The Beneva brand: a quick reference guide for brokers

Property and casualty insurance

beneva

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1 Introducing Beneva

1.1

Meet Beneva

Beneva is Canada's largest mutual insurer, built on the belief that insurance is about people protecting people. Backed by more than 80 years of history and guided by mutual values, Beneva serves millions of Canadians through property and casualty insurance, group insurance, individual insurance, and financial services solutions.

Through strong partnerships with brokers across Canada, Beneva delivers the expertise, support and solutions that help protect people, businesses and communities.

1.2

People first insurance

Our promise, **People first**, reflects our commitment to putting people at the heart of everything we do, guiding how we act, make decisions, and build lasting relationships with our clients, partners, and communities.



1.3

The Beneva name

What's behind the name Beneva?

Bene = good

Va = to go

Pronunciation:

beh • neh • vuh



A name inspired by positive momentum, Beneva reflects the idea of moving forward with confidence and care. It speaks to the tangible benefits we provide, our caring nature, and our focus on the people we insure, helping them feel good to go and move forward with confidence.

2 Using the Beneva logo

2.1

General principles

The Beneva brand is governed by standards and guidelines. When a brokerage's information appears alongside the Beneva logo or other brand elements, the relationship between the brokerage and Beneva must be clearly presented.

Clients should always understand:

- Who is communicating with them
- Who distributes the products
- Who underwrites and insures the policies

Following these principles helps maintain transparency, brand consistency, and a positive client experience. Appropriate legal notices and trademark acknowledgements must be included.

2.2

Requesting a logo

As a broker contracted with Beneva, you may use the Beneva logo, subject to approval and these guidelines, to promote our partnership. We'll provide the official logo files and usage guidelines. Always use the files we provide and never copy the logo from a website or any other source.

General logo request process

1. Complete the Request for logo form.
2. Our team reviews your request and provides the appropriate logo files and guidelines.
3. Use the logo in accordance with the guidelines provided.
4. Submit a final proof for review, if required. Proofs are not required for website applications.

Questions? Contact brokercommunications@beneva.ca.

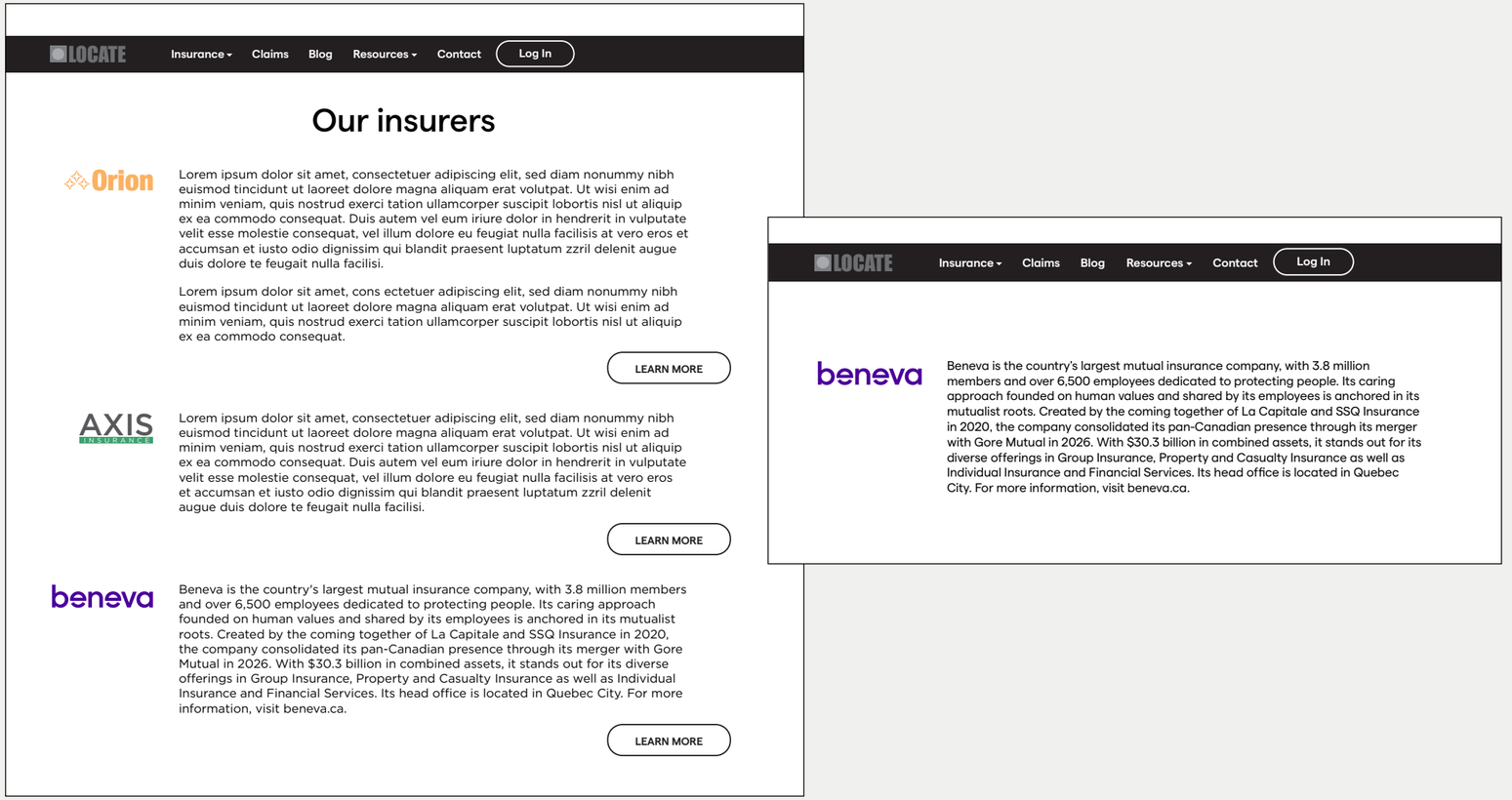
3 Applications

3.1

Website

Displaying the Beneva logo on your website

You may use the Beneva logo on your website when describing our partnership and/or alongside the logos of other companies you partner with. Make sure it's clear that your brokerage is the distributor and that Beneva is the insurer underwriting the policies.



3.2

Beneva descriptive text

Need a short description of Beneva for your website?

You may use the description below and/or link directly to beneva.ca.

Need different content? Contact us at brokercommunications@beneva.ca and we'll help you find the right Beneva description, product information or website link.

About Beneva descriptive text

© Beneva is Canada's largest mutual insurance company. With a people-first approach and operations across Canada, Beneva offers property and casualty insurance, group insurance, individual insurance and financial services solutions. Learn more at beneva.ca.

3.3

Marketing materials

The Beneva logo and marketing materials

Different rules apply depending on the type of marketing material being used.

Material type	Primary brand	Use of the Beneva brand
Broker-created material	Brokerage	The Beneva name and logo may be used to identify Beneva as an insurer whose products you distribute *Any other use of the Beneva name, logo, or brand assets may be permitted in exceptional circumstances and with prior approval.*
Beneva material	Beneva	No changes, customization or co-branding permitted

Broker-created material

Your brokerage name, logo and visual identity should remain the primary focus. Beneva may be identified as one of the insurers whose products you distribute, provided all required legal notes are included. Use of the Beneva logo or brand assets is permitted only in exceptional circumstances and with prior approval.

Beneva material

Beneva provides fully branded marketing materials for broker use that may be used without modification.

Planning a marketing initiative involving Beneva, or have a request that isn't covered here? Contact brokercommunications@beneva.ca.

3.4

Social media guidelines

Want to mention your partnership with Beneva or talk about a Beneva product on social media?

Beneva regularly publishes content ranging from corporate news and community involvement initiatives to product-related information. You may share or repost Beneva's official social media content on your own social media channels.

Please do not create independent content about Beneva products or product features.
For the latest updates and shareable content, refer to Beneva's official communications and social media channels.

Need help communicating about Beneva products or services?
Contact us at brokercommunications@beneva.ca and we'll be happy to help.

3.5

Sponsorship guidelines

Beneva logo and sponsorships

The Beneva logo may be used when Beneva is an approved sponsor. Sponsorship opportunities are reviewed and prioritized based on criteria such as:

- Strong alignment with Beneva's values and brand personality
- Potential to build a meaningful, long-term relationship
- Relevance, credibility and accessibility for Beneva's target audiences
- A shared commitment to environmental and social progress.

The placement and presentation of the Beneva logo in event-related promotional materials, including websites, will depend on the sponsorship level, sponsorship type and the terms of the sponsorship agreement.

We'll provide the appropriate logo files and brand guidelines, along with any support you may need. Whether you have questions about logo usage or would like ideas to maximize the impact of the sponsorship, we're here to help.

To discuss a sponsorship opportunity, contact your Business Development Manager.

4 Legal notices

4.1

Trademarks and copyrights

When a legal notice is required

When use of the Beneva name, logo or brand assets is authorized, a legal trademark notice stating that the trademarks are owned by Beneva and used under licence must appear on all materials and communications, including digital materials, unless an exception is specified.

The Beneva logo and the first mention of the Beneva name in copy must include the © symbol (© Beneva). The trademark notice may appear in small print near the first prominent use of the Beneva name or logo, or in the material's legal section.

Required trademark notice:

™ The Beneva name and logo are registered trademarks of Beneva Group Inc. used under licence.

Exception

The notice is not required when the Beneva logo appears on a brokerage website solely to identify the partnership.

Thanks for partnering with Beneva.

We value our partnership with brokers across Canada.

This guide is designed to help you communicate consistently and confidently while protecting both our brands.

For questions, support, or requests not covered here, contact brokercommunications@beneva.ca or your Business Development Manager.

beneva

For questions, please contact
brokercommunications@beneva.ca.