



InVEST Corporate Identity Guidelines

We are pleased that you decided to participate in the InVEST program. Substantial resources are invested each year to enhance Project InVEST's reach into U.S. high schools and colleges. By incorporating the InVEST logo into your promotional material, you are participating in the growth of a popular program that informs students on insurance choices as a consumer and highlights the great benefits of working in the insurance industry. To help you use the logo properly and according to our standards, we have created Logo Rules to guide you through the requirements that enable us to maintain consistent and correct use of the trademark and maintain a quality brand.

The InVEST Program and the InVEST name, logos and trademarks are proprietary to Project InVEST and are protected by intellectual property laws and treaties.

The InVEST name and logo may not be used in any manner that, in the sole opinion of the InVEST Board or Executive Committee: discredits InVEST or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation, or other public policy; or mischaracterizes the relationship between InVEST and the user, including but not limited to any use that might be reasonably construed as an endorsement, approval, sponsorship, or certification by InVEST of the user, the user's business or organization, or the user's products or services.

Mandatory Statement:

You are welcome to use the InVEST corporate identity in your organization's communications, including letterhead and newsletters. To preserve your organization's identity and minimize confusion among your readers, the InVEST corporate identity must be placed separate and apart from the name of your organization and include InVEST's mailing address or web address. In addition, you must place the following sentence under, above, or adjacent to your organization's name and identity: "***Proud to be an independent supporter of INVEST – Educating the next generation of insurance leaders.***"

Fundraising:

Should the InVEST name or logo be used for fundraising purposes, contributions need to be forwarded to InVEST or a statement on materials indicating that the funds raised will be going to a separate entity not associated with InVEST's 501(c)(3) tax exempt status. **Due to tax implications, this designation is very important.** All promotional materials soliciting contributions with the use of the InVEST name or logo must be reviewed by InVEST before the name or logo can be used or distributed.

More...



Social Media:

All social media including websites, Facebook, fan pages, blogs, Twitter accounts, Instagram, etc. should be reviewed by InVEST's communication manager before the corporate identity - including the InVEST logo - can be used or distributed. To preserve your organization's identity and minimize confusion among the public, the InVEST corporate identity must be placed separate and apart from the name of your organization and include similar social media presence of InVEST or web address if similar social media presence does not exist. In addition, you must place the following sentence under, above, or adjacent to your organization's name and identity: "***Proud to be an independent supporter of INVEST – Educating the next generation of insurance leaders.***"

Logo Specifications:

There are two versions of the InVEST logo that you may use; each with its own space configuration. This variety enables you to use the logo version that best fits your design space, while ensuring consistency to protect the brand's integrity.

The primary expression of our identity is two-color, using red and white. InVEST lettering is white with red filled inner circle and a white band circle on the outside edge. There are occasions where it is necessary to use a single color for the InVEST logo changing the red coloring to gray or black.

The rules below will guide you through the requirements to assure consistent and permissible use of the InVEST logo, for the best branding value and use in a manner to enable InVEST to be able to appropriately protect the logo's trademark, such as from misuse, infringement and dilution.

1. **Trademark Symbol:** After each use of the InVEST logo, whether in text, signage, marketing materials, websites or other places, the trademark registration symbol - ® - must be used.
2. **Color:** The primary version of the InVEST logo is a two-color image with gradients of black and red. However, the logo is available in a solid red version. The red for the solid InVEST logo is: **PANTONE 187, CMYK (C 0, M 100, Y 79, K 20) or RGB for Web sites (R 196, G 18, B 48)**. While it is preferable to use a single color, the InVEST logo can be all black, red or white. When the logo appears on something made of a different color, like a pad folio or keychain, the logo can be engraved or embossed on the item without adding any color.
3. **Size:** The InVEST logo must be at least 3/8" (.375") and can be enlarged from that size proportionally. The tagline, "Insurance Education for Future Leaders", can only be used for logos at least 0.75" high and must be scaled proportionally.

All questions concerning the use of the InVEST logo should be directed to InVEST's Executive Director, Deborah Pickford at 1-800-221-7917.