

FOREWORD

What makes a great brand?

To me, any great brand starts with a unified communication platform that consists of a name, a mark, and a message. These elements are intended to embody the spirit, culture, and passion of an organization. However, these things don't just randomly work together. If done correctly, they enable a platform that drives a company to not only create a brand promise, but also cement an emotional attachment and an expectation in the minds of their customers.

We all know what good brands do. Name a few brands in your head that you consider 'good'. I believe you'll feel that they are consistent, they create an expectation of the service you receive, and they produce a positive emotional feeling as a result. The key to successfully developing a good brand is the ability to consistently convey the brand promise. From business cards, to how associates treat each other, to the partners a company chooses to work with, *everything* about a good brand speaks to that promise.

At Fortegra, we have a great story to tell and we now have a platform that we can rally around and 'own' in the industry. But to grow the Fortegra brand and deliver on our brand promise – summed up in our 'Experience More' tagline – we will need all of your help.

The Fortegra Brand Book establishes a platform and sets a baseline that will enable us to consistently talk about our brand in a way that will spotlight our personality and cement our unique place in the industry. It explains our positioning and emphasizes the consistency we need as we go forward telling our story and building a great brand.

It's going to be a lot of fun and I look forward to the ride!

– **Scott McLaren, CMO**