

<\\it-fs01\Shared-Graphics\IT PowerPoint Masters>

Word Templates (Agendas, Binder Covers, Documents):

<\\it-fs01\Shared-Graphics\IT Word Doc Templates>

Excel Templates:

<\\it-fs01\Shared-Graphics\IT Excel Templates>

Corporate Fonts

These corporate fonts will be used for materials created by the Insurance Technologies marketing and sales creative staff for use in digital and promotional media.

The corporate typeface has been chosen for professionally created communications such as printed brochures, signage, business cards, advertising, signage etc. Various typeface weights may be combined in use.

Calibri:
Used in corporate PowerPoint® presentations, word processing documents, and other internally created materials.

Open Sans:
Used in corporate marketing data sheets and other promotional communication materials.

Times Roman:
An exception has been made for Times Roman to be used in the body text of some Foresight product documentation and legacy legal documents. Reference templates provided.

CALIBRI (sans serif font)
1234567890!@#\$%^*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcde-
fghijklmnopqrstuvwxyz

OPEN SANS FAMILY – Web and Marketing Print
1234567890!@#\$%^*()ABCDEFGHIJKLMNOPQRSTUVWXYZ-
abcdefghijklmnopqrstuvwxyz

Alternate Fonts

These alternate fonts will be used for publications created by Insurance Technologies employees and for use in digital media. The corporate typefaces have been chosen for professionally created communications (printed brochures, signage, business cards, advertising, signage etc.).

Communications created by Insurance Technologies employees (PowerPoint®, word processing documents etc.) will use the alternate fonts Calibri. This typeface can be read by everyone and will display consistently on all computers, eliminating unintended line breaks in documents.

These typefaces have been designed to work in the low resolution world of digital media. They are not suitable for use in commercially printed material, but are fine for laser printers.

Verdana and Arial are sans serif typefaces typically used in digital applications when Open Sans is not available.

Times is a legacy font used in older Insurance Technologies technical and legal documents. This should only be used when time is not permitted to update legacy content/ documentation.

Alternate Fonts - To be used by Insurance Technologies employees. Microsoft Word®, PowerPoint®, Web, and Email

CALIBRI – Email, PowerPoint®

1234567890!@#%*()ABCDEFGHIJKLMN OPQRSTUVWXYZ-
abcdefghijklmnopqrstuvwxyz

OPEN SANS – Web and Marketing Print

1234567890!@#%*()ABCDEFGHIJKLMN OPQRSTU-
VWXYZabcdefghijklmnopqrstuvwxyz

VERDANA – Apps /System (sans serif font)

1234567890!@#%*()ABCDEFGHIJKLM-
NOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ARIAL – Apps /System (sans serif font)

1234567890!@#%*()ABCDEFGHIJKLMN OPQRSTU-
VWXYZabcdefghijklmnopqrstuvwxyz

The following is only permitted for legacy technical and legal content:

TIMES NEW ROMAN – Print (serif font)

1234567890!@#%*()ABCDEFGHIJKLMN OPQRSTU-
VWXYZabcdefghijklmnopqrstuvwxyz

Primary Corp. Logo (Horizontal)

A minimum amount of clear area must be present around the Insurance Technologies logo to ensure it is not visually crowded.

The Insurance Technologies clear space is equal to the height of the "TECHNOLOGIES" characters.



Alternate Corp. Logo (Vertical)

A minimum amount of clear area must be present around the Insurance Technologies logo to ensure it is not visually crowded.

The Insurance Technologies clear space is equal to the height from the base of the the "TECHNOLOGIES" characters to the line above.



PMS Color Applications

The corporate color palette contains four unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The Accent Gray and Black are primarily used for type to give depth, and the Blue is used as a complimentary highlight in both type and imagery.

The corporate colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).





Four Color logo





One Color logo



Primary Palette

			
PMS 129 U PMS 143 C	PMS 299 U PMS 299 C	PMS 376 U PMS 369 C	Black
RGB: 251, 176, 64 CMYK: 0, 35, 85, 0 HEX: #FBB040	RGB: 1, 147, 215 CMYK: 77.1, 29.32, 0, 0 HEX: #0193D7	RGB: 108, 171, 54 CMYK: 64, 11, 100, 1 HEX: #6CAB36	RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 HEX: #000000

Accent Palette

	
PMS 425 U PMS 425 C	N/A - Alt Blue
RGB: 125, 126, 128 CMYK: 53, 44, 43, 8 HEX: #8A898A	RGB: 25, 135, 198 CMYK: 80, 37, 2, 0 HEX: #1987C6

Alternate Color Applications

In cases where the corporate logo needs to appear on a dark/black background, the following alternate color applications should be used.

For reverse logo usage work with the Marketing department to access logo.

The one color logos should only be used when necessary for one-color print application requirements.

Four Color logo



Four Color logo - white text



Four Color logo - gray text (125, 126, 128) text



One Color logo



One Color logo - white



One Color logo - gray text (125, 126, 128)



Four Color logo



Four Color logo - white text



Four Color logo - gray text (125, 126, 128) text



One Color logo



One Color logo - white



One Color logo - gray text (125, 126, 128)



Logo Proportions

All logos must retain their current proportions. This is especially critical when resizing so that their appearance does not become distorted.

Corporate and products shall not be reduced to a size which renders them un-readable.

Print versions of the logo should not be displayed smaller than .75", and digital display of the logo should not be below 100px wide.

Correct Proportions



Incorrect Proportions



25 Year Anniversary Logo

In celebration of Insurance Technologies 25 year anniversary, a special logo has been created for use for web site, email signatures, and other select marketing items.

Horizontal logo



Vertical logo



Anniversary Email Signature

12 pt. Calibri

First/Last name:
Corporate Accent Blue (25,135,198),
Bold, Uppercase

Dividing lines | :
Dark Gray (127,127,127), Regular

Position/Title:
Black, Regular, Standard Caps

INSURANCE TECHNOLOGIES:
Uppercase, Black, Bold on
'TECHNOLOGIES'.

11 pt. Calibri

The 't' (telephone), 'f' (fax) and 'c'
(cell/mobile) initials and colons are
11 pt. Calibri Bold and Corporate
Accent Blue (25,135,198).

The contact numbers and dividers
are 11 pt. Calibri Regular black.

The Corporate logo is two spaces
below the contact numbers and links
to the corporate website.

Refer to IEmail signature
instructions.pdf document for email
signature setup instructions and
general email formatting
accessible in Outlook Public folders
under IT Information and on the
Public Graphics server (P:\Graphics\
Email Signature).

25 Year Anniversary email signature block

LAURIE ANDERSON | Creative Director
INSURANCE TECHNOLOGIES
t: +1 719.442.6400 | f: +1 719.442.0600



Note:

Usage of this signature will expire the end of Oct, 2021

Email Signature

12 pt. Calibri

First/Last name:
Corporate Accent Blue (25,135,198),
Bold, Uppercase

Dividing lines | :
Dark Gray (127,127,127), Regular

Position/Title:
Black, Regular, Standard Caps

INSURANCE TECHNOLOGIES:
Uppercase, Black, Bold on
'TECHNOLOGIES'.

11 pt. Calibri

The 't' (telephone), 'f' (fax) and 'c'
(cell/mobile) initials and colons are
11 pt. Calibri Bold and Corporate
Accent Blue (25,135,198).

The contact numbers and dividers
are 11 pt. Calibri Regular black.

The Corporate logo is two spaces
below the contact numbers and links
to the corporate website.

Refer to IEmail signature
instructions.pdf document for email
signature setup instructions and
general email formatting
accessible in Outlook Public folders
under IT Information and on the
Public Graphics server (P:\Graphics\
Email Signature).

Standard email signature block

LAURIE ANDERSON | Creative Director
INSURANCE TECHNOLOGIES
t: +1 719.442.6400 | f: +1 719.442.0600



ForeSight® Logo

A minimum amount of clear area must be present around the ForeSight® logo to ensure it is not visually crowded.

The ForeSight clear space is equal to half the height of the lower case characters.

The logo may be used in reverse (white on dark) when necessary. See options on right.

When used in text/copy, the ForeSight® name should always use an uppercase F and S (ForeSight®) and be accompanied by the registered trademark in the first usage of the name per page within a document/page.

Product logos accompanied by the 'By INSURANCE TECHNOLOGIES' should always be used when the corporate logo is not present on the same piece or application. If the corporate Insurance Technologies logo is present, then the product logos may be used without the 'By INSURANCE TECHNOLOGIES'.

If any additional product related type is needed in conjunction with the product name, the type face used should be Open Sans.

ForeSight® should always have the trademark (®) accompanied when used in text/copy.

The Registered Trademark (®) symbol should always be present with the logo.



When corporate logo is not present



Color symbol - white text



White shades symbol - white text



White symbol - white text



PMS Color Applications

The ForeSight color palette contains four unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The ForeSight colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).

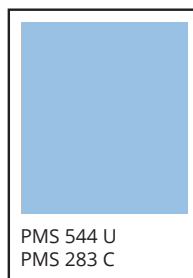
Four Color logo

ForeSight®

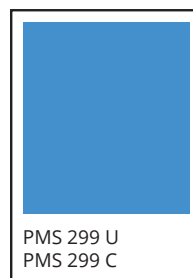
One Color logo

ForeSight®

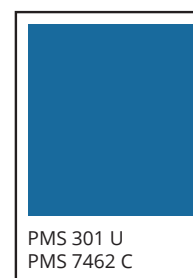
Primary Palette



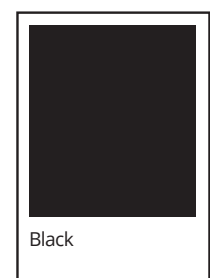
RGB: 152, 194, 227
CMYK: 38, 13, 2, 0
HEX: #98C2E3



RGB: 75, 146, 206
CMYK: 69 33. 0, 0
HEX: #4B92CE



RGB: 17, 105, 154
CMYK: 91, 56, 19, 2
HEX: #11699A



RGB: 250, 250, 250
CMYK: 0, 0, 0, 100
HEX: #000000

FireLight® Logo

A minimum amount of clear area must be present around the FireLight® logo to ensure it is not visually crowded.

The FireLight clear space is equal to the height of the space above the lower case characters and the top of the FireLight symbol.

The logo may be used in reverse (white on dark) when necessary. See options on right.

When used in text/copy, the FireLight® name should always use an uppercase F and L (FireLight®) and be accompanied by the registered trademark in the first usage of the name per page within a document/page.

Product logos accompanied by the 'By INSURANCE TECHNOLOGIES' should always be used when the corporate logo is not present on the same piece or application. If the corporate Insurance Technologies logo is present, then the product logos may be used without the 'By INSURANCE TECHNOLOGIES'.

If any additional product related type is needed in conjunction with the product name, the type face used should be Open Sans.

FireLight® should always have the registered trademark (®) accompanied when used in text/copy.

The Registered Trademark (®) symbol should always be present with the logo.



When corporate logo is not present



Color symbol - white text



White shades symbol - white text



White symbol - white text



PMS Color Applications

The FireLight color palette contains three unique colors. In their most accurate form these colors are created using the Pantone Matching System (PMS). This system contains an array of colors that can be reproduced around the world with accuracy by any number of suppliers.

The FireLight colors are also used in various mediums which require alternate color values for screen (RGB), print (CMYK), and web (Hex).

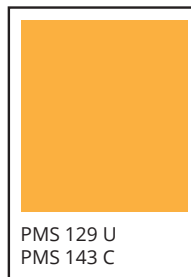
Four Color logo



One Color logo



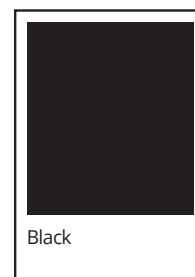
Primary Palette



RGB: 251, 176, 64
CMYK: 0, 35, 85, 0
HEX: #FBB040



RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #F26522



RGB: 250, 250, 250
CMYK: 0, 0, 0, 100
HEX: #000000

FireLight Product Components

Each FireLight component has a unique component icon and color. FireLight components in marketing use have both horizontal and vertical treatments as well as coniciding solid and outlined treatments.

PMS colors have not been defined, but RGB, CMYK and Hex values are available.

Component colors:

Pre-Sale Functions:

RGB: 242, 101, 34
CMYK: 0, 74, 99, 0
HEX: #f26522

Quoting/Illustration:

RGB: 17, 117, 188
CMYK: 86, 50, 0, 0
HEX: #1175bc

e-Application:

RGB: 252, 176, 65
CMYK: 0, 35, 84, 0
HEX: #fcb041

e-Delivery:

RGB: 104, 180, 69
CMYK: 64, 5, 100, 0
HEX: #68b445

Post-Sale Services:

RGB: 150, 74, 156
CMYK: 46, 84, 0, 0
HEX: #964a9c

Horizontal Components



Vertical Components



Application Logo Placement

ForeSight®

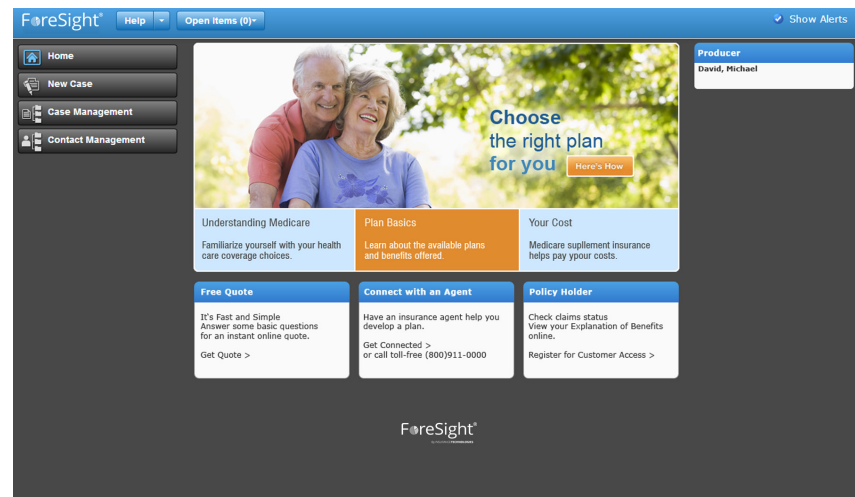
The specific product brand should always be present within all applications unless specific client agreements override guidelines.

ForeSight®

Defined placement is in the upper left of the top nav bar.

If used, the bottom 'Powered By' logo should always carry the 'By INSURANCE TECHNOLOGIES'.

ForeSight product logo placement



Application Logo Placement

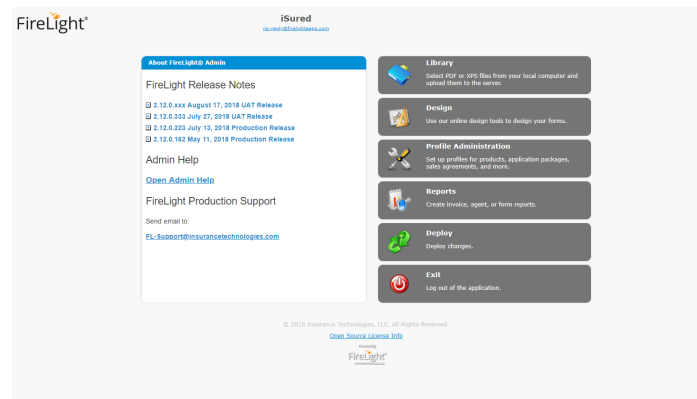
FireLight®

The specific product brand is always present within the application as an element in the upper left or when rebranded, should remain at the bottom.



The bottom logo should 'powered By' logo should always carry the 'By INSURANCE TECHNOLOGIES'.

FireLight product logo placement



Website

Responsive for all devices

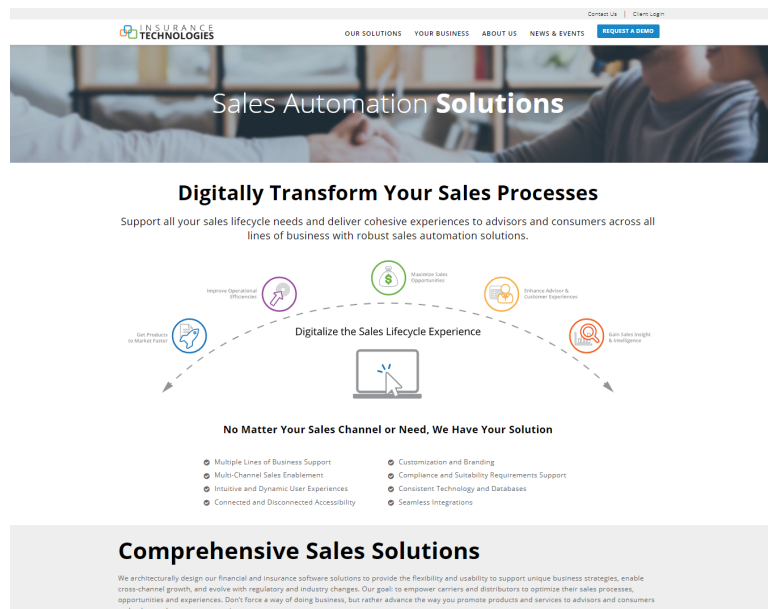
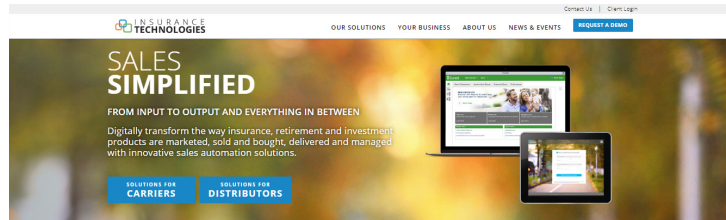
Typography:

Main Headings: Open Sans, Blue #0787c5, and Black

Body Copy: Arial normal, #666

Footer:

Dark blue background #005983 with white text



PowerPoint

Main Title Heading: Calibri - UC,
48 pt, regular & bold, single space,
white

Main Slide Heading: Calibri - U/LC, 40
pt, regular, single space, white

Sub-Heading: Calibri - U/LC, 28
pt,bold, single space, blue

Body: Calibri - U/LC, 28 pt,single
space, drk gray

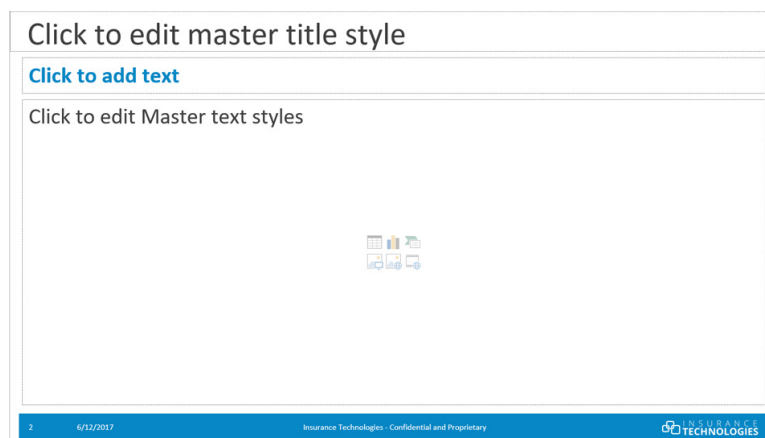
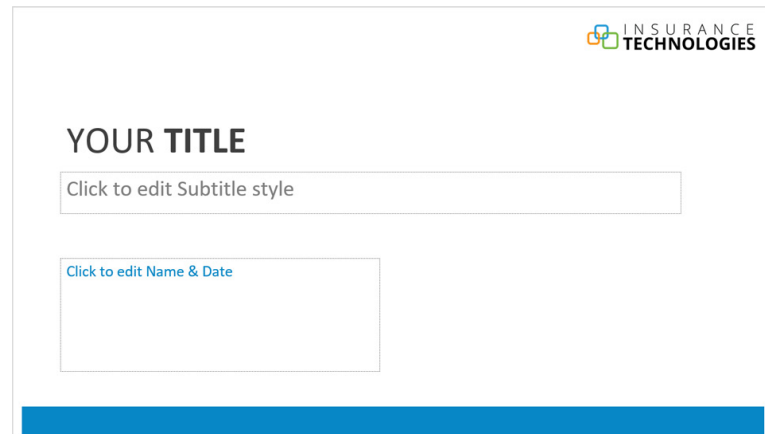
Bullets: Embedded in Masters

Body: Embedded in Masters

Master File: Embedded in Masters

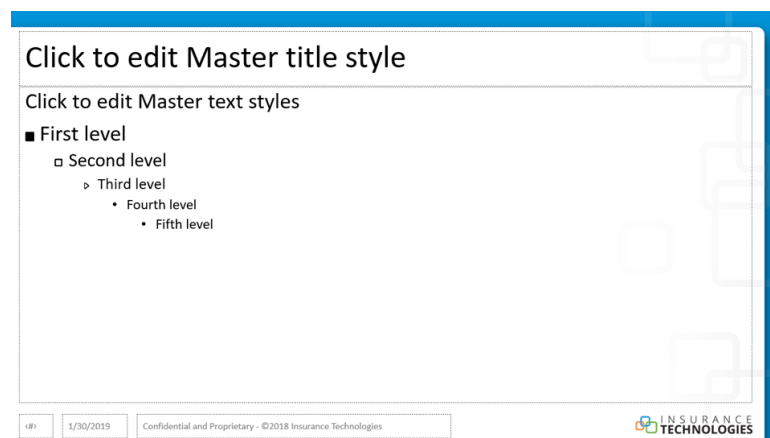
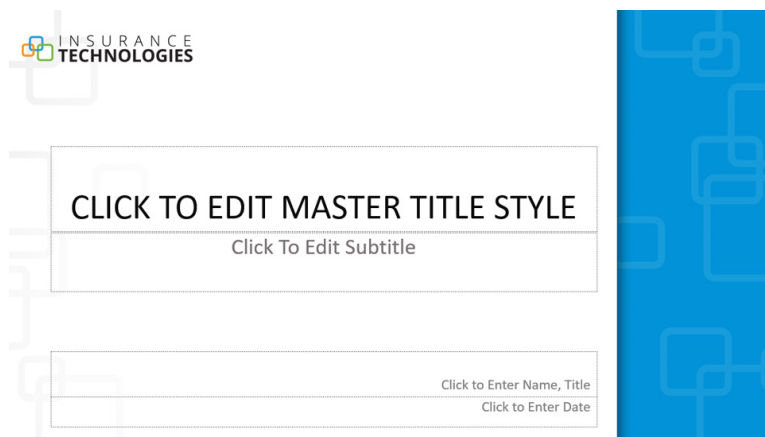
Transitions: Wipe from Left

Refer to slide master for use.



Alternative PowerPoint

For Sales and Marketing use.



Word Docs

Font used throughout is Calibri and styles have been defined within the template.


Font Styles: Embedded in template.

Logo Placement: Use respective product brand in cover white space as shown.

Use company copyright language provided in templates when necessary.


Refer to Word doc templates for use:

- Agendas
- Binder Covers
- Documents
- RFP




BINDER/SUBJECT TITLE NAME HERE

COMPANY NAME



Sales Illustrations




Electronic Applications

SUBJECT TITLE
Sales Illustrations &
Electronic Applications Solutions
##/##/2017

Sales Person/Firm
Title

INSURANCE



[Heading 1]
[Normal]

[Heading 2]
[Normal]

[Heading 3]
[Normal]

[Heading 4]
[Normal]

[Heading 5]
[Normal]

[Heading 2]

- Normal
- o Normal
- Normal

[Sample Table Opt 1]

[Column 1]	[Column 1]	[Column 1]
------------	------------	------------

[Subtitle]
[Row Text]
[Row Description]

[Subtitle]
[Row Text]
[Row Description]

CONFIDENTIAL © 2017 Insurance Technologies, LLC. All rights reserved. Page 4 of 5

Marketing Brochures

Font used throughout is
Open Sans.


Heading:
Open Sans: 22 pt
Black, Light/Bold

Body:
Open Sans 10/12 pt
CMYK: 54,41,38,4

Bullets/Icons:
Font-Awesome
Regular - Use respective product
color

Large: White on Color
30pt color as is,
20pt white on color circle

Product/Company Brochure



FireLight®

One Platform, End-to-End Digital Sales Experiences

FireLight® is a multi-carrier, end-to-end sales platform that delivers a suite of interconnected sales components that cohesively transform the way insurance, retirement and investment products are marketed, sold and supported. FireLight provides a configurable, cost effective solution to implement and support multiple lines of business, unique workflows, suitability and compliance requirements and multi-channel and omni-channel strategies. With FireLight you can create seamless and selling and buying experiences for advisors and consumers across the entire sales lifecycle for all lines of business on one comprehensive digital sales platform.

One Code Base - Cohesive Experiences - Unified Data - Unmatched Capabilities

FireLight Sales Platform provides the architecture, unified data model, and administration and testing support the various FireLight sales activities and data, providing carriers and distributors a comprehensive, unique sales experiences and gain key end-to-end sales data with the robust features and sales activities of Sales Platform.

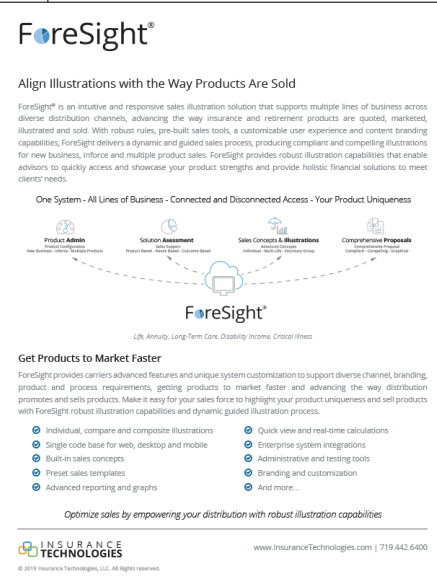
Create Unique Sales Experiences

- Single code base for all lines of business
- Interconnected, cohesive activities
- Built-in e-signature
- Robust API framework
- Multiple UI/UX experiences
- Base platform integration
- Sales and data analytics
- Self-management system
- Designer tools
- And more...

Digitally transform your sales processes and experiences with FireLight Sales Platform

INSURANCE TECHNOLOGIES

© 2019 Insurance Technologies, LLC. All Rights Reserved. www.insurance-technologies.com | 719.442.6400



ForeSight®

Align Illustrations with the Way Products Are Sold

ForeSight® is an intuitive and responsive sales illustration solution that supports multiple lines of business across diverse distribution channels, advancing the way insurance and retirement products are quoted, marketed, illustrated and sold. With robust rules, pre-built sales tools, a customizable user experience and content branding capabilities, ForeSight delivers a dynamic and guided sales process, producing compliant and compelling illustrations for new business, inforce and multiple product sales. ForeSight provides robust illustration capabilities that enable advisors to quickly access and showcase your product strengths and provide holistic financial solutions to meet clients' needs.

One System - All Lines of Business - Connected and Disconnected Access - Your Product Uniqueness

ForeSight provides carriers advanced features and unique system customization to support diverse channel, branding, product and process requirements, getting products to market faster and advancing the way distribution promotes and sells products. Make it easy for your sales force to highlight your product uniqueness and sell products with ForeSight robust illustration capabilities and dynamic guided illustration process.

Get Products to Market Faster

- Individual, compare and composite illustrations
- Single code base for web, desktop and mobile
- Built-in sales concepts
- Preset sales templates
- Advanced reporting and graphs
- Quick view and real-time calculations
- Enterprise system integrations
- Administrative and testing tools
- Branding and customization
- And more...

Optimize sales by empowering your distribution with robust illustration capabilities

INSURANCE TECHNOLOGIES

© 2019 Insurance Technologies, LLC. All Rights Reserved. www.insurance-technologies.com | 719.442.6400

Supplement Double Sided



FireLight® e-Application
for Advisors

Expedite Your Application Submission Process Today

FireLight® e-application automates the way applications are completed and submitted. With a full application process, intuitive interface, behind the scenes powerful rules engine, mobile and offline capabilities and built-in e-signature, FireLight makes transacting business anytime, anywhere, quick and easy.

Complete In-Good Order Applications Quickly and Easily

- Submit In-Good-Order Applications the First Time:** Integrated business rules dynamically auto-populate the appropriate application forms based on state and product, easing the data collection process while meeting in-good-order, compliance and suitability requirements.
- Save Valuable Selling Time:** FireLight provides a familiar and intuitive data capture process that enables the capture of client data and client signatures in a single meeting.
- Capture Business Anytime, Anywhere:** Access FireLight on any connected device through state browsers, providing flexibility to capture business anytime, anywhere. FireLight delivers mobile opportunities through disconnected functionality when internet connectivity is limited or unavailable.
- Reduce Processing Time, Get Paid Faster:** FireLight eliminates the process of shipping applications from both the client and first carrier saving time and money. Expedite and streamline the submission process to get policies issued quicker and get paid faster.
- Complete Applications Effortlessly:** Whether it is an existing application or a new application, FireLight provides real-time application completion display making any application simple to complete.
- Collect Signatures Quickly and Easily:** FireLight provides in-person, email/click wrap and on a tablet e-signature capture options giving you the flexibility to meet individual sales needs to business faster.
- Enhance Client Sales Experience:** Quickly send an application package directly to a client to e-sign and capture e-signature for a fast, confident and efficient sales process, making application process simple for your clients.
- Manage Record Keeping Electronically:** FireLight automatically dates and time stamps electronic communications, application changes, signature captures and submission information no matter where you access FireLight from, keeping records associated with the sale organized and accessible.

© 2019 Insurance Technologies, LLC. All Rights Reserved.



Quick + Intuitive + In Good Order = FireLight®

Easy Steps to Complete and Submit Applications

In just a few clicks, you can start completing applications and capture signatures electronically with FireLight, saving valuable selling time.

- Form Entry:** Integrated business rules automatically choose correct application forms based on state and product and highlight required data fields, easing and expediting the application process.
- Signatures:** When you complete the application, gather all required signatures prior to submission. Multiple signing options are available through FireLight.
- Finalize:** Submit the In-Good-Order application for processing.

FireLight Advantages

- Comfortable and Familiar Application Process
- Multiple Signature Capture Options
- Intuitive User Experience
- Real Time Insight Into Application Completion
- Tablet Support for Mobile Business Processing
- In-Good-Order Submissions

For additional information or questions about FireLight, contact your firm's home office.

INSURANCE TECHNOLOGIES

Sales automation solutions for the insurance and financial services industries.
www.insurance-technologies.com | info@insurance-technologies.com | 719.442.6400

© 2019 Insurance Technologies, LLC. All Rights Reserved. The information represented in this document has been assembled as a marketing highlight sheet of core competencies specific to Insurance Technologies, LLC. Please do not share this document with any party external to your company.

Marketing Brochures

Font used throughout is
Open Sans.

Heading:
Open Sans: 22 pt
Black, Light/Bold

Body:
Open Sans 10/12 pt
CMYK: 54,41,38,4

Colors specific to component.

Bullets/Icons:
Font-Awesome
Component Colors

FireLight Component Brochure


**FireLight®
e-application**



Accelerate In-Good-Order Applications

FireLight® e-Application is a uniquely flexible, multi-carrier solution that manages the application data and submission process, generating in-good-order business processing. FireLight e-Application supports all business and product types for new business, replacement, and subpay processing. With intuitive user experience, powerful rules engine, mobile access, and built-in e-signature, FireLight e-Application makes processing anytime, anywhere, quick and easy.

FireLight e-Application

- All Lines of Business, All Product Types
- New Business, Replacement, Subpay Processing
- Carrier Applications
- Distributor Compliance and Suitability Forms
- License and Appointment Check
- Suitability Scoring
- Reg 10 and Similar Industry Regulatory
- E-Signature
- Suitability Workflow and Review Queue

Streamline and Advance Sales

FireLight e-Application provides carriers and distributors the robust features and self-management tools to simplify and accelerate sales processes, advancing the way advisors engage clients and capture business by streamlining back office business requirements. FireLight e-Application streamlines the way business is captured, expediting business processing and increasing speed to issuance.

- Rules-driven data collection and reflexive questioning
- Suitability, regulatory and compliance workflows
- Connected, disconnected and mobile app accessibility
- Automated audit trail and usage reporting
- Back office workflow and approval management
- Multiple built-in signature and e-signature options
- Client fill and sign features
- Single sign-on, data and system integration
- Branding and multiple user experience options
- Electronic fund transfer and money settlement options

Enhance the application and sales process for your advisors and consumers


**INSURANCE
TECHNOLOGIES**

www.insurance-technologies.com | 719.642.6802




**FireLight®
e-delivery**


**INSURANCE
TECHNOLOGIES**
www.insurance-technologies.com | 719.642.6802



Trademark Usage

It is important to use common trademarks in a standard format throughout all documents.

Trademark usage should be followed as noted.

Use of trademark symbols in writing

A trademark symbol is required for all prominent uses of the registered name (e.g., headlines, marketing collateral, signage, website promotion, brochures, press releases, advertising, etc.) except where space or style criteria prevent compliance with this requirement.

When writing an article, ad, press release, client services documents, etc., please use trademark or registered symbol in superscript font ([™] or [®]) on the first use of the mark (product name or feature name) in any text or body copy of the document. If the specific characters are not available in the word processing software being used, then using the symbols in parenthetical form is also acceptable (TM) or (R). A trademark symbol is required on the first use of the mark in any text or body copy, even though the symbol may have already been used in the title or headline. After the trademark symbol has been implemented on the first occurrence of the term within a document, the trademark symbol only needs to be used at the beginning of new sections within the document or in areas where it is needed to ensure notification of ownership of trademark.

For brochures (marketing slicks), PowerPoint presentations and web pages, the trademark symbol should be noted on the first occurrence on every page registrations and trademarks appear.

Trademark symbols are required on all product logos. Logo artwork can be obtained from Shared Graphics or the marketing department. The insurance Technologies logo does not contain a trademark symbol and is not required.

Terminology

It is important to use common industry terms in a standard format throughout all documents.

Commonly used terms should be followed as noted.

General terms for all products:

straight-through processing
In-Good-Order (IGO) or in-good-order
point-of-sale (when use before a noun)
real-time (when use before a noun)
step-by-step (when use before a noun)
built-in (when use before a noun)
Advisor (Advisor only if asked by client)
Department of Labor (DOL)
e-Signature or e-Sign (E-Signature or E-Sign for Sentence Case)
e-Delivery (E-Delivery for Sentence Case)
e-Application or e-App (E-Application or E-App for Sentence Case)

General Company LOB order:

Life, Annuity, Long-Term Care, Disability, Critical Illness, P&C,
Mutual Funds

Use of Numbers

Spell out the numbers one through nine and use numerals for 10 and up. Exception - Spell out numbers at the beginning of a sentence. Use numerals in percentages (4 percent, not four percent).

ForeSight® (in Text)

The "r" and "e" should no longer be italicized when used in text.

Insurance Technologies' trademarked items:

ForeSight®:
DataSight™

FireLight®

Company Identity

Company specific terms should be followed as noted.

Company Address:

2 South Cascade Avenue, Suite 200
Colorado Springs, CO 80903
- OR -

Two South Cascade Avenue, Suite 200
Colorado Springs, CO 80903

Abbreviations:

Use abbreviations and acronyms of company name, client names and products for internal use only. For external communication please do not abbreviate company, client or product names beyond the exceptions noted below.

Company Name in Company Contracts – InsTech
ForeSight® – FSE6
Client Billing

Apostrophe Use with Company Name:

Though many companies have chosen to omit or not allow the use of apostrophes with their company name to protect the registered company name, Insurance Technologies has approved the use of an apostrophe following the company name when showing possession.

i.e. Insurance Technologies' FireLight product

The apostrophe may be omitted from the Insurance Technologies name in the use of marketing materials in cases when appearance is compromised.