

# RD Logo Usage Guide for VFIS Logo:

## VFIS logo

No descriptor under the logo. Registration mark is to always be with the logo. VFIS is a registered service mark and any use of that mark is controlled by VFIS/Glatfelter Insurance Group. VFIS branding and content must go through a rigorous corporate/legal review process (managed by the Glatfelter Marketing team).



## Brand colors:



**PMS 287**

RGB - 0, 47, 135  
cmk - 100, 87, 20, 11  
Hex# - 002F87



**PMS 292**

RGB - 103, 187, 232  
cmk - 54, 16, 0, 0  
Hex# - 67B2E8



**PMS 7535**

RGB - 184, 176, 156  
cmk - 29, 26, 37, 0  
Hex# - B8B09C

*Use color or all black logo on white or light colored, plain backgrounds.*



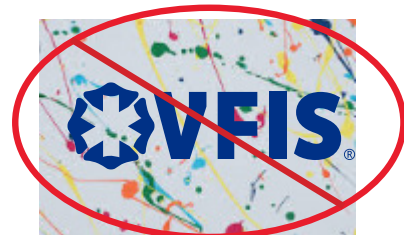
*Use all white logo on dark colored, plain backgrounds. The use of a solid color tag shown below is encouraged.*



## Space & Size:

Always leave enough "cushion" space around the logo. Keep large enough to read clearly. Never crowd the logo with other logos, words or objects of any kind. The logo should only be on a clean background, no patterns or shapes to compete with the logo.

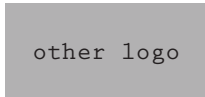
Leave "cushion" of space around the logo.



## Co-branding:

### Logo Hierarchy:

If co-branding, VFIS branding must always be the prominent brand on VFIS-owned content. VFIS branding should share equal billing on RD agency content that includes VFIS content. All advertising or material that will be sent for print should be reviewed and approved by the Glatfelter Marketing Team to make sure the brand and logo are being treated correctly. Or if you have any question of how the logo should be treated.

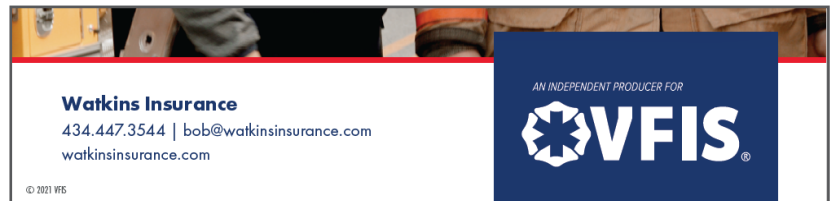


### Independent Producer Language:

On customized marketing materials, it must be clear that when another agency name is used, it must be clear that they are independent producers of the division. **The two parties must be named and the relationship needs to be clear as between our company (VFIS) and the RD, MC, MVP or other sub-producer.** On small or promo items the regular logo is acceptable, however Glatfelter Marketing should always approve what the logo is going on.

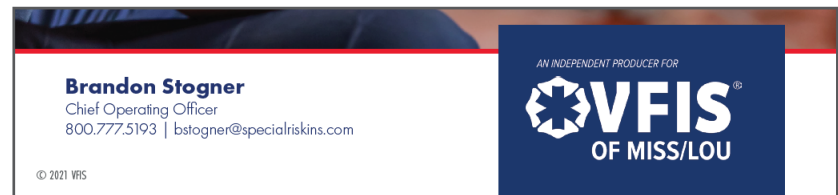
### Agencies and Brokers -

- Must use the “an Independent Producer for” words either above the VFIS logo or words next to the agency name.
- **Opt 1:** If using the regular VFIS logo - use the Independent Producer of VFIS logo.
- **Opt 2:** May use a customized independent producer logo. Marketing can provided when requested.



### Regional Directors VFIS of (state) Logos -

- Must have independent producer language but can be shown differently.
- **Opt.1:** Use the state logo, and under the name of the listed organization, add the words, “an Independent Producer | Regional Director for VFIS.”
- **Opt 2:** use the language “An Independent Producer For” above the logo.



Download RD logos and get the full/latest guidelines: <https://insurance.vfis.com/rd-brand-guidelines>  
Have questions? [csapps@glatfelters.com](mailto:csapps@glatfelters.com)