



Corporate Brand Guidelines



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Introduction



The NFP brand is the story of our business. It aligns with our position as a leading, full-capability global insurance broker, consultant and wealth manager. It represents who we are — ethical, hardworking, dedicated professionals who love what we do and strive to lead by example. And it establishes an expectation for those who choose to work with us.

These brand guidelines will help you amplify the power of NFP's unique character to build on our record of success.

But in the end, what truly separates NFP from the rest is that for us, business is personal. This is what our brand celebrates.

The brand guidelines provide rules around the use of our brand signature and design system, which convey the NFP brand as approachable, well-established and forward-thinking. They also provide carefully thought out messaging that ensures we all talk about NFP in the same way.

The guidelines also serve as a reminder that our vision for this company isn't a financial metric or a top 10 list. Instead, we want NFP to be synonymous with a world-class company composed of people who are authentic, care deeply about our colleagues, clients and communities, and are passionate about building enduring relationships based on trust and communication. Our brand is the most effective way to articulate this vision and highlight our unique culture alongside our expertise, capabilities and scale.

I hope you share my tremendous pride in the NFP brand. You've helped build our identity through your exceptional work and commitment to excellence. Following these guidelines carefully will help us continue to achieve great things together.

Thank you for all you do each day to make NFP a company like no other.

Best,



Doug Hammond
Chief Executive Officer

Company Statement

The NFP company statement represents the fundamental essence of the organization. It is our opportunity to clearly define what we do, who we serve and how we serve them.

It is derived from the NFP story, a key resource for consistently describing NFP and its core businesses in a relevant, engaging fashion.

NFP, an Aon company, is an integrated organization of consultative advisors and problem solvers. We provide expertise to help companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

Core Tenets

NFP's core tenets expand on NFP's core mission to establish a singular set of guiding principles that meaningfully reflect the company and the employees that live them.

These principles identify and amplify how and where we can differentiate NFP from competing brands to further grow customer preference, loyalty and advocacy.



Put People First:

Investing in the well-being of our 7,700+ colleagues enhances our collective ability to empower clients to be more successful. Truly valuing our people means allowing them to show up as their authentic selves and trusting that they will show up authentically for our clients. In encouraging and empowering our people to be their best and be who they are, we foster a community greater than the sum of its parts.

Size and Scale Matter:

We're big and we're growing. We have more than \$2.5B in annual revenue, are among the world's biggest insurance brokers, and are backed by the diverse resources and capabilities of Aon. We pride ourselves on maintaining the agility, resources, specialized expertise and deep relationships that help clients remove barriers in the way of achieving their goals.

Prioritize Partnerships:

Partnerships are about collaboration, accountability and continuous improvement. We build long-term connections, delivering thoughtful insights and strategies, supported by a commitment to exceptional service, to move forward together. We strive to be our partners' first call when they need something, regardless of whether it generates revenue, and we're committed to building the goodwill that's critical to deep, lasting bonds.

Solve Problems with Expertise:

Clients want to work with consultative advisors, not salespeople. They need expertise to help navigate tough situations, see things others don't, mitigate risks and achieve goals. To us, building trust and credibility means proving our expertise. We actively listen to understand unique issues and then get the right people in the room – at the right time – to solve problems. We can't be all things to all people, but through our integrated capabilities, the breadth of our network and the diversity of our expertise, we find the answers that enhance outcomes for our clients.

Build Culture with Integrity:

We want to be proud of the company we're part of, so no matter how fast paced our environment is, doing things the right way is essential. That means conducting business ethically, treating our colleagues, clients and communities with respect, investing in sustainability, and ensuring everyone feels like they belong. We're all part of the same dynamic team, winning, learning and making an impact together, while appreciating the opportunities to collaborate on shared objectives.

Mission



Deliver global capabilities and solutions to a diversity of clients, industries and communities by putting people first, prioritizing partnerships, solving problems and continuously advancing a culture we're **proud** of.

Rules of the Road

Your commitment to presenting a cohesive and compelling view of our brand is essential. Your efforts will help us build and maintain an accurate image of NFP. We understand the need to develop communications quickly at times, but keep in mind the rules of the road:

- Make sure all written materials are approved and branded.
- Comply with the guidelines in the most current versions of our visual and verbal guidelines.
- Avoid creating alternate business product or service brands. A formal business case for the creation of such brands must be submitted to Marketing for review.
- Submit marketing and advertising materials to **brand@nfp.com** for brand governance review prior to compliance submission, if required. Please allow five working days for review.

Questions regarding any of the above?

For general marketing inquiries, contact:
marketing@nfp.com

For brand-specific inquiries and approvals, contact:
brand@nfp.com



Visualizing the NFP Brand



Our Basic Brand Elements



A kit of parts has been developed to accurately portray the NFP brand. When assembled correctly with care and precision, these parts create a strong, unique and recognizable look for NFP.

The basic elements are:

- **The NFP Brand Signature.** Approved usage standards, colors and restrictions across all communications
- **Typography.** A particular font has been specified for use on all NFP materials.
- **Colors.** Approved colors must be used for all internal and external printed and online communications.



Brand Signature

Our Brand Signature (logo) is a prominent identifier of NFP. It represents what we stand for and what we deliver.

Following Aon's acquisition of NFP on April 25, 2024, the Signature is made up of three distinct parts: the NFP Wordmark, the Nexus Symbol and the brand endorsement "An Aon Company." These parts should never be used independently. The proportion of these elements and their relationship to each other may not be altered or redrawn. Use official master artwork files to ensure that our Signature is reproduced consistently.

The Aon-endorsed Brand Signature (next page, top) will be the default brand identity for NFP. The previous version (next page, bottom) should be retired according to company guidance and priorities. In some select circumstances, the non-Aon endorsed Signature may be appropriate to use.

The Signature should always be presented in approved color schemes, with the appropriate color assigned to each element. Always refer to this document when applying the Signature to anything, no matter the size, application or how inconsequential you may think it is.

The Signature, used with care and consistency, will help build further awareness of our brand.

Always use approved Brand Signature artwork. Signature artwork is available at **brandcentral.nfp.com**. Never attempt to redraw or recreate any part of the Signature, as each element has been precisely configured.

NFP Brand Signature with Aon endorsement.

Adopted 04.25.2024



Previous NFP Brand Signature.

Special case use only for materials produced after 04.25.2024



Brand Signature Size Relationships

We're proud of what we do and what we stand for. We let our clients know that by using our Brand Signature on all communications. The NFP Signature consists of three elements:

- The NFP Wordmark
- The Nexus Symbol
- The brand endorsement "An Aon Company"

Our Signature is one of our most valuable assets. We must use it with care and consistency.



Clear Space

Even in the tightest spots, we should maintain a minimum area of clear space around our Signature. The minimum area of “breathing room” is 16px of padding at digital minimum size. Don’t let anything infringe upon this space. Remember, this is a preferred minimum. More room is better.

Important: The NFP Brand Signature should not be combined with any other company logo to create a single combined unit of co-branded or endorsed relationships, except with the specific prior approval of the Brand and Marketing office.

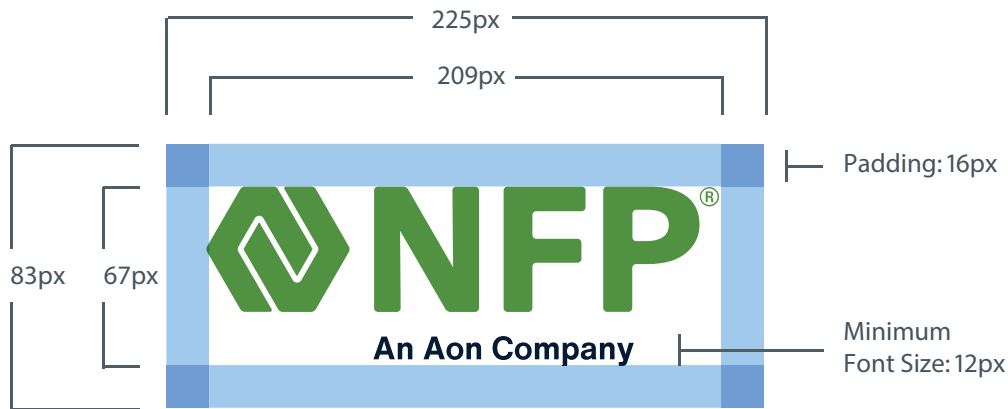
Minimum Size

To maintain Signature legibility we determined minimum sizes. Always ensure the lines within the Nexus are clear and visible. If visibility of those lines is questionable, increase the size of the Signature.

Print minimum size: .375 in. Signature height

Digital minimum size: 67 px Signature height

Note that multiple sizes of RGB artwork have been created as part of the Master Signature Artwork library, which is available at brandcentral.nfp.com. Always choose artwork with a width greater than your intended size and scale it down. Never scale RGB artwork up in size, as it will pixelate.



Signature Colors

Use our Signature in NFP Green – PANTONE® 363C – whenever possible. When you can’t use our green – on forms and limited color communications – use black. Our Signature can also be reversed out to white for use on solid and dark backgrounds. The reversed Signature should not be used on complex backgrounds or a background without sufficient contrast.

Note that colors may show differently depending on screen display, document format and other factors. However, as long as you use approved logo files, the color formulations will be correct.



Brand Signature Do Not

Changing the NFP Signature in any way will weaken its impact and detract from the consistent image we want to project. The examples below demonstrate some of the more common misunderstandings and misdirected good intentions in using the NFP Signature.



Don't use an older version of our Signature.



Don't redraw any elements.



Don't add a stroke.



Don't modify or change the color.



Don't place on complex backgrounds.



Don't add effects such as drop shadows.



Don't create lockups with any other logos.



Don't use our Signature as a "read through."



Don't modify the letter forms or use another typeface.



Don't distort the logo.



Don't use the full-color logo on colored backgrounds.



Don't add graphics or drawings.



Don't use the NFP Wordmark without the Nexus Symbol and Aon Endorsement



Don't decorate.

Typography

The words and numbers typeset in NFP materials use the **Myriad Pro** Family. Myriad Pro and its various weights and styles have an honest tone that is strong and professional but not imposing. The NFP Corporate Font Family is comprised of multiple weights and styles. Details on those styles and weights are on the following spread.

Use Myriad Pro for all materials, excluding day-to-day communications such as emails, letters, spreadsheets and on-screen presentations. In instances where Myriad Pro isn't available, such as in Microsoft® Word® and Microsoft® PowerPoint®, **Arial** may be used.

Serif typefaces shouldn't be used within any NFP branded materials.

Open Sans is the corporate web font, and may be used within all HTML and similar digital applications in place of Myriad Pro.

The font for the **“An Aon Company”** endorsement is controlled by Aon corporate brand guidelines. In the NFP brand system, it is a controlled art element and should not be reset as a typographic element



Myriad **Pro**



— *Light*

— Regular

Semibold

— ***Bold***

— **Black**

— Myriad Pro Light

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+

*abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+*

— Myriad Pro Regular

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+

*abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+*

— Myriad Pro Semibold

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+

*abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+*

— Myriad Pro Bold

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+

*abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+*

— Myriad Pro Black

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+

*abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-!@#`~!@#%[^]&*()_+*

Condensed weights of all of our fonts are available for use when space is limited or text is intended to be minimized. Condensed weights should never be used for primary or secondary content that appears in marketing materials.

Colors

Color plays an important role in communicating who we are, distinguishing one communication from another and building a memorable image for NFP.

As we use our colors consistently in the NFP Signature and supporting communications, they'll help increase our recognition and audience awareness.

Always refer to a PANTONE PLUS SERIES COLOR BRIDGE® coated swatch book or fan for accurate color reference and matching.



Color Palette

NFP has a broad color palette. There are a few basic rules regarding the use of color in our communications:

- Each communication should use a single column of color.
- Colors outside of the primary column may be used within the communication in a secondary capacity for chart elements and other instances when visual distinction is required to communicate effectively.

Always refer to a PANTONE PLUS SERIES COLOR BRIDGE® coated swatch book or fan for accurate color reference and matching.

NFP Light Orange

PANTONE® 155 C

CMYK 0/12/34/0

sRGB 245/215/165

HTML F5D7A5

NFP Light Yellow

PANTONE® 127 C

CMYK 0/4/62/0

sRGB 250/225/123

HTML FAE17B

NFP Light Green

PANTONE® 359 C

CMYK 40/0/50/0

sRGB 170/208/149

HTML AAD095

NFP Light Aqua

PANTONE® 3105 C

CMYK 44/0/11/0

sRGB 149/207/216

HTML 95CFD8

NFP Orange

PANTONE® 2012 C

CMYK 0/45/100/0

sRGB 235/157/0

HTML EB9D00

NFP Green

PANTONE® 363 C

CMYK 76/3/100/18

sRGB 79/146/55

HTML 4F9237

NFP Aqua

PANTONE® 3125 C

CMYK 84/0/18/0

sRGB 0/170/195

HTML 00AAC3

NFP Yellow

PANTONE® 7548 C

CMYK 0/12/98/0

sRGB 246/208/58

HTML F6D03A

NFP Dark Orange

PANTONE® 2019 C

CMYK 0/69/100/2

sRGB 225/124/15

HTML E17C0F

NFP Dark Yellow

PANTONE® 2007 C

CMYK 0/33/92/2

sRGB 233/168/0

HTML E9A800

NFP Dark Green

PANTONE® 7743 C

CMYK 71/8/100/50

sRGB 70/113/43

HTML 46712B

NFP Dark Aqua

PANTONE® 3145 C

CMYK 100/10/29/20

sRGB 0/125/145

HTML 007D91

NFP Light Navy
PANTONE® 2190 C
CMYK 70/3/0/0
sRGB 63/177/226
HTML 3FB1E2

NFP Navy
PANTONE® 2195 C
CMYK 98/40/0/0
sRGB 0/116/188
HTML 0074BC

NFP Dark Navy
PANTONE® 2186 C
CMYK 100/46/0/46
sRGB 0/84/131
HTML 005483

NFP Light Purple
PANTONE® 2066 C
CMYK 23/49/0/0
sRGB 191/145/186
HTML BF91BA

NFP Purple
PANTONE® 2069 C
CMYK 47/81/0/0
sRGB 154/73/139
HTML 9A498B

NFP Dark Purple
PANTONE® 259 C
CMYK 67/100/4/5
sRGB 122/50/126
HTML 7A327E

NFP Light Red
PANTONE® 177 C
CMYK 0/54/38/0
sRGB 231/148/138
HTML E7948A

NFP Red
PANTONE® 179 C
CMYK 0/87/85/0
sRGB 221/81/67
HTML DD5143

NFP Dark Red
PANTONE® 7622 C
CMYK 0/97/89/45
sRGB 157/48/43
HTML 9D302B

NFP Light Gray
PANTONE® 428 C
CMYK 10/4/4/14
sRGB 201/206/209
HTML C9CED1

NFP Gray
PANTONE® 430 C
CMYK 33/18/13/40
sRGB 133/143/152
HTML 858F98

NFP Dark Gray
PANTONE® 432 C
CMYK 65/43/26/78
sRGB 60/70/82
HTML 3C4652

NFP Black
PANTONE® Black 6 C
CMYK 0/0/0/100
sRGB 0/0/0
HTML 000000

NFP Light Earth
PANTONE® 7528 C
CMYK 5/10/17/16
sRGB 202/191/173
HTML CABFAD

NFP Earth
PANTONE® 7531 C
CMYK 16/29/38/53
sRGB 137/120/99
HTML 897863

NFP Dark Earth
PANTONE® 7533 C
CMYK 37/53/68/83
sRGB 73/59/41
HTML 493B29

Definitions:

The PANTONE MATCHING SYSTEM®

A widely used system of numbered color chips for color control and specification in printing.

CMYK (Cyan, Magenta, Yellow, Black)

Used in four-color process printing .

sRGB (Red, Green, Blue)

Used for on-screen electronic applications such as websites and Microsoft® PowerPoint®.

Hexadecimal (HEX)

Specified colors are used online.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Visual Identifiers



Benefits and Life
Rx Solutions



The Future of Healthcare Spending

Corporate Benefits | Healthcare Self-Funding

Our audiences need to know and understand the business we're in. We need to describe ourselves clearly and consistently at all times. A standard visual identifier system has been developed for use across our marketing materials.

As shown on this page, preferred placement is in the upper right corner of our brochures and sell sheets. It should print in black on white/light background colors, or reverse to white on dark color backgrounds. It may surprint or reverse over photography, provided good contrast is achieved.

The Standard Size specification below should be used for most materials. Application on oversize or environmental graphics may require proportional enlargement of the visual identifier as a single unit.

Our three primary business lines are Benefits and Life, Property and Casualty, and Wealth and Retirement. All products, product lines, platforms, etc. that fall within one of these three business line categories should use a visual identifier on marketing materials.

If you're unsure about what to use for the visual identifier for the printed communication you're developing, please contact brand@nfp.com.

Standard Size Specification

Rule:

3pt stroke x 30pt length

Visual Identifier Line One, Business line:

Myriad Pro Bold
10 pt/14 pt
Optical Kerning
Title Case


Visual Identifier Line Two, Business segment, industry vertical, product line, platform, service, etc.:

Myriad Pro Light
10 pt/12 pt
Optical Kerning
Title Case

Alignment: Flush Left


Note: In Adobe CC InDesign®, the rule is anchored inline with the accompanying text elements

Standard Size Examples


Benefits and Life
Executive Benefits


Property and Casualty
Merger and Acquisition
Risk Solutions Group*

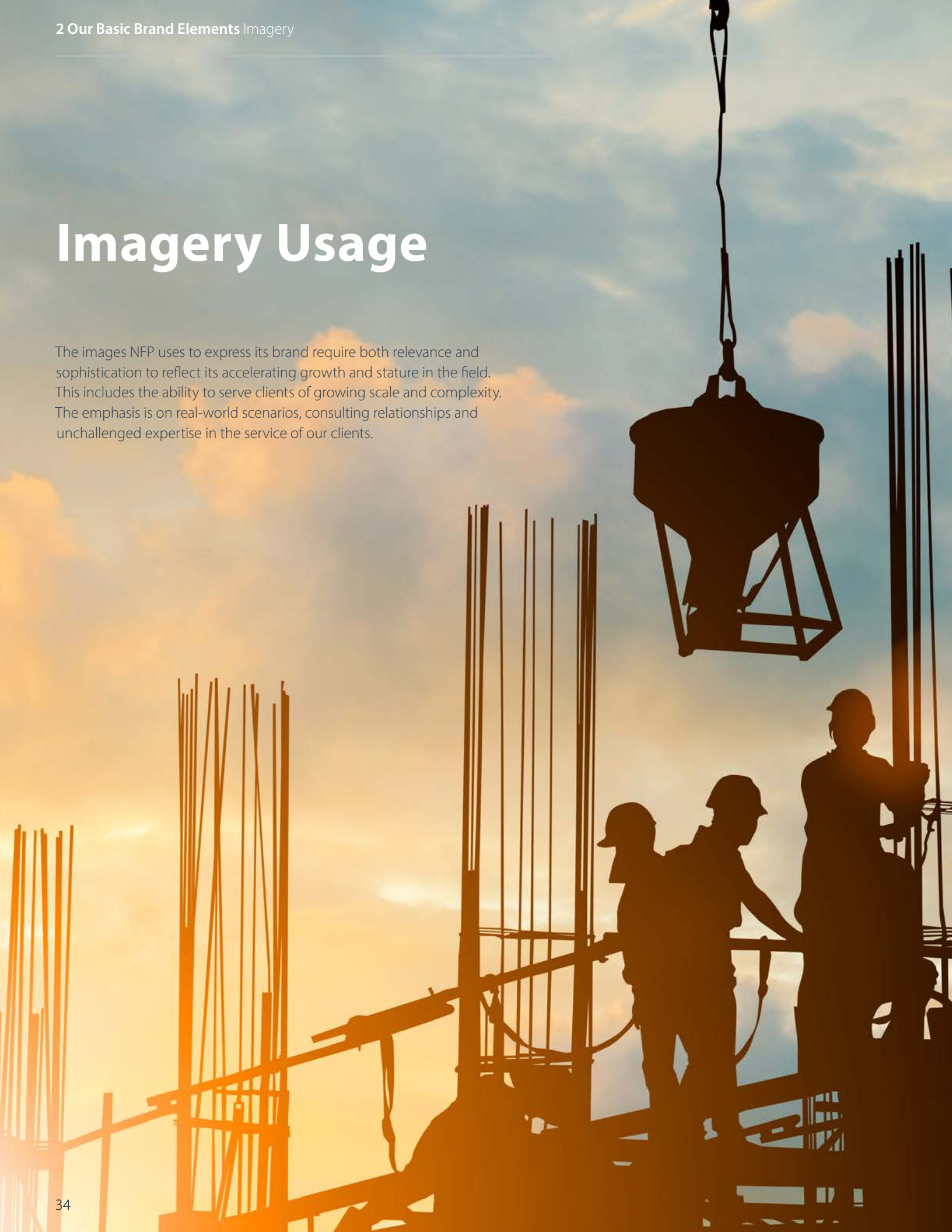

Wealth and Retirement
Wealth Management

 = 1p2 measure from bottom of rule to baseline of business line text at this scale

* Long business/vertical descriptors may break onto a second line as needed

Imagery Usage

The images NFP uses to express its brand require both relevance and sophistication to reflect its accelerating growth and stature in the field. This includes the ability to serve clients of growing scale and complexity. The emphasis is on real-world scenarios, consulting relationships and unchallenged expertise in the service of our clients.





Imagery Guidance

Whether we create commissioned imagery or select from stock photo libraries, these are the guidelines that balance brand unity and project-specific communications priorities:

Permission to Believe

We give our audience permission to believe when we show real-world settings and people acting naturally within them. Over-exaggerated gestures and expressions, overtly staged (and excessively sterile) sets and tired visual clichés undermine believability, and thus credibility.

Connection to Content

Image selection should reflect the content of the business and the differentiating messages that benefit from the accentuation of accompanying visuals. Decorative imagery that does not contribute to communication should be avoided.

A Human Touch

While the presence of people is not mandatory, image selection should connect to NFP's PeopleFirst values, and its brand position as a partner helping individuals and companies address both the opportunities and challenges they face everyday.

Diverse Communities

When people are present in imagery, care should be taken to select images with a focus on diverse representation of race, ethnicity, gender, age and ability. Not only does this broaden the relevance of NFP's brand across these diverse audiences, it also validates NFP's strong commitment to Diversity, Equity, Inclusion and Belonging (DEIB).

Technical Merit

Regardless of subject matter, imagery should showcase strong composition, contrast, perspective and more. Images featuring people should be more candid than posed (and avoid subjects staring straight into the camera). Select focus/depth of field, rich lighting, natural looking motion and more all contribute to imagery that is more engaging.



Imagery Do Nots

The imagery guidance avoids common and expected themes, as well as many of the worst artifacts evident in widely available digital imagery. Straying from NFP's corporate imagery style in any way will weaken our impact and directly affect the consistent and professional image we wish to portray. The images below illustrate some of the more common misunderstandings and misdirected good intentions. While they may look obvious, or even nonsensical, the fact is that imagery like this is still widely available in stock photography libraries. Avoid these kinds of examples.



Don't use abstract architectural photography.



Don't depict people in staged business settings.



Don't use business clichés.
38



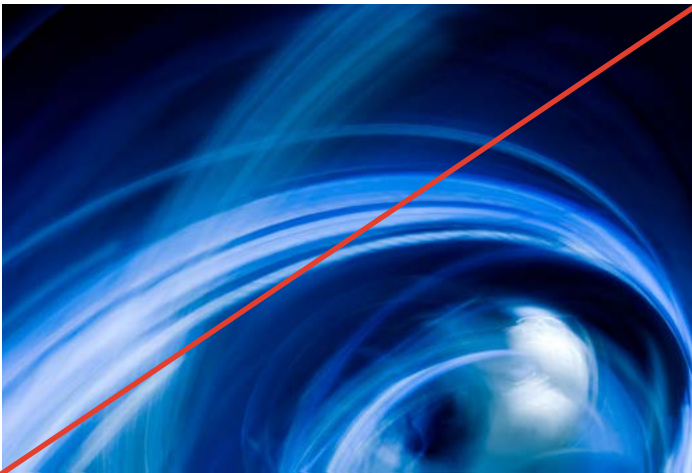
Don't depict professionals looking into the camera.



Don't use techno or special effects photo-illustrations



Don't use cliché images with embedded text messages



Don't use meaningless abstract imagery.



Don't use cliché metaphors.



Don't use vistas and landscapes with no creative purpose or meaning.



Don't use cliché illustrations.

Icons, Charts and Graphs



Our communications should always be clear. Icons, charts and graphs can help us communicate subject matter when imagery and text alone can't do the job.



Icons, Charts and Graphs

Our icons, charts and graphs must be simple and clear. On this page you'll see examples of our icon style and information graphics. Use these examples as inspiration when creating new ones to communicate your subject matter. Always follow our icon style of flat and simple. Ensure charts and graphs are easy to read and understand. Remember, our readers are not designers, so be sure your design is easily understood.

Please contact marketing@nfp.com if you'd like a pattern developed for your communication.

Icons | Solid Shapes



Icons | Outlines



Charts and Graphs

Figure 7:
Prevalance of Medical Plan Types Offered by Employers

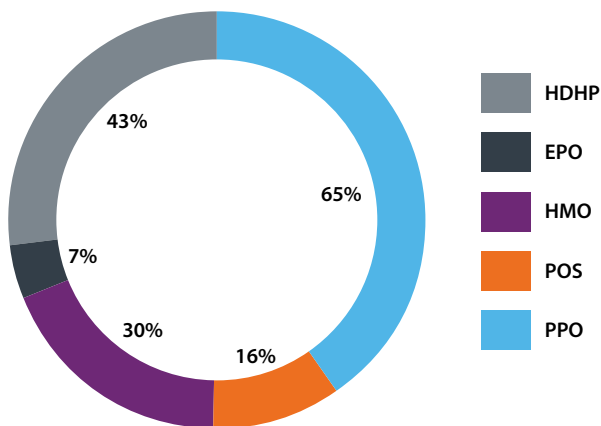


Figure 5:
Median Employee Annual Gross Costs (HMO)

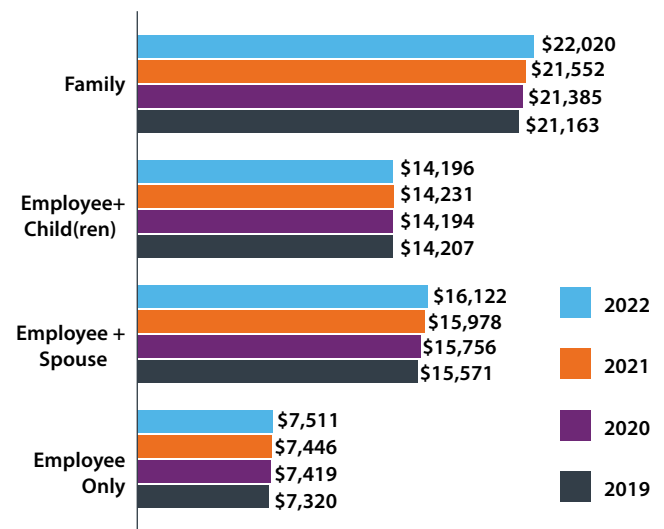
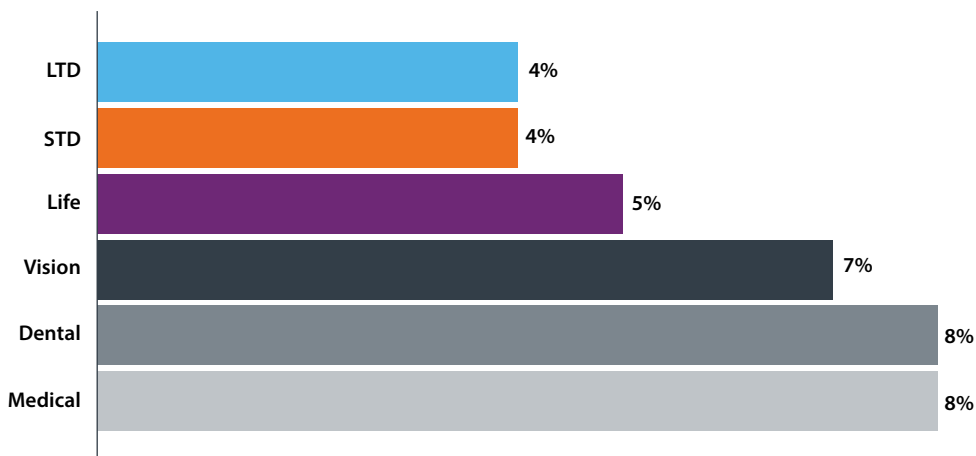


Figure 22:
Percentage of Employers Offering Part-Time Benefits



Putting the Pieces Together

You'll be doing your part to build strong positive recognition for the NFP brand and all it stands for by properly assembling our basic elements to create communications. Our basic elements, used in concert, form a unique visual expression that accurately portrays NFP.





Publications:

Communicate across a range of levels.

NFP Publications consist of core communications that provide broad, high-level discussion of entire business lines, or in-depth and detailed information on specific products and services. They encompass thought leadership, case studies, process guides and more. Publications may be reproduced and delivered digitally, or as printed materials.

Key Considerations

Brand Integrity: Controlled brand elements such as color, typography, alignment with imagery guidelines, logo and visual identifier placement are the fundamental building blocks that maintain brand integrity for NFP's design, while offering options that enable more customized layouts that serve a range of communications priorities

Flexibility: The publications guidelines (and accompanying templates) emphasize flexibility in layouts. Visual and text layout can adjust dynamically based on desired emphasis, relative content density and more.

Scannability: Imagery, pull quotes, data and infographics, contrasting sidebars and more should be utilized so as to offer quick engagement with readers, and pull them deeper into the content.

Universal Design Approaches: Fundamental decisions such as asymmetrical margins, typesetting styles, text column width optimized for legibility, and conscious use of negative space create more dynamic and modern layouts while amplifying key content and messaging.



Design and Production

Software Specifications: Multipage publication templates are compatible with Adobe InDesign software. Only NFP professionals with access to and experience with Adobe InDesign are encouraged to create marketing materials using these guidelines and templates.

Most commonly, final files are distributed as PDF files, although some print production vendors may require different formats.

Digital vs. Print Optimization: Files intended solely for digital distribution/ on-screen reading may be optimized at lower DPI resolution to save file size and download speeds. Files intended for printed reproduction require higher resolution:

Mobile Devices:	96 DPI
Desktop:	72 DPI
Print:	300 DPI

Whenever possible, always confirm necessary file resolution with vendors, publications and platforms.

**For assistance creating marketing publications, contact:
marketing@nfp.com.**

Cover Design: Business Line

The appearance of this level of communication is of similar quality to the 40,000-Foot View, still leveraging arresting and content-relevant imagery. However, images should be sourced from a rights-managed stock photography library. The cover layout incorporates the flexible Title Block, a flexible image area and white space to contain our Signature.

A brochure in this category will be at least four pages in length. Content will be written at a high level.



Cover Option A (right)

Logo and Visual Identifier

Industry photo:
6.875 in. depth

Cover headline:
Myriad Black 48/50pt.

Color bar: 2.75 in. depth

Footer photo of contextual
detail or pattern:
1.375 in. depth

Cover Option B (left)

Logo and Visual Identifier

Industry photo:
5.5 in. depth

Cover headline:
Myriad Black 48/50pt.

Cover Subhead:
Myriad Light 24/26pt.

Color bar: 4.125 in. depth

Footer photo of contextual
detail or pattern:
1.375 in. depth

Non-standard sizes

The brand elements may be adjusted when applied to smaller size publications.

The brochure shown on page 52 is an example of the system adjusting to a smaller size 5.5 x 8.5 inch cover.



Property and Casualty
Sports and Entertainment

A collection of flags flying against a clear blue sky. The most prominent is the Olympic rings flag at the top. Below it are several national flags, including the flag of the United States of America, the flag of the Republic of Cuba, and the flag of the Republic of the Philippines.

Worldwide Leaders Insuring the Field of Sports and Entertainment



Cover Design: Thought Leadership



Thought Leadership publications, such as those under the Insights from the Experts banner, don't follow a singular template. Application of brand elements such as color, typography, image guidance and more maintain the connection of these more individualized publications with the NFP brand.

Cover Design: Image + Text



In some cases, it may be useful to use introductory text on the cover of some publications, such as the above Resource Guide.

Design: Interior Pages

This example illustrates how best practices inform design to create scannable content and layers of information in a business line context.

Top Level Text: Headlines, pullquotes, sidebars and more benefit from scale, position and negative space to quickly grab a reader's attention. Use of all caps in typesetting headlines and pullquotes should be minimized, except when imparting a deliberate sense of urgency, or to achieve a desired contrast.

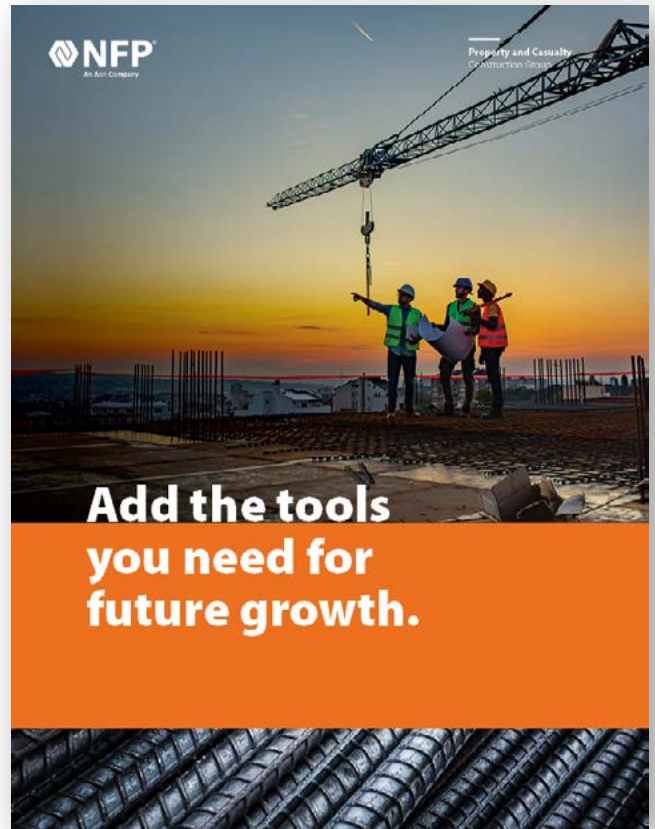
Body Text: Two-column layout makes body text more legible with its shorter line lengths. Single column text should use combinations of larger text size, indents, line breaks to maintain legibility.

Page Margins: Unbalanced margins of 1in. exterior/0.5 in. interior are recommended as a default; margins may be adjusted as content permits. Balanced margins (equal Left/Right width) are discouraged, as they tend to result in more static layouts.

Color and Imagery: Color is not assigned to specific business lines — any colors may be used for an individual business line, industry, product/service, etc. Some color choices may be intuitive, such as yellow and orange for construction. This is not mandatory. Color choices may echo colors from cover images or be established via internal charts/graphs, etc.

Both high and low-contrast color blocks may be used to create contrast or structure in page layout.

Image choices should amplify the content of the piece while maintaining the standards of the imagery guidelines on pages 42 – 45.





Each client brings their own set of unique risks and experiences that need to be properly addressed.

Significant risk exposures are inherent to the construction industry. NFP understands those risks and has built the right team of individuals to address potential exposures from a risk management perspective. Each client brings their own set of unique risks and experiences that need to be properly addressed. Understanding the intricacies of each situation – and having the reach and relationships to provide comprehensive, cost-effective solutions – is what makes NFP successful, and it's what our clients have come to expect.

Whether you're standing tall in the construction world or are just now breaking ground, we've got the tools and talent to help you lay a firm foundation and support your business.

How We Do It

Our approach to construction insurance covers the many facets that make up a client's overall insurance program. We're with you every step of the way, doing the following — and a whole lot more:

- ✓ Reviewing your current program
- ✓ Developing a risk management strategy based on your risk tolerance
- ✓ Evaluating your claims management
- ✓ Consulting on loss control, risk transfer and safety
- ✓ Providing actuarial services

Comprehensive Support

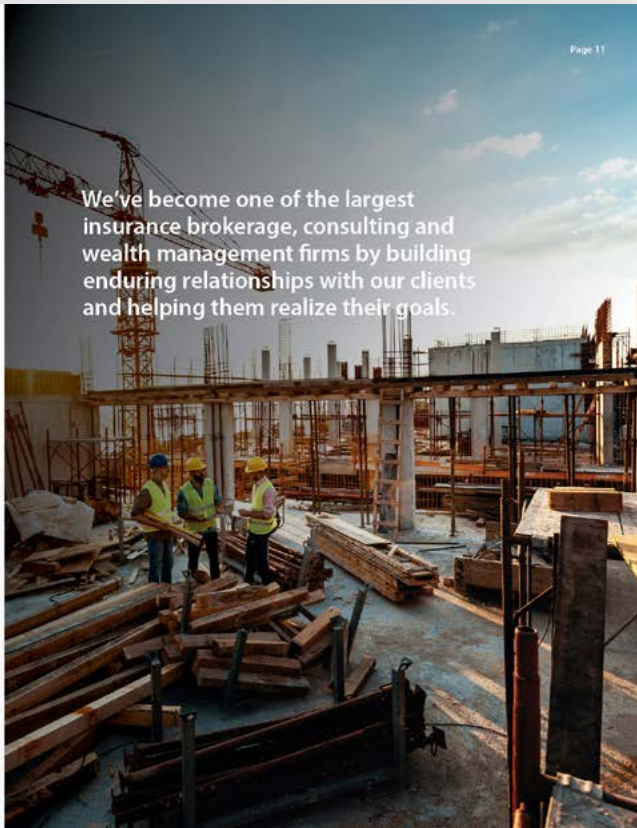
The items above are just some of the most popular and complex types of support we provide for clients at all levels of the construction industry. Other types of property and casualty insurance we provide include but are not limited to:

- **Directors and officers liability:** This coverage protects the financial assets of the company and the personal assets of the directors and officers against lawsuits.
- **Employment practices liability:** Protects a company and its officers, directors and other employees from employment-related risks, such as discrimination, sexual harassment and wrongful termination, in addition to protecting against claims potentially brought by third parties and other non-employees.
- **Fiduciary liability:** Provides coverage for loss that the insured becomes legally liable to pay as a result of a claim made against an insured for any alleged wrongful act.
- **Cyber liability/private and network security:** This coverage provides insurance for lawsuits alleging negligent acts, errors or omissions in connection with a company's internet activities. Cyber liability addresses first- and third-party risks associated with e-business, the internet, networks and information assets.
- **Crime Insurance:** Protects against employee theft, embezzlement, fraud and other crime that results in the loss of money and securities of the company.

Construction Risk Management —

NFP is a leading insurance broker and consultant that provides employee benefits, specialized property and casualty, retirement, and individual private client solutions through our licensed subsidiaries and affiliates. Our expertise is matched by our commitment to each client's goals and is enhanced by our investments in innovative technologies in the insurance brokerage and consulting space.

NFP has more than 6,000 employees and global capabilities. Our expansive reach gives us access to highly rated insurers, vendors and financial institutions in the industry, while our locally based employees tailor each solution to meet our clients' needs. We've become one of the largest insurance brokerage, consulting and wealth management firms by building enduring relationships with our clients and helping them realize their goals.



We've become one of the largest insurance brokerage, consulting and wealth management firms by building enduring relationships with our clients and helping them realize their goals.

Design: Interior Pages

These examples from the 2021 and 2022 NFP US Benefits Trend Report illustrate multiple approaches for imagery, titling, pullquotes and data representation.

Contrasts in text sizes and weights – along with color – adds emphasis, leads the reader deeper into the content, and creates a sense of dynamic energy.



Eddie Yoon | Guest Editor, Growth Strategy Consultant

Foreword

Learning to Thrive with a "Both/And" Mindset

Forecasting the future is hard and few companies get it right. This is true in "normal" times, but is exponentially more difficult during times of extreme uncertainty.

Employee health has been under a microscope as we grapple with unseen viruses, but is also being examined with a wide-angle lens as we start to see the mental and emotional health fallout from a year of isolation. Financial well-being goals are being completely redefined and revisited, as some employees have burned through their savings and others wonder why they saved so much to pay for college when their kids are at home staring at a screen.

Pre-pandemic, Gallup's measure of employee engagement hit a two-decade high of 35%, meaning a little more than one-third of employees were "actively engaged" at work. However, that still means that two-thirds of employees are not engaged or actively disengaged. That percentage is likely to have grown during the pandemic. How could it not, when employees must worry about their jobs, their families, and their physical, financial and emotional health?

Employee benefit programs may be more important now than ever.

But what should the employee benefit program look like in a post-pandemic world? As someone who has spent the last two decades forecasting consumer behavior in new categories, here are a few best practices that might help.

Find Multi-Year Trajectories vs. Forecasting Specifics

When forecasting the future, most executives hold themselves to too high a standard of precision. It's not reasonable to predict what specifically will happen on what specific date. Instead, focus on finding a "20-year trajectory." This is a trend that has been occurring for quite some time and thus is likely to continue for the foreseeable future.

UNCERTAINTY

CERTAINTY

TIME

22 US Benefits Trend Report 2021 | Learning to Thrive

US Benefits Trend Report 2021 | Learning to Thrive 22

Home Is Where the Health Is: Proactively Elevating Employee Well-Being

It's no secret that every component of employee well-being – mental, physical, financial, social, career – has suffered over the past two years.

But the employers that are doubling down on well-being support and resources with a home-first/life-first perspective are creating meaningful advantages for stakeholders.

Deb Smolensky,
Senior Vice President, Global Practice Leader,
Well-Being and Engagement

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This conversation with Deb Smolensky includes her insights on what employers should be considering, and why.

Q: When you say "home is where the health is" what do you mean in the context of well-being?

A: Well-being isn't something that matters only at certain points in the day. It's naïve for an employer to be concerned only with an employee's well-being during work hours or expect them to suppress their "issues" from 9-5.

So with our survey showing 65% of companies adopting an alternative work schedule, and three quarters of those companies planning to keep the new schedule permanently, it's time to embrace the home as a key part of the workplace. Employers have to focus their well-being strategies on the home environment and daily life challenges.

Think of all the things that may be weighing on an employee at any given time. Multigenerational caregiving responsibilities, debt, home maintenance needs, rising utility costs, limited or strained colleague connections, poor home office ergonomics, higher food bills, not being able to connect with the care

they need — it's all happening at home. The stress is compounded by workloads and a lack of flexibility, which leads to burnout and then turnover, which puts more pressure on those left behind to backfill and find a replacement.

A better path is to see employees in the context of this new era, thinking beyond what most have known throughout their careers to visualize the whole employee experience in and out of work. Empower and support them to navigate and thrive no matter where they are working. Build a well-being strategy that touches every part of their lives on their terms — how they access healthcare, care for their family, implement ergonomics in their home office, or find quiet time for recovery and reflection — while having the right mindset to address their financial and health challenges. Ultimately you'll see good things happening in your business.



Home Is Where the Health Is

According to NFP's survey data, employers realize that **home access to care** is necessary to employee well-being.

Over half of employers have introduced virtual solutions in mental health (**55%**) and primary care (**54%**), and better care for employees is a key driver, with about a third (**29%**) citing it as their main driver for considering health care delivery alternatives, and a little more than that (**36%**) saying better care and cost containment are equally important motivators.

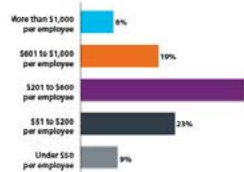
We've all heard that investing in employee well-being is a business imperative.

Most organizations have taken at least some steps to address the challenges employees are facing. But enhancing employee well-being, especially when challenges are unlikely to let up, requires new ways of thinking and strategic focus in addition to investment.

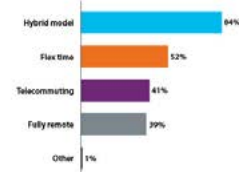
Supporting well-being also means evolving your total rewards offering for the blending of home life and work (it's here to stay for many). Employers must take into account the 24/7/365 whole-person experience and acknowledge that life experiences and challenges don't disappear when the workday begins. They must also recognize that while employees want fulfilling work experiences, they want their lives — not their work — to come first. The goal is no longer work-life balance, its life-work integration.

Yes, there is an upfront cost. Most employers are already investing the money, and many expect to invest more in the next year. But, our survey revealed that more than half of employers are already spending over \$200 per employee on well-being. Rather than moving straight to budget allocation, these companies should make sure they're making the right cognitive investment: assessing needs and strategy development to ensure they're spending their well-being dollars where it will have the most impact on employees. Smart investment pays off, leading to a healthier, more empowered workforce, better recruiting and retention results, higher productivity and increased resilience — all of which have significant value for your organization.

WB Figure 1:
Total 2021 Well-Being Spend Per Employee



WB Figure 2:
Type of Alternative Work Schedule Offered



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2022 NFP US Benefits Trend Report | 27

Design: Single-Page OTG

The Single-Page OTG (on the ground) publication is a widely used format that spotlights a single offering, product or service.

Design elements include a photo header that can have varying depth (based on what content needs to be accommodated), multiple text styles for headlines, subheads, pullquotes, sidebars and more, along with color blocking and a signoff signature. The format also allows additional variations on the theme for the most effective presentation of content.

Front Page (right)

Logo and Visual Identifier

Industry photo:
3–4.5 in. depth

Cover headline:
Myriad Light 30/32pt.

Left margin: 1 in.

Color sidebar: 3.125 in. width



Back Page (right)

Top header: 1–1.25 in. depth

Visual Identifier

2-column text

Optional supporting image

Left margin: 1 in.

Right margin: 0.5 in.

Color sidebar: 3.125 in. width



Live Event Coverage

Are Your Live Events Covered?

Whether you're a promoter, producer or self-promoting venue, a great live event experience requires specialists with extensive experience who understand and appreciate its uniqueness.

Our team of experts can walk you through the various requirements that are presented to you and match you up with the appropriate insurance products to protect you and your company. Your show could have pyrotechnics, vendors, merchandising or overnight camping. Whatever the scenario, NFP has the industry relationships that you need to get these events covered so focus on what you do best: putting on a show.

Key Insight

Your success is our success, and our live event specialists will work to help you understand where your exposures lie. From day one, we'll work with you to understand your risks and help you prioritize responses to help handle them. Accidents and cancellations happen, but they don't have to hurt your business.

From there, we'll leverage our access to our industry relationships and market insights to help craft a risk mitigation solution.

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You need quick and responsive coverage for live events. Don't settle for less.

Equipment can malfunction; events can suddenly be cancelled. We pride ourselves on responsiveness when there is a need to evidence your coverage or when emergency changes to your coverage are required.

NFP gives you access to an attorney, at no added cost, who will work with you to ensure that you are protected when it comes to location, service and rental agreements.

Design Example 1



The slide features a dark blue background with a grid pattern. At the top left is the NFP logo with the tagline 'An Aon Company'. To the right are two large hexagonal images: one showing the Statue of Liberty and the One World Trade Center, and another showing a collage of international flags and buildings. Below the logo is the text 'About NFP'. The slide is divided into three main sections: a white section on the left for 'What We Do', a green section on the right for 'Our Mission', and a dark blue section at the bottom right for a CEO profile.

NFP
An Aon Company

Company Overview

About NFP

Our Mission

Deliver global capabilities and solutions to a diversity of clients, industries and communities by putting people first, prioritizing partnerships, solving problems and continuously advancing a culture we're proud of.

What We Do

- Property and Casualty**
\$861 Million Annual Revenue (2023)
- Benefits and Life**
\$1.2 Billion Annual Revenue (2023)
- Wealth and Retirement**
\$418 Million Annual Revenue (2023)

* As of 2/2024

Doug Hammond
CHIEF EXECUTIVE OFFICER

Clients are navigating a complex world. NFP brings an understanding of their big problems and a deeply collaborative approach to solving them.

Multiple color blocks, larger point size and bold text elements, icons and other infographics become a modular system to organize multiple pieces of content into a cohesive whole. Rather than being a fixed template, this is but one example of a successful page design, and other variations are permitted.

For more information,
visit [NFP.com](https://www.nfp.com)

Company Overview

Industry Leader

- #2 largest defined contribution retirement advisor (NAPA)
- #7 largest benefits broker by global revenue (Business Insurance)
- #8 best place to work in insurance (Business Insurance)
- #8 commercial lines agency by P&C/commercial lines revenue (Insurance Journal)
- #10 largest property and casualty agency by total P&C revenue (Insurance Journal)
- #13 personal lines agency by P&C/personal lines revenue (Insurance Journal)
- #13 largest global insurance broker (Best's Review)
- #13 largest broker of US business (Business Insurance)

Securities offered through Kestra Investment Services, LLC (Kestra IS), member FINRA/SIPC or Executive Services Securities, LLC, member FINRA/SIPC. Investment Advisory Services offered through Kestra Advisory Services, LLC (Kestra AS) an affiliate of Kestra IS. Insurance services offered through a licensed subsidiary of NFP Corp. (NFP) or a member of PartnersFinancial or Benefits Partners, which are platforms of NFP Insurance Services, Inc. (NFPISI), a subsidiary of NFP. Fusion Advisor Network is a platform of Kestra IS. Some members of PartnersFinancial, BenefitsPartners and Fusion Advisor Network are not owned or affiliated with NFP. ESS is affiliated with NFP and NFPISI. Neither Kestra IS nor Kestra AS are affiliated with NFP or NFPISI. Investor Disclosures: <https://bit.ly/NF-Dislosures>

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Community Engagement

We invest in national and global nonprofits and dozens of local charities. These organizations share our commitment to advancing equity, supporting those in need and making a meaningful impact in our communities.

Diversity, Equity, Inclusion and Belonging

We aim to cultivate enterprise-wide DEIB systems and cultures that permeate every aspect of the business and empower all stakeholders to succeed.

Global Revenue



Where We Are

7,700+ employees globally across the United States, Canada and Europe

★ Regional Hubs



For your business.
For your people.
For your life.

[NFP.com](https://www.nfp.com)



Design Example 2



NFP
An Aon Company

Property and Casualty
Construction Group

Case Study | Construction: Controlled Insurance Programs

A multifaceted approach to helping a client build a \$170M soccer stadium

A construction group building a soccer stadium was looking to get the most competitive insurance deal for their operation by considering a contractor controlled insurance program (CCIP) or owner controlled insurance program (OCIP).

They wanted a broker who could handle both negotiation areas and was willing to work with their construction manager so that, together, they could design the program that would drive the best results possible. While similar, CCIPs and OCIPs have subtle differences between each other — as well as occasional insurer preference between one or the other.

After discussion and much competition through the RFP process, they chose NFP and together we got to work.

CONTRACTOR CONTROLLED VS. OWNER CONTROLLED INSURANCE PROGRAMS

- **CCIPs and OCIPs** are both commonly referred to as “wrap-up insurance.”
- **Both are extremely effective risk management tools** for large construction projects and offer enhanced coverage options for general liability, workers’ compensation and excess liability while also generating significant cost savings for owners and developers by pooling these coverages together into a single system.
- **The key difference** between the two is who the plan sponsor – the group in charge of securing, paying for and administering coverage – is. In a CCIP, the plan sponsor is the general contractor. In an OCIP, the project owner is the plan sponsor.

© 2021 NFP Corp. | 21-COR-CD-GEN-0144

This Case Study template uses the color block sidebar as well as select emphasis of content via type styling.

Working Together for Results

A three-part procurement plan was implemented and the entire negotiation process took close to three months.

To the client, “best results possible” amounted to the most cost-effective solution that still implemented the best controls to manage risk and safety on the job site.

With this ethos and messaging in mind, we strove to influence insurance underwriters to provide OCIP quotes so that the client would have the choice between OCIP and CCIP. This required a sensitive, clearly coordinated communication to all carriers of the direction to “implement the best controls to manage risk and safety on the job site.”

The general contractor continued to negotiate and provide revised pricing and coverage options off of their CCIP. This also required sensitive communication and coordination since leverage was needed to make sure the general contractor understood the OCIP option was viable and that the owner may take that insurance option.

To keep the messaging of “implementing the best controls to manage risk and safety on the job site,” the client worked with us on creating a detailed submission but also holding on-site underwriter meetings. This gave the underwriter a better feel for the risk, and the safety and controls that would be implemented. It also required the general contractor to make positive statements regarding safety and controls on the project. By having the general contractor’s team included in the marketing process, they would understand the OCIP program’s viability, which would drive leverage against their CCIP numbers and drive better results.

In the end, the process was extremely successful, enabling them to save a substantial amount of money over what they initially accounted for in early building plans.

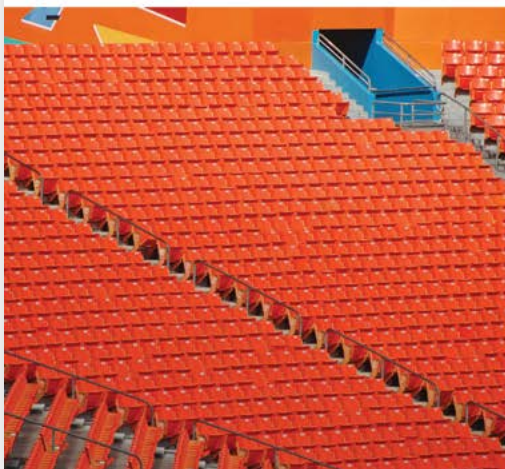
Figuring Out the Future

It all starts with listening — listening and understanding the needs and goals of the client.

That’s the NFP way and it leads to collectively designing and developing a meaningful service/risk management plan for the entire response, integrating resources and the group’s strategies to optimize insurance program success.


Insurance services provided by NFP Property & Casualty Services, Inc. (NFP P&C), a subsidiary of NFP Corp. In California, NFP P&C does business as NFP Property & Casualty Insurance Services, Inc. (License # 0F15715).

Property and Casualty
Corporate Benefits
Individual Solutions
NFP.com



The back page uses a 2-column layout for text. The narrower column width is more legible and more practical for accommodating bulleted text and pull quotes while maximizing space for content. Additional images or graphics can be used as space permits.

Design Example 3




Put Your Best Foot Forward with Voluntary Benefits

Top talent is out there. What are you doing to distinguish your org as the “dream job?”


Workforces are changing. Workers want more of a say in their workplace, their roles and their benefits — and employers are responding.

28% of employees are extremely or very likely to look for a new job in the next 12 months.


This is higher for mid-career and younger employees:



40%
Gen Z




41%
Millennials



19%
40+

Voluntary benefits – supplementary healthcare programs and lifestyle enhancement options – are a key solution for businesses to find and keep top talent.



57% of employees are at least somewhat likely to take a job with **lower pay but better benefits.**

Employers are taking notice.

Those looking to move their organizations onwards and upwards understand that providing creative, whole-person compensation is the newest, most prevalent challenge on the road to success.

Does supplemental insurance help your company recruit employees?

50% Yes	<div style="width: 50%; height: 10px; background-color: #0070C0;"></div>
26% No	<div style="width: 26%; height: 10px; background-color: #0070C0;"></div>
24% Not Sure	<div style="width: 24%; height: 10px; background-color: #0070C0;"></div>

Does supplemental insurance help your company retain employees?

60% Yes	<div style="width: 60%; height: 10px; background-color: #0070C0;"></div>
21% No	<div style="width: 21%; height: 10px; background-color: #0070C0;"></div>
19% Not Sure	<div style="width: 19%; height: 10px; background-color: #0070C0;"></div>

Employees are worried about healthcare spending, and look to their employer for solutions.

You have the opportunity to help employees overcome big, life-affecting financial challenges with supplemental health benefits. **With low costs to you, you can offer your workforce meaningful, relevant support.**

- 61%** — believe their share of medical costs will increase in the next year.
- 48%** — couldn't pay \$1,000 or more for out-of-pocket expenses without relying on debt or credit if an unexpected serious illness or accident occurred today.
- 42%** — would use a credit card to pay for high out-of-pocket expenses associated with an unexpected serious illness or accident.

Sources: 2020-2021 Aflac Workforces Report | Executive Overview

This approach illustrates how data can be presented as a set of infographics to better communicate. This design creates a scannable page with multiple opportunities to engage the reader with compelling datapoints.

Achieving Benefits Completion

Using voluntary benefits as a benefits completion strategy helps employees cover expenses and avoid debt while helping employers build benefit programs that are competitive and robust without having to increase healthcare budgets.

Supplemental Health Benefits	Lifestyle Benefits
<p>These Benefits fill coverage gaps such as:</p> <ul style="list-style-type: none"> • Coinsurance and copay • Out-of-pocket expenses • Deductibles <p>Popular supplemental benefits include:</p> <ul style="list-style-type: none"> • Accident Insurance • Critical illness insurance • Gap coverage • Permanent life insurance 	<p>As the workforce grows and changes, newer lifestyle benefits are growing in popularity and demand as well:</p> <ul style="list-style-type: none"> • Identity theft coverage • Legal support coverage • Cancer advocacy • Socially responsible credit acquisition • Pet insurance coverage • Home and auto coverage

Communication/Enrollment Support Resources	
<ul style="list-style-type: none"> • AI/decision support • Call center support 	<ul style="list-style-type: none"> • Enrollment technology • Robust marketing campaign



Voluntary Benefits

A well-designed voluntary benefits program – positioned side-by-side with traditional medical benefits – can provide the support employees and their families need to thrive. Supported by Reliance, Nayya, and Ease – NFP has everything you need all in one place. Click below to see an example of our pricing.

[LEARN MORE](#)

Corporate Benefits | Property and Casualty | Individual Solutions

NFP Corp. and its subsidiaries do not provide legal or tax advice. Compliance, regulatory and related content is for general informational purposes and is not guaranteed to be accurate or complete. You should consult an attorney or tax professional regarding the application or potential implications of laws, regulations or policies to your specific circumstances.

7/20 (21-CB-CB-GEN-0126) Copyright © 2021 NFP. All rights reserved.



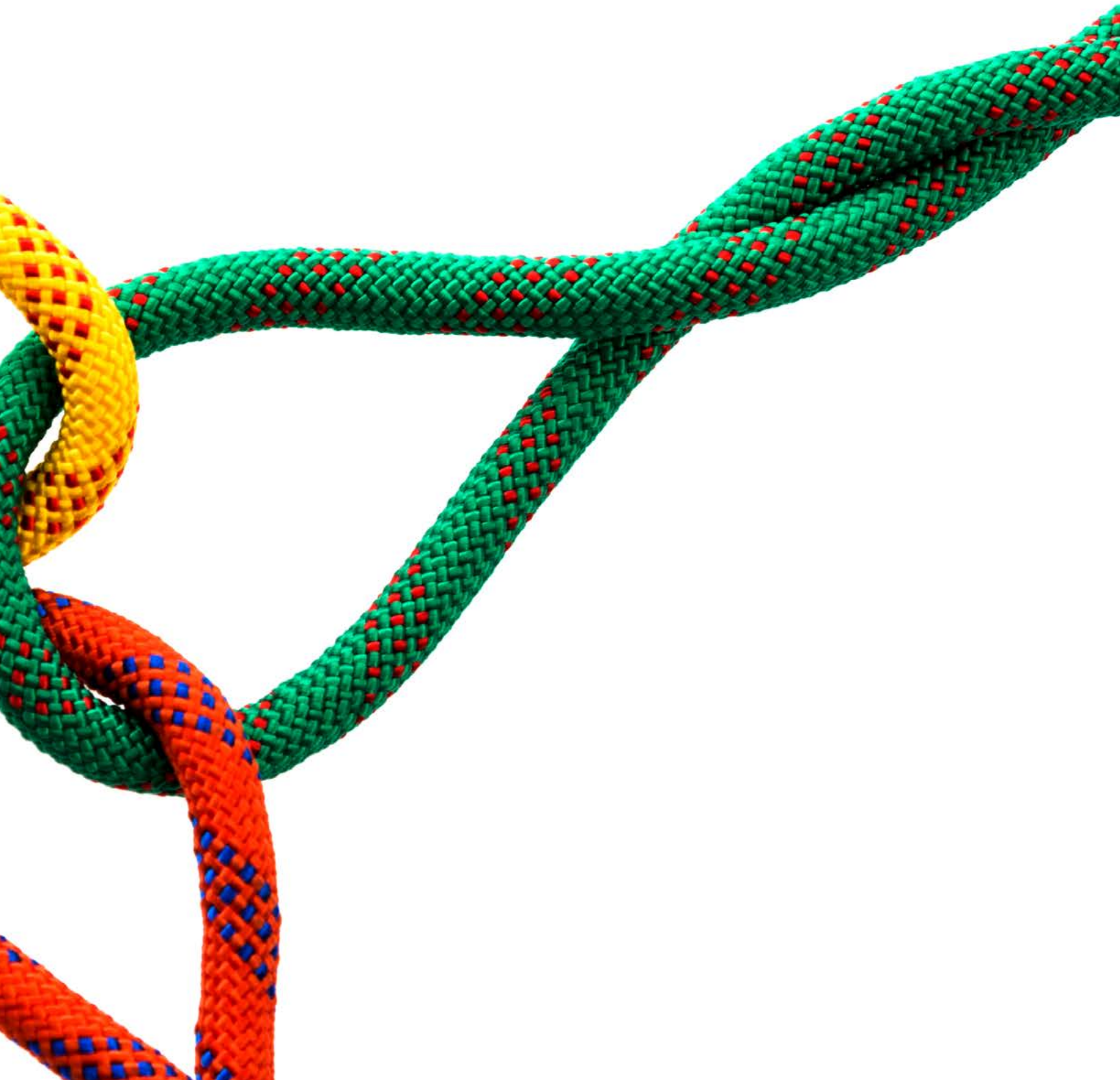
Advertising:

An interwoven and flexible approach to communication.

NFP advertising spans purposes from institutional communication to marketing of substantive business lines to promotion of individual products, services and business offices.

NFP advertising templates provide a flexible kit of parts to maintain brand integrity across widely varying sizes and proportions of ads at large and small scale.





Full Page Advertisements

Full page advertising layouts showcase the full breadth of visual elements available within the template. While a full page is often described as a letter-sized page, printed publications can vary substantially in width, height or both in actual dimensions.

Full page ads are also usually set up for full bleed on all sides. Production files must be carefully prepared to conform to publication specifications for bleed, trim and live area measures, as well as desired file format, color model (CMYK or RGB) and resolution.



**Grow your company.
Preserve your culture.**

You've built a business to be proud of
and now it's time for the next step.

A holistic evaluation of your options – including thoughtful integration, company culture and resources that accelerate growth – helps you think beyond the closing and informs the right choice. Our cross-functional integration team, people-first culture and integrated business lines have you covered long after the deal closes.

For your business.
For your people.
For your life.

NFP.com



An Aon Company

Template elements for standard tall proportion full page ad (right)

Subject photo:

50% minimum. depth, adjustable based on copy depth requirements.

Ad headline:

Myriad Black 48pt or set to fit, with solid or +2 points leading.

Color block with subhead:

varying width and depth, but should define the text column width below. Color should complement visual imagery, and be from the NFP palette. Subhead should be set to fit, ideally 18pt. Myriad regular or greater, with tight leading of +2 pt.s.

Body copy:

Width proportional to color block, Myriad Regular 12pt, optional enlarged font introduction (should not exceed size of subhead), leading flexible, but ideal range 125 – 150% of body copy size

Sign off with URL:

12/16 Myriad Semibold, with Bold for URL.

NFP Logo:

32 pt. height, aligned to URL baseline

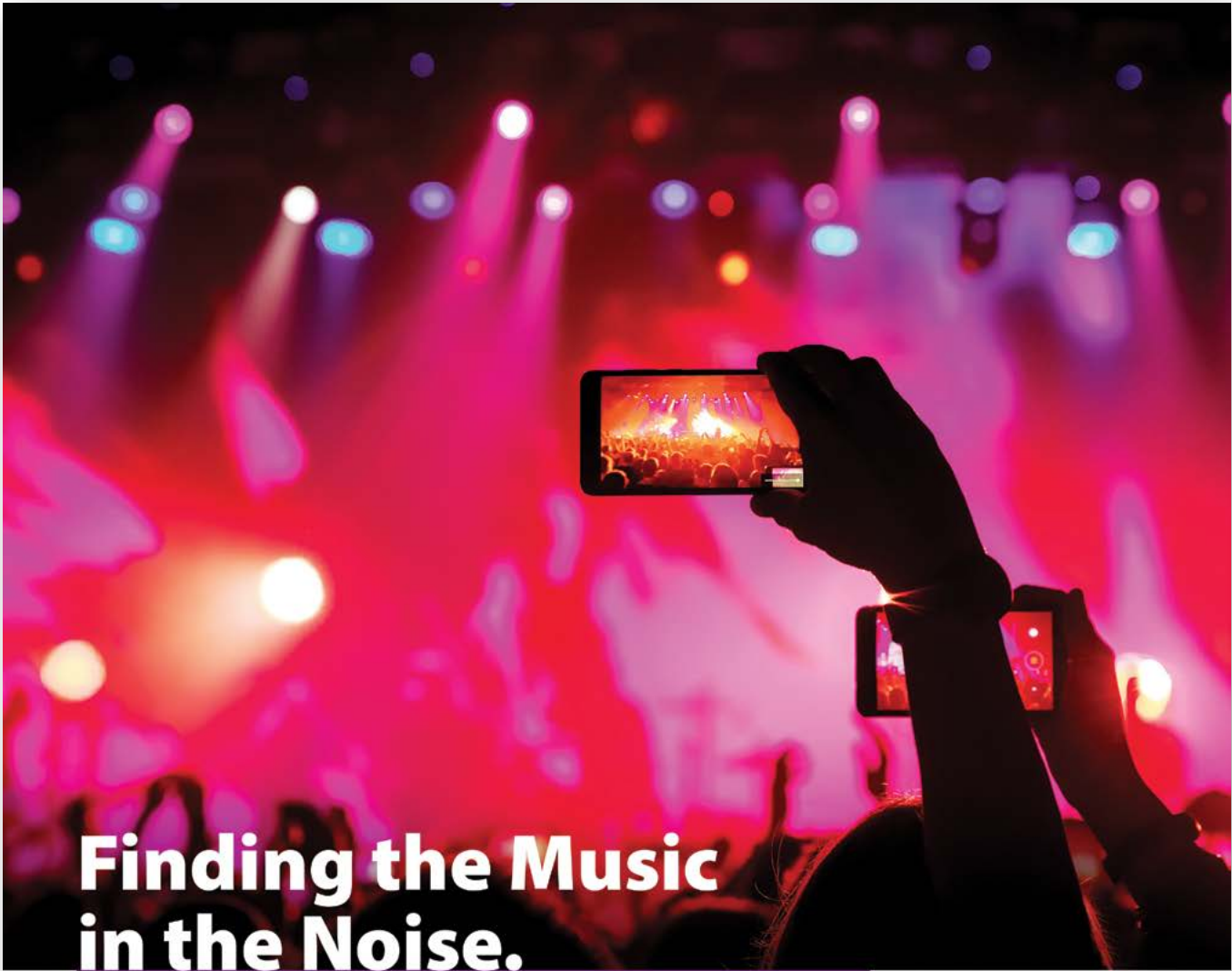
Footer photo of contextual photo detail or pattern:

variable, but less than 1 in. depth ideal

Full page ad variant (left)

This more square proportioned layout requires adjustment of the template elements. Photo depth, margins and copy column width adjust to the alternate proportion, while point sizes of type can remain consistent.

Similar adjustments to conform to multiple publication sizes are possible using flexible depth and width of content components in the template.



Finding the Music in the Noise.

Celebrating **70** incredible years of cultivating creativity and encouraging excellence with the Recording Industry Association of America.

Leaving a lasting legacy isn't something you should leave up to chance. Manage your risks, empower your workforce and plan for a brighter future alongside experts invested in your success.

—
For your business.
For your people.
For your life.

NFP.com



Fractional Page Advertisements

Fractional page advertising layouts vary widely in both scale and proportion — they may be wide, tall or square, and dimensions range from very small size to substantial dimensions that approach the area of a full page ad. Scale of type and visual elements is flexible, and should be approached with consideration for contrast and hierarchy.

Fractional page ads are also frequently used by local and regional offices, and need to accommodate direct contact information beyond a URL. The approaches in this section illustrate multiple options.

Fractional ads also vary in that some will require bleed edges, while others will be fully contained within the page margin. Production files must be carefully prepared to conform to publication specifications for bleed, trim and live area measures, as well as desired file format, color model (CMYK or RGB) and resolution.



**Understanding.
Collaboration.
Empowerment.**

Growth means more experience, more expertise, more diversity of thought, and more opportunities to impact our communities.

You deserve a risk management and benefits partner who's focused on more than just business — one who's focused on helping you move forward personally and professionally, now and in the future.

For your business.
For your people.
For your life.

NFP.com



Template elements for larger tall proportion fractional page ad (right)

This 7 x 9 in. example uses the full set of elements for ad layout .

Subject photo:

Proportional. depth, adjustable based on copy depth requirements.

Type sizes may adjust to balance copy length and available space. Specs below are for the specific ad at right.

Ad headline:

Myriad Black 38/38 pt.

Color block with subhead::

varying width and depth, but should define the text column width below. Color should complement visual imagery, and be from the NFP palette. Subhead Myriad Semibold 17/19 pt.

Body copy:

Width proportional to color block, Myriad Regular 12/15 pt.

Sign off with URL:

12/16 Myriad Semibold, with Bold for URL.

NFP Logo:

32 pt. height, aligned to URL baseline.

Footer photo of contextual photo detail or pattern:

variable, but less than 1 in. depth ideal.

Template elements for small space vertical proportion ad (left)

This ad measures 3.375 x 4.875 in.

The color block adjusts to a full width bar, and the footer photo strip is removed.

Ad headline:

Myriad Black 24/24 pt.

Color bar subhead:

varying width and depth, but should define the text column width below. Color should complement visual imagery, and be from the NFP palette. Subhead Myriad Regular 11/11.5pt.

Body copy:

Width proportional to color block, Myriad Regular 9/11.3 pt.

Sign off with URL:

9/11.3 Myriad Semibold, with Bold for URL.



Building Compassionate Communities

NFP is proud to support
the Children's Medical Fund
of New York.

Thank you for your commitment to ensuring the health, wellness and well-being of so many of New York's children.

And congratulations to our own Ned Dubofsky!

Your tireless and humble dedication to caring for others is an inspiration for all of us at NFP.

Property and Casualty
Corporate Benefits
Individual Solutions



Fractional Page Advertisements; Wide Proportions

Wide proportion ads require a different approach when arranging the visual elements. The examples on this page show two basic options: a full width image with the color block and copy/sign off block below, and a fullheight image at left with the additional elements stacked on the right.

When the color block contains the headline, it may not be possible to accommodate a subhead in the ad layout. The width and depth of different components is flexible.

Template elements for wide fractional page ads (right and below left)

The examples at top and bottom right show the different approaches for a photo at the top and copy below, and a photo to the left and copy to the right.

The depth and width of the photo, color and text blocks is adjustable based on available space. (These examples orient on the vertical centerline, but this is not a required aspect.) The example at the lower left shows how the color block can expand in response to a copy-light ad.

**More Opportunity.
More Support.**

Proudly supporting the BTEA.

—
For your business.
For your people.
For your life.

NFP.com

NFP
An Aon Company

©2021 NFP Corp. 21-COR-NY-GEN-0531



Building a Brighter Tomorrow

NFP is proud to support Ronald McDonald House New York.

Thank you for your incredible compassion and tireless efforts in supporting children in need and their families.

Property and Casualty
Corporate Benefits
Individual Solutions
NFP.com



More Opportunity. More Support.

Cover your exposures. Boost your workforce. Unearth innovative solutions. All alongside seasoned specialists with the focused expertise to keep your world running.

For your business.
For your people.
For your life.

art.morgenstein@nfp.com
858.869.8313

NFP.com



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Special Case Advertisements

Special cases include a number of specific requirements that need to be addressed in an ad beyond baseline content. While it is difficult to anticipate all such cases pre-emptively, there are some instances that do recur regularly.

One such case is for singular NFP offices or contact points. These may relate to a region, or even a specific office that handles a tightly defined subset of NFP's full offering. Phone and physical address locations, as well as named individuals may need to be included. While there is no single solution, the examples included here show some valid solutions (right).

Another case is the need for co-branded ads. These are instances when an additional company logo or brand need to be recognized alongside NFP. These may be branded NFP affiliates, partners/carriers or co-sponsors, among others. When NFP is the advertiser, NFP's brand guidelines govern the layout of the ad (below).

Regional content and contact information treatment examples (right)

The examples at top and bottom right show different approaches for more specifics relevant to local office expertise, and ways of treating contact information.

Different ad proportions and sizes call for flexibility when it comes to accommodating specific local contact information for both offices and individuals.



**Proven Partnerships.
Dedicated Expertise.**

Connect to the tax and business management resources, focused coverage, and benefits expertise your business needs to excel.

TMGJ and NFP are working together to bring you best-in-class support tailor-made for the entertainment industry.

Property and Casualty | Corporate Benefits | Individual Solutions

**TANNER MAINSTAIN
GLYNN & JOHNSON**

NFP
An Aon Company

Co-branded ad example (left)

Co-branded ads require that additional logos share space in the layout.

Logos should not be combined into single signatures or lockups.

Differing proportions require judgement as to the correct size and placement of logos, although care should be taken to keep the NFP logo from becoming visually marginalized.



Discover Support. Unearth Opportunity.

Empower your organization and energize your workforce with innovative benefits solutions from focused oil and gas sector specialists.

Employee Benefits | Executive Benefits
HR Consulting | Retirement Planning

Cooper Johnson, Vice President of Sales
cooper.johnson@nfp.com
Office 405.513.8925 | Cell 405.361.7500

4811 Gaillardia Parkway, Suite 300
Oklahoma City, OK 73142

NFP.com



Strength and Support You Can Count On

Connect to the focused benefits and insurance expertise your business needs to ensure its people are healthy and happy.

Boost your workforce, cover your exposures and unearth innovative solutions alongside long-time specialists with a foundation in understanding your world.

Property and Casualty
Corporate Benefits
Individual Solutions

NFP.com

Insurance services provided through NFP Corporate Services (OH), Inc., a subsidiary of NFP Corp. (NFP)



©2022 NFP Corp. 22-FCB-EMBN-C-0075

6450 Rockside Woods Blvd S., Suite 250 | Cleveland, Ohio 44131 | 216.264.2707

Stationery System





Within our company, there's an enormous daily flow of communications directed to each of our audiences: prospective and existing clients and employees. Even in today's digital age, stationery is still one of the most common and visible ways we communicate.

Our stationery system provides consistent layouts, color treatments and information to support of our consistent brand image.

To order stationery, please visit brandcentral.nfp.com.

Business Card

A few things to note:

- The Business Segment field can be used to designate your specific business segment, core competency or department.
- The CA License No. field is only mandatory for advisors working in the state of California.
- For advisors in New York, the License No. field should be replaced with the legal company name.
- Business cards are subject to legal and compliance review. Appropriate disclosures will be added as required.

To order business cards visit **brandcentral.nfp.com**. Never attempt to recreate business card artwork on your own.





nfp.com

Firstname Lastname

Accreditations

Title Line One

Title Line 2

Business Segment

CA License No. XXXXXXXX

T 123.456.7890

M 123.456.7890

F 123.456.7890

email.address@nfp.com

Address Line 1

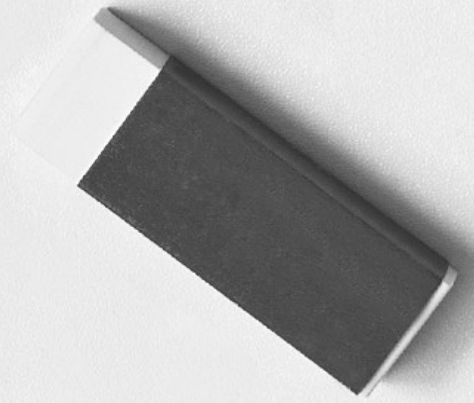
Address Line 2

Address Line 3

Ugitasped excestiat. Et fugiatquasi ommoluptate apis ditis ipsapiet imus nus samus vollume niendan imincto illendandit, conecus cilicab orrovit quae voluptassin ape go redor reperciist que magnita sinvent id que reic to exerumq uidebis consequatia velescienis esto erati suntur lipsum dolar sit amet.

Letterhead

To order letterhead or obtain electronic templates, visit brandcentral.nfp.com. Never attempt to recreate letterhead artwork on your own.



Word Processing Specifications

Arial Regular

9 pt/14 pt U/lc

Flush left

Ragged right

Single line spaced

Set the top margin to 3".

Set the left margin to 1".

Set the right margin to 0.5".

Set the bottom margin to 1".



Address Line One
Address Line Two
Address Line Three

T 123.456.7890
F 123.456.7890

nfp.com

Date

Addressee Name
Addressee Title
Company Name
Street Address
City, State Zip Code

Dear Addressee:

This typing format was developed to work with our letterhead design and enhance the look of our correspondence. The preferred type style is Arial Regular 9-point type on 14-point leading.

The left margin is 1 inch from the edge of the page. Type the date 3 inches from the top of the page. The recipient's address is two lines below the date. Type the salutation two lines below the address, and begin the body of the letter two lines below the salutation. Text is single spaced with double spacing between paragraphs (no indentations).

The complimentary close is typed two lines below the body of the letter. The sender's name is typed four lines below the closing. The typist's initials appear two lines below the sender's name. When required, the notations for enclosures and copies are placed in order, two lines below the typist's initials.

Text is typed flush left. The right margin is irregular and should be no less than 0.5 inches. Avoid hyphenating text to modify the right margin. Maintain no less than six lines from the bottom of the page. If the letter exceeds a single page, continue the letter onto a blank second sheet of matching paper stock.

Complimentary close,

Sender's Name

ab

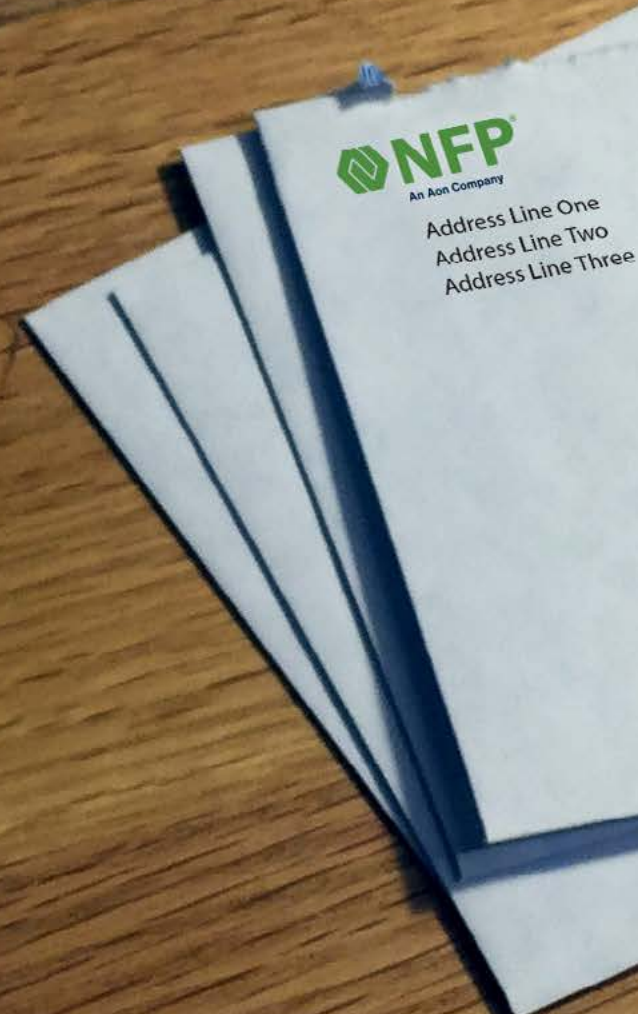
enc.

cc: Person's Name

Tibearum quatern aut versperum faceperumet aribeari nonseque voluptum audic te pa exero estist liqui core nost vent et eatqui cum fugitatio. Agnis sequisit alibus, nos eicia pore

Envelope

To order envelopes or obtain electronic templates, visit brandcentral.nfp.com. Never attempt to recreate envelope artwork on your own.



Word Processing Specifications

Arial Regular

9 pt/14 pt U/lc

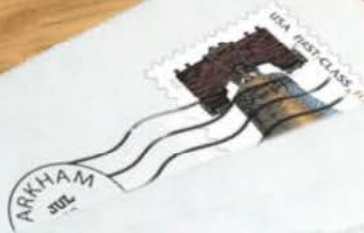
Flush left

Ragged right

Single line spaced

Set the top margin to 2".

Set the left margin to 3.5".



Addressee Name
Addressee Title
Company Name
Street Address
City, State Zip Code

Mailing Label

To order labels or obtain electronic templates, visit brandcentral.nfp.com.
Never attempt to recreate label artwork on your own.

Word Processing Specifications

Arial Regular

9 pt/14 pt U/lc

Flush left

Ragged right

Single line spaced

Set the top margin to 1.75".

Set the left margin to 1.5".



Address Line One
Address Line Two
Address Line Three

Addressee Name
Addressee Title
Company Name
Street Address
City, State Zip Code

Presentations



Company Overview

Property and Casualty
Benefits and Life
Wealth and Retirement



Helping organizations and people overcome complex challenges with specialized expertise and tailored solutions.



A new, corporate-wide Powerpoint template has been developed to provide a more adaptable and consistent format across corporate presentations. Important updates to take note of include:

Wide Format

The wide format provides more compatibility with modern devices, from large flat-screen monitors common in conference rooms to contemporary laptop and desktop monitors.

Universal Font

The Arial font is considered the primary font family for corporate Powerpoint presentations due to its installation as a default font across operating systems.

New Slide Masters

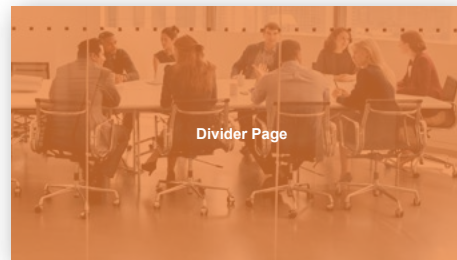
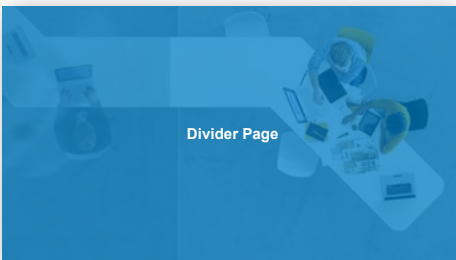
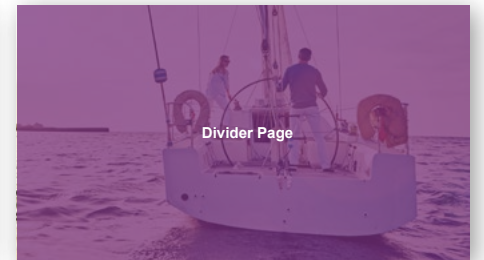
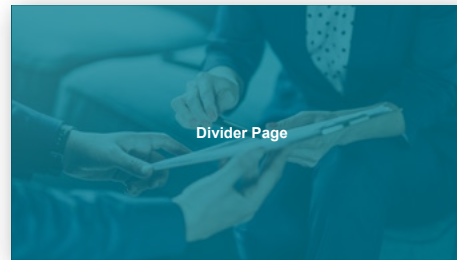
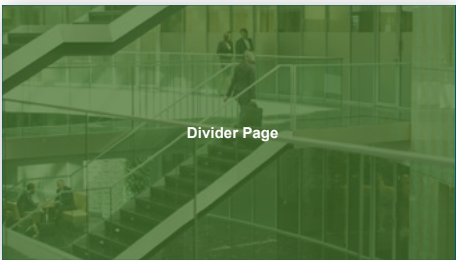
The new template incorporates new slide masters to enable the rapid creation of a unified presentation. These vary from tight to loose constraints on the content intended for presentation.

Presentation Template

Covers



Dividers



Cover Formats

Three cover options are pre-loaded into the template: global focus, universal and legacy (thumbprint). Custom covers should only be created in conjunction with the NFP brand team.

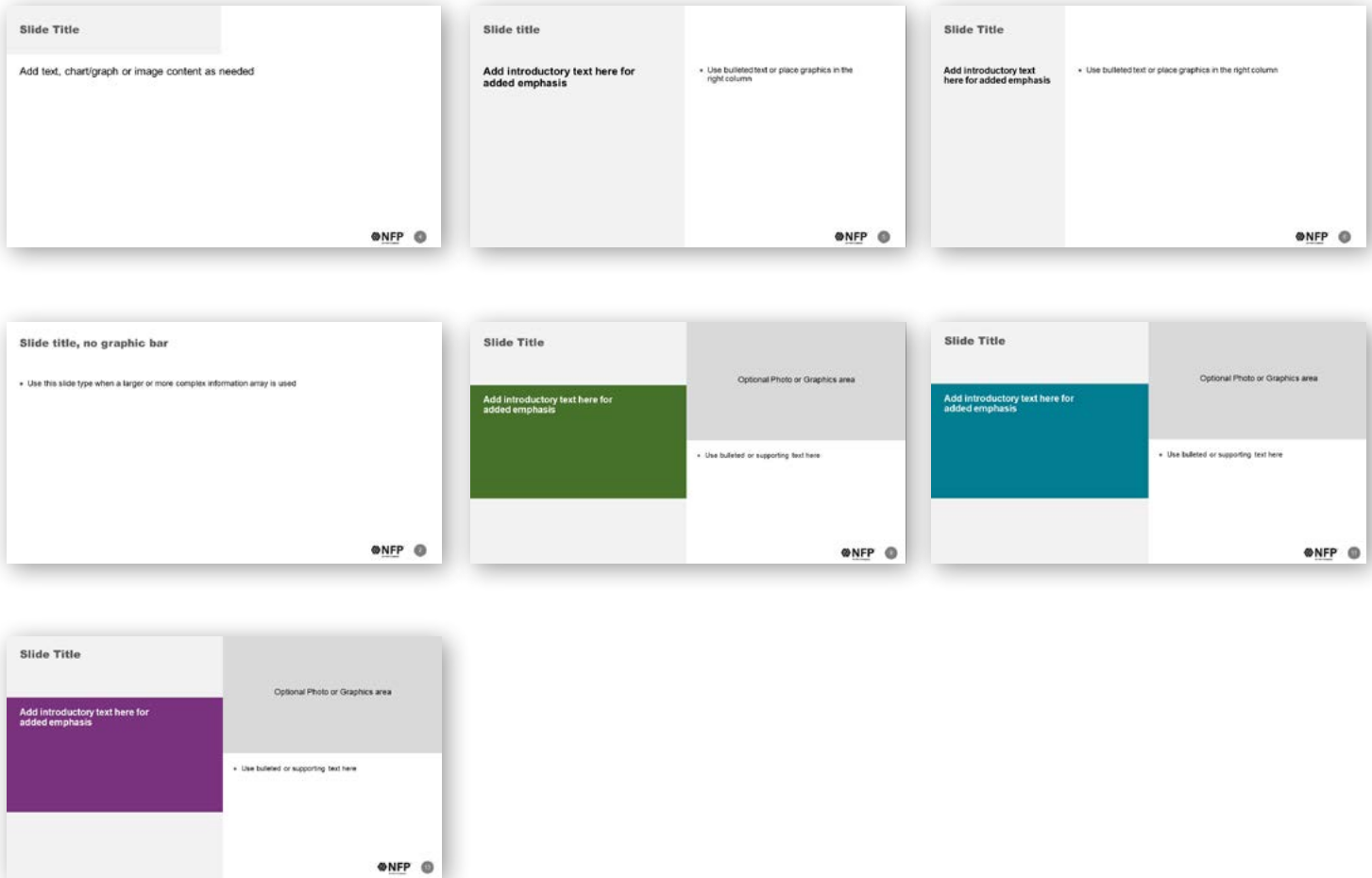
Divider Pages

A series of graphic divider pages is available to help organize longer presentations. These can also be used for single, high-impact statements or quotations.

Content Pages

The templates provided are flexible and accommodate an array of content, including text and bullet points, charts/graphs/tables, photography, infographics and more. Use different templates to accommodate your needs, and to establish rhythm and contrast in your presentations.

Content Slides



Guidelines for imagery, icons and charts/graphs can be found on pages 54-63.

Always build presentations using official NFP Microsoft® PowerPoint® templates.

Templates are available for download at **brandcentral.nfp.com**.

No matter how simple or complicated the subject matter of a presentation, it must comply with our Brand Guidelines. Pay careful attention when cutting and pasting content or importing legacy slides into the NFP Microsoft® PowerPoint® template, as prior styles may carry over and need to be corrected.

For questions or help with a presentation, please contact **marketing@nfp.com**.

The NFP Voice

Powerful brands have a voice that is all their own. When people hear or read their words, they feel familiar. The key is to understand that voice and be consistent in its use.

The verbal expression of our brand, which is the way we write and talk about the company, is as important as our visual identity. Tone of voice, message and style all reflect who we are and what we stand for. These verbal guidelines allow us to communicate our powerful story to clients, partners, the media and each other in a way that provides a consistent, unforgettable experience.



Content

What we say has to have real meaning and resonate with our audience. We should always strive to think beyond our own offices, business lines and regions to write with our readers in mind, focusing on the **value** we provide them.





Describing NFP

When someone asks you where you work, how do you answer?

NFP is a complex company, with multiple business lines and dozens of offerings. It can be difficult to capture everything we provide briefly, so our boilerplate creates a starting point for describing NFP.





Boilerplate

Our full boilerplate describes our industry focus, as well as the culture and network of resources we bring to clients. It's used on the backs of brochures and in other materials that require a comprehensive description of who we are.

NFP, an Aon company, is an organization of consultative advisors and problem solvers helping companies and individuals address their most significant risk, workforce, wealth management and retirement challenges. With colleagues across the US, Puerto Rico, Canada, UK and Ireland, we serve a diversity of clients, industries and communities.

Our global capabilities, specialized expertise and customized solutions span property and casualty insurance, benefits, wealth management and retirement plan advisory. Together, we put people first, prioritize partnerships and continuously advance a culture we're proud of.

Visit www.nfp.com to learn more.

Elevator Speech

When you find yourself with limited space, the full boilerplate may be too comprehensive. In those situations, you can use the **first paragraph** only.

In even more limited spaces or where it's not necessary to fully describe the company, our brand "sign off" can offer readers a sense of NFP's personality:

For your business.

For your people.

For your life.

NFP.com

NFP, an Aon company: text style guidelines

When identifying NFP as an Aon company, there are specific guidelines that apply over most use cases.

The official NFP Signature with the Aon company endorsement (right) is a controlled graphic asset, and should only be used as art. Notably, the text for the Aon endorsement is set with initial capitals and lowercase text.

In all instances in text setting, the correct format is to capitalize only the word "Aon" when identifying the relationship with NFP. In most cases, the correct syntax will be:



NFP, an Aon company

An example of this setting in text appears at the beginning of the boilerplate copy on the previous page.

When creating copy for communications materials, here are a few prominent examples of when it is necessary to use endorsement language in text:

- First use in body text—it is advised that the endorsement should appear the first time that NFP is identified by name in any communications text.
- Web page and email footers
- In copyright notices

It is not necessary to add additional emphasis to the endorsement text via color, bold weight font style, or similar means. It is permitted when the overall design benefits from such emphasis.

The NFP Story

Consistency in how we talk about who we are, what we do and how we do it is essential for elevating awareness of NFP and recognition across the marketplace.

Find this one pager and other resources related to the NFP story on **Brand Central**.

Standard Version

NFP, an Aon company, is an integrated organization of consultative advisors and problem solvers.

We provide expertise to help companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

The value we deliver is driven by the proactive collaboration, diverse perspectives and grounded ambition of more than 7,700 colleagues in the US, Puerto Rico, Canada, UK and Ireland.

We serve a diversity of clients, industries and communities through our global capabilities and solutions. Together, we put people first, prioritize partnerships, solve problems and continuously advance a culture we're proud of.

Brief Version

NFP, an Aon company, is an organization of consultative advisors and problem solvers.

Together we provide expertise to help companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

We are 7,700+ colleagues in the US, Puerto Rico, Canada, UK and Ireland serving a diversity of clients, industries and communities through our global capabilities and solutions.

Extended Version

NFP, an Aon company, is an integrated organization of consultative advisors and problem solvers. We are dedicated to helping companies and individuals address their most significant risk, workforce, wealth management and retirement challenges.

Since its founding in 1999, NFP has grown from an insurance consulting/brokerage startup to a sophisticated financial services firm specializing in insurance, risk management, wealth management and retirement plan advisory. We continue this evolution with a consistent focus on expanding our capabilities and impact.

Today, as a company with more than \$2.5 billion in annual revenue and more than 7,700 colleagues in the US, Puerto Rico, Canada, UK and Ireland, we are among the world's largest insurance brokers, benefits consultants, wealth managers and retirement plan advisors. Our agility, ever-growing resources, specialized expertise and deep relationships drive the global capabilities and solutions that benefit clients.

People are at the heart of our success. We bring focused insights, diverse perspectives and grounded ambition to our team and are always encouraged to be our authentic best. We invest in the well-being of our colleagues to amplify the value we deliver to each other, our clients and our communities.

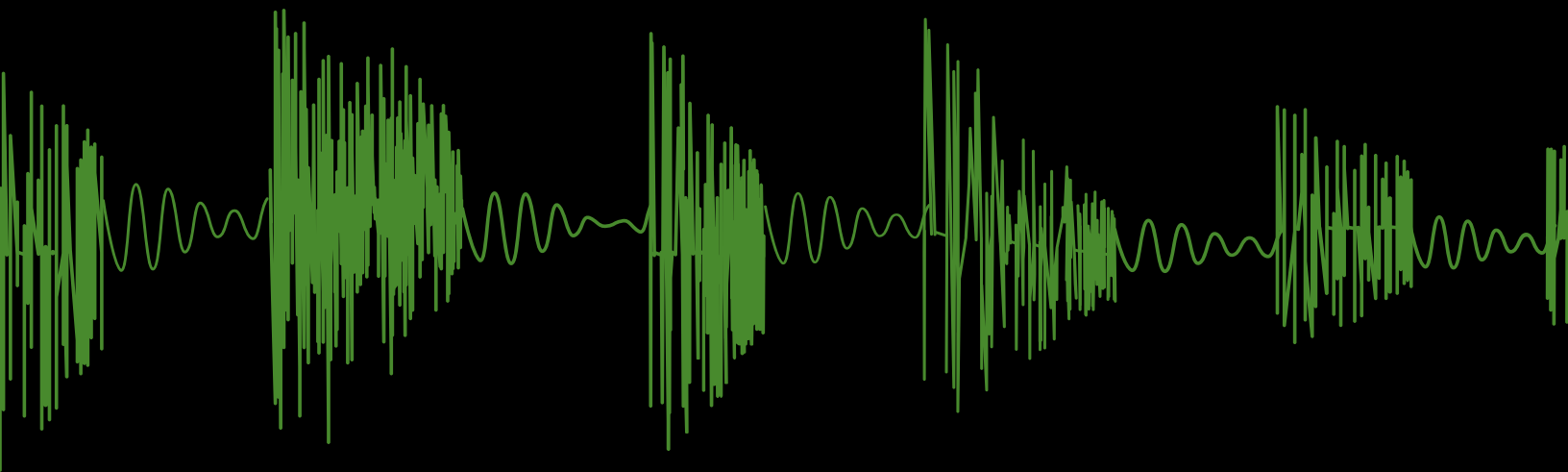
We prioritize partnerships, listening first to get to know each client and understand their biggest challenges. Then we get the right people in the room – at the right time – to provide the expertise, advice and uniquely tailored solutions clients need to remove obstacles in the way of their goals. We can't be all things to all people, but we are always determined to be reliable partners who work hard to find answers that enhance outcomes.

Above all, we've built a company we're proud of with a commitment to continuous improvement. Conducting business ethically, treating our colleagues, clients and communities with respect, investing in sustainability, and fostering an authentic sense of belonging — this is how we measure true success.

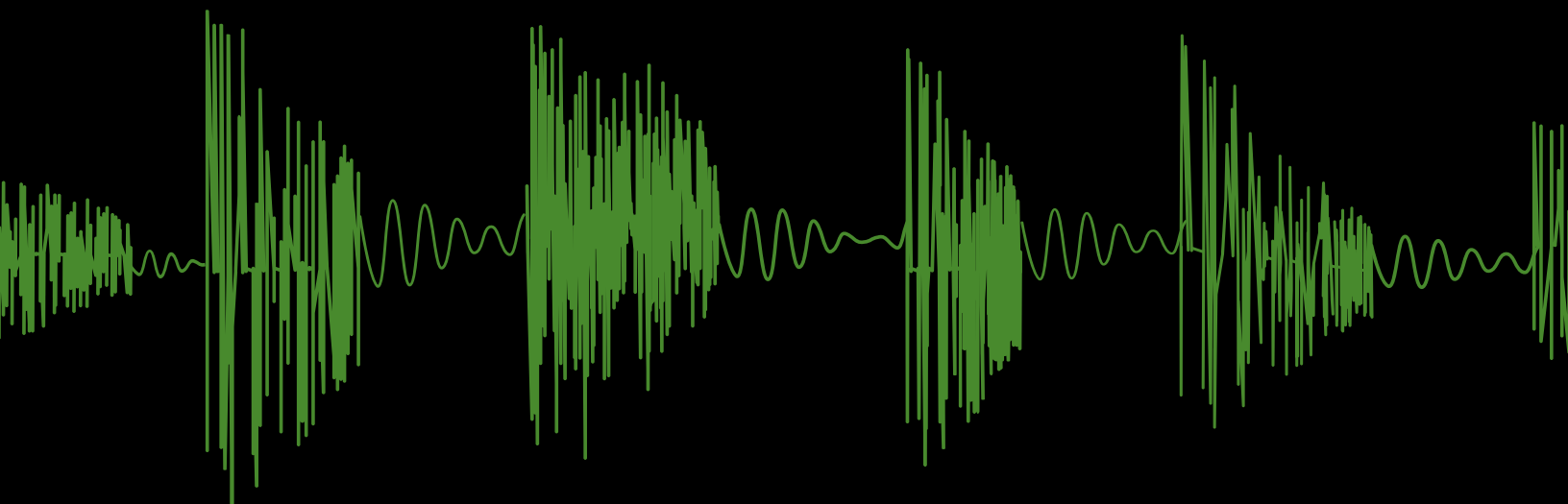
Voice and Tone

Our voice should consistently demonstrate our brand character and values to our clients, prospects, colleagues and potential hires. It should reflect our personal approach, welcoming culture, professionalism and expertise.

Note that while our voice should be consistent, **one tone does not fit all** circumstances. Much like you might speak differently to a colleague, family member and stranger while retaining your unique style and perspective, NFP's tone may vary depending on the message or audience. A web page, social post, flyer, ad and email do not need to – and probably shouldn't – sound perfectly uniform, but they should all reflect our brand character to keep our voice cohesive.



Voice	Explanation	What to avoid
Empathetic	Rather than focusing on what we offer, focus on what your clients need. Put us in the background. By foregrounding what the client needs and offering details that answer their questions, instead of trying to “sell” them on us, we will gain the reader’s appreciation.	Don’t patronize your reader. While our teams represent a great deal of expertise, so do the successful and enterprising clients we work with.
Professional	Trust is paramount. As consultants and advisors who help our clients make business and financial decisions, we need to be seen as dependable, responsible and knowledgeable. In short, we need to be seen as professionals.	Avoid talking for talking’s sake, and while some levity can welcome a reader without undercutting our credibility, avoid seeming goofy or excitable.
Open and Direct	We want to be welcoming to our reader. This means organizing our information logically, keeping sentences and paragraphs to an easy to follow length, and communicating the value the reader can get from us without jargon, irrelevant imagery or ego getting in the way.	Avoid overwhelming the reader with needlessly long sentences, over-description or pointless metaphor. Don’t try to be clever. Stick to the facts.



Key Questions for Writing

Breaking through the clutter and achieving your communication goal requires a relevant message delivered in the right format for each specific audience.

As you work on NFP communications, ask yourself these questions:

Who is our audience?

Who we're talking to determines what message we want to deliver. Is the audience external or internal? Are we talking to an individual or a company? Someone who knows NFP or is new to us?

Tailoring the message means you end up with a communication that's relevant and a lot more effective.

What's the audience's perception of NFP?

Do they have a good understanding of what we do? Are they aware of our full range of services?

Using clear service descriptions to more clearly communicate what we do makes sometimes complex information easy to understand.

What's the communication's goal?

Do we just want the audience to better understand us and all the services we offer? Or do we want them to actively engage with us?

Getting someone to become a new client or accept a job offer requires more persuasive language than if we just want them to learn about us, but no matter our goals, keeping the message audience-centered is key.

In what format should we deliver our message?

Would a mass communication in the form of an email or brochure be right? Or should it be a personalized letter to an individual? Does a phone call make more sense?



Writing Tips

NFP has a great story to tell. These tips will help you tell it well.

- **Know what you're going to write about and why.** Define the point of view of your piece before you begin writing.
- **Answer the reader's most important question:** "What's in it for me?" and address their pain points with solutions. Speak confidently in a personal and authentic voice to instill confidence in your audiences and make them more willing to engage.
- **Be direct and to the point.** Unnecessarily grand words and long sentences are not engaging. Make every word count.
- **Use a conversational tone, but avoid vagueness and puffery.** Don't waste your reader's time, and don't be afraid of precision or detail.
- **Use warm and inclusive word choices** to help build strong relationships with our partners and clients. Avoid overused words and jargon.
- **Use active and verb-focused language where appropriate** to bring the reader in. For example, "Access a network of experts" rather than "We have a network of experts."
- **Limit a sentence to a single thought** to clearly communicate the point you're making.
- **Avoid repetition.**
- **Use subheads and bullets** to separate thoughts/points and to break up blocks of text, making it easier to read.
- **Use strong, short headlines** and subheads that convey a clear message. Avoid vagueness.
- **Reread your work.** Errors can be interpreted as a lack of professionalism that takes away from a message.



NFP Editorial Style Guide

The NFP Editorial Style Guide ensures that all written communications developed for internal and external audiences are consistent and professional. The guide provides specific information on subjects such as what to capitalize and what not to, whether a word is hyphenated or not, the exact name of an NFP business line or resource, when a number should be spelled out and what products and service names should be trademarked. This easy-to-use, searchable document is updated regularly.

You can find it in **NFP Brand Central** at brandcentral.nfp.com under "Brand."

Checklist

You now have an understanding of how to create NFP communications. Before sending a communication to be printed, presented or made public online, please take a moment to view it as a whole and ask yourself:



-
- Have you used approved artwork for the NFP Signature?**
 - Is the NFP logo placed and sized correctly and does it read clearly?**
 - Have you maintained the proper clear space around the NFP Signature?**
 - Are you using colors from the NFP Color Palette?**
 - Have you selected photographs that follow our guidelines?**
 - Are you using the appropriate typographic styles?**
 - Have you captured the distinctive look and voice of NFP?**
 - Has your communication been approved by NFP Marketing and your legal compliance contact?**

Lost? Need Help?

brandcentral.nfp.com

NFP Corp. (NFP) provides employee benefits, property & casualty, retirement and individual private client solutions through its licensed subsidiaries and affiliates to clients across the U.S. and abroad. Securities may be offered through Executive Services Securities, LLC, member FINRA/SIPC, and investment advisory services may be offered through NFP Retirement, Inc., subsidiaries of NFP. Securities may also be offered through Kestra Investment Services, LLC, member FINRA/SIPC, and investment advisory services may be also offered through the affiliate RIA, Kestra Advisory Services, LLC, neither of which are affiliated with NFP. Investor Disclosures: <https://bit.ly/KF-Disclosures>. PartnersFinancial and Benefits Partners are network platforms of NFP Insurance Services, Inc. (NFPISI), which is a subsidiary of NFP. Some members of the network platforms are not owned or affiliated with NFP. Please check with your advisor for more information.



If you have questions regarding the proper use of the NFP brand, please contact NFP Marketing at brand@nfp.com.

Contact:

marketing@nfp.com

brand@nfp.com

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07/2024

