INTRODUCTION

The Fortegra Brand Book serves as our collection of basic standards for the writing and design of all company-related communications, and functions as a strategic tool to define the identity of our brand.

Sounds important, right? Well, it is. The Fortegra Brand Book is a guide that not only describes who we are and what we do, but how and why we do it. It dictates how we look and sound, and it points the way for things like product development, marketing campaigns, and more.

With the help of this handbook we can support the consistent promotion of the Fortegra brand in a way that builds pride for our company, boosts trust with our partners, and backs up our promise to customers as detailed in our brand story.

What story? We're glad you asked.