



Corporate Brand Guidelines

Abridged Version



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.

NFP 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.

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.

Additional information is available in the complete NFP Brand Guidelines document, which may be accessed at Brand Central.



Brand Signature

Our Brand Signature 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.

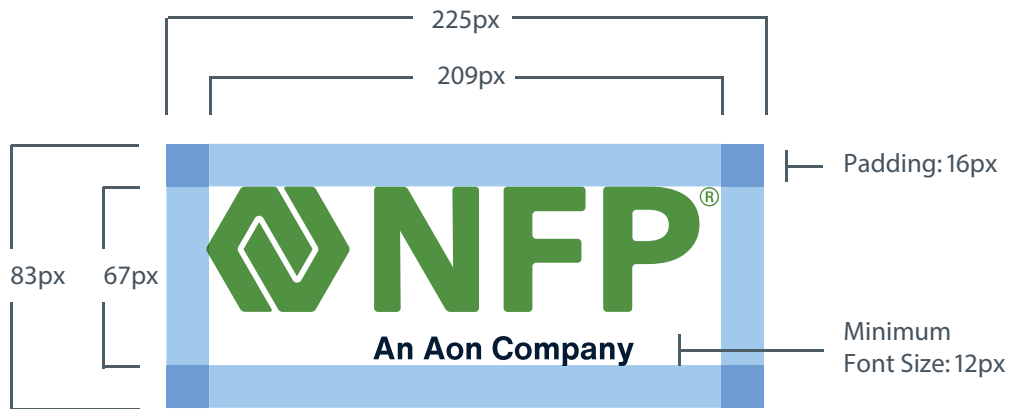
Minimum Size

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.



Do Nots

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.

How  **NFP** cares...

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

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+*

— Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+*

— Myriad Pro Semibold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+**

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+***

— Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+**

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+***

— Myriad Pro Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890-#!@#~!@#\$%^&*()_+**

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
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.

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.

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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