

HOW WE SPEAK

OUR STYLE

Because we all talk a lot these days, it's tough to manage certain guidelines regarding type. However, we think these quick tips might help:

- The Fortegra logo typeface is Agenda, currently our own, special font. Agenda will be used in all communication generated by Fortegra Marketing.
- For daily communication, like email, please use Calibri, a clear, sans serif font.
- Also, whenever using the Fortegra name in communication, please attach a trademark to the first mention in the document (ex. Fortegra™). This rule also applies for the first mention of products with one exception: ProtectCELL, which receives a registered trademark (ex. ProtectCELL®). Additionally, please follow specialized capitalization of products as detailed.
- We're pretty fond of our tagline, so, we like to make sure it stands out. When using 'Experience More' in communication, please capitalize as shown.

Agenda

Medium Italic

Bold

Bold Condensed

Calibri

Medium Italic

Bold

Bold Italic

