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## Logo Usage Agreement

The Risk & Insurance® Power Broker® Logo is exclusive property of The Institutes who retains all rights. The below company is granted the right to use the logo under the following conditions:

- **No Distortion:** The logo may be resized but only if it is done so proportionally.
- **No Color Changes:** The red color in the logo is Pantone Process 74-1. This exact color must be used on all printed reproductions.
- **No Font Changes**
- **No Distribution:** Only the company listed below as signatory to this agreement is permitted to use this logo.
- **Promotion:** Using the logo to promote individual winners is acceptable. Using the logo to promote the dominance of your company in an award category or the overall program is not acceptable.
- **Approval:** Risk & Insurance® must approve all uses of this logo.

A sample of the logo is below:



There are three different file types; each is intended for a different use:

- JPEG file for use in desktop publishing and web posting
- High Quality EPS file for professional printing

Risk & Insurance® can revoke the right to use this logo at anytime and for any reason.

Agreed By: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date: \_\_\_\_\_

Return Signed agreement to [kaloupis@theinstitutes.org](mailto:kaloupis@theinstitutes.org)



## Public Relations Communications Guide

Risk & Insurance® has developed a public relations statement that can be used to describe the Power Broker® award in a press release, Web site and other marketing materials. This approved PR statement should not be altered in any way. Questions concerning the usage of this statement can be directed to Kris Kaloupis, Director of Client Services, (610) 244-2100, ext. 7759 or via e-mail [kaloupis@theinstitutes.org](mailto:kaloupis@theinstitutes.org).

### **About Risk & Insurance® Power Broker®:**

The Risk & Insurance® Power Broker® Awards are an annual selection of the most effective and influential commercial insurance brokers. The Power Broker® designation is based on nominations provided by brokers and risk managers, and is judged based on the quality of the application and on references by risk managers in each industry sector. Hundreds of risk managers and risk executives are interviewed in the process of identifying and soliciting, evaluating and judging the nominees. Brokers are judged primarily on their creativity in solving risk-related problems during the previous year, their demonstrated industry knowledge and their high level of client service.

### **About the Publication:**

Risk & Insurance® strives to identify emerging risks and mitigation strategies, while covering the fascinating people who drive the industry forward. We also provide expert coverage of core topics such as property and liability as well as the many specialties that comprise the risk management and commercial insurance universe. In addition, we are well known for covering specialized risks faced by a multitude of industries such as Workers' Compensation, Energy, Transportation, Construction, Health Care, etc. Our goal is to not only inform and help our readers succeed in their careers but also to inspire and motivate.