

# HOW WE LOOK

## OUR LOGO

The Fortegra logo is the essential graphic representation of our brand. Our mark easily communicates the Fortegra message by expressing core concepts through illustration.

Depicting the strength and clarity of our company name (fortitude + integrity = Fortegra), our logo symbolizes our intention to deliver insurance solutions that are outside the box. By providing fresh thinking that minimizes worry and increases options, we allow our customers to Experience More.

Also, look closer and you'll notice a subtle 'F' hidden within the mark. Pretty cool, huh?

## USAGE:

### Standard Lockup



### With Wordmark



### Knockout



### Spacing

Minimum space around logo should be no less than length of the 'F' in the logo.



Though we'd like to think this goes without saying, please follow logo guidelines precisely as directed. (Really. No funny business.)