Beneva™ Logo Usage Guide for Brokers

TRANSITION TO THE BENEVA BRAND: Use this guide to replace the Gore Mutual and Unica Insurance logos on your website with the Beneva logo.

Using the Beneva logo

Brokers with a visibility, distribution or other agreement with Beneva are authorized to use the Beneva logo, subject to prior approval.

By using the Beneva logo, you acknowledge that you have read and agree to comply with the guidelines and conditions set out in the *Usage Conditions, Acknowledgement and Signature* found in page 2 of current document.

If you either currently display the Gore Mutual logo, the Unica Insurance logo or both on your website, please replace them with the Beneva logo.

Any other text referring to Gore Mutual or Unica Insurance must be updated to Beneva. Attached are all the necessary Beneva logo files, including every required version.

Guidelines

- The Beneva logo must be used as provided and must not be altered in any way.
- The logo files provided are for digital use only. **Do not use them on printed material.**
- Where possible, the Beneva logo should link to a relevant page on the Beneva website. Consult your Beneva contact to determine the appropriate destination page.
- A clear space must be maintained around the logo. This space must be free of any graphic elements, images or text. The width of the clear space corresponds to the standard measure illustrated below. A minimum clear space must be maintained between the logo and the edge of any medium on which it appears.
- The clear space can never be reduced, but it may be increased to enhance the visibility of the trademark.
- The colour version of the logo (violet lettering) is preferred.
- The reverse version (white lettering) should be used on dark backgrounds.
- The Beneva logo must clearly stand out from the background to ensure legibility. No text or graphic elements should obstruct the visibility of the logo or intrude on the clear space.
- The logo must always be large enough to be legible. The minimum width is 54 pixels.



Fig. 2: Minimum clear space around logo. The unit (u) of clear space is equal to the height of the letter "v."

Questions concerning these guidelines? Email them to marcom@beneva.ca.

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Usage conditions, acknowledgement and signature

Logo Usage Application Form for Partners

Applicants who have a visibility, distribution or any other type of agreement with Beneva may use Beneva's trademark in compliance with the *guidelines* on previous page.

The applicant acknowledges and agrees to the following:

- The term "trademark" refers to the Beneva name and logo illustrated below:

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- The trademark must be used in compliance with the standards set out in the *Beneva Logo Usage Guide for Partners* section of this document, which may be amended by Beneva from time to time.
- The trademark must be used only for the purposes set out in these terms and conditions or for any other purposes subsequently indicated by Beneva.
- Usage of the trademark is conditional upon Beneva receiving and approving the application form setting out the manner in which the trademark will be used.
- All right, title and interest in and to the trademark are and will remain the property of Beneva. The applicant will not take, or help a third party to take, any action that may invalidate, prejudice, or impair any right, title or interest of Beneva in and to the trademark.
- It is understood that the applicant has not and will not obtain or claim from Beneva any right, title or interest in or to the trademark or any of its distinctive features, other than the right to use it in compliance with these terms and conditions.
- Appropriate marks must be used to identify Beneva as the trademark owner, in a way that is clear and obvious to third parties.
- The trademark must not be used in a manner likely to deceive or mislead a consumer or to cause confusion with regard to the products and services offered by Beneva or their actual value.
- Displaying, using and referring to the trademark must not be carried out in a manner harmful to Beneva's reputation and/or the goodwill associated with its trademark.
- In the event that the applicant violates the terms and conditions and guidelines for use of the trademark, the applicant will hold Beneva harmless from and indemnify Beneva against any claim arising from the violation, including indemnification for reasonable legal expenses incurred by Beneva.
- Beneva may, at its sole discretion or by giving notice with immediate effect, terminate use of its trademark for any reason it deems relevant, particularly if it believes that the applicant has violated these usage terms and conditions and guidelines or acted in a manner that is contrary to their letter and spirit or that of any other subsequent instructions issued by Beneva on usage of the trademark. When the applicant is notified by Beneva that its right to use the trademark has been rescinded, it must take the necessary measures to cease usage as soon as possible, without exceeding 10 business days under any circumstances.
- The trademark and the *Beneva Logo Usage Guide for Partners* are protected by legislation governing copyrights and trademarks.
- Trademark usage rights may not be assigned.

The applicant acknowledges having read and understood the usage guidelines and terms and conditions mentioned on this form and agrees to comply with them.

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