

## Referring to NFP in Other Countries.

**NFP maintains the same company identity** In every country. The company can be referred to simply as “NFP” or “NFP, an Aon company” for communications out of all regions.

**When it is necessary** to specify the region or country, the location should be integrated naturally into the sentence. For example, in a piece on Canadian capabilities targeted at a US audience, our Canadian offices could be identified as NFP offices located in Canada, in parallel to the way we would discuss NFP offices located in the Mid-Atlantic or the United Kingdom.

**Additionally,** NFP seeks to leverage the advantage of its regional locations and relationships via language and imagery relevant to those regions.

### Example: Canada

- **The phrase “NFP Canada” will be permitted** for use in **social media** account handles to capitalize on its local/regional presence. However, “NFP Canada” is not permitted be used as an official identity in copy, as a graphic identifier, etc.
- Constructions such as “NFP in Canada” are acceptable, but often a more organic phrasing is possible and preferred.

### Key reference points for approved usage:

- **NFP in Canada:** permitted as a copy phrase, but not as a trademarked unit

### Strive for organic phrasing:

- “NFP ... in/across/from Canada”  
**Correct:** NFP boasts [ # ] employees across Canada
- Canadian as an adjective  
**Correct:** NFP’s Canadian employees may register; NFP has a strong presence in Canadian markets

This is not an exhaustive list of approved phrases, but rather a framework for writing about the relationship between NFP’s offices outside the US and NFP overall.

### Imagery usage:

**When possible,** utilize imagery that documents the country or region, with particular attention paid to physical and architectural landmarks, cultural cues such as wardrobe, and other regionally-specific cues.

## Brand Signature

**The Brand Signature usage described on pp 28-33 of the NFP Brand Guidelines document applies universally in all regions.**

Additional language relating to locations should not be added to the brand signature unit.

*Incorrect.*



*Incorrect.*

