

HOW WE SPEAK

There are lots of different ways to say the same thing, but exactly how we communicate our brand is extremely important. While it's true that we should remain professional in our communication, we like to avoid sounding too stuffy.

OUR VOICE

How do we sum up the Fortegra brand voice? Here are a few words to lead the way:

- **Smart** • **Contemporary** • **Confident** • **Accessible** • **Conversational**

