

THE EMPIRE LIFE LOGO

GUIDELINES FOR USE BY AUTHORIZED PARTNERS

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Requesting a logo

Provincial regulations and industry guidelines exist which restrict use of insurance company signage and advertising, with the goal of consumer protection.

Advisors and agencies with an active Empire Life distribution partner contract in good standing may use Empire Life trademarks, logo and tradenames in accordance with the guidelines for appropriate use outlined in this document.

This means that you must obtain the appropriate "Authorized Distributor" logo file from Empire Life and agree to the terms of use. Copying and pasting the Empire Life logo from other sources, including websites, and/or using a logo provided by other than a designated Empire Life source, is not permitted under your contract.

Empire Life contact regarding logos

Jaunna Lessard

Marketing Support, Promotions & Events

Email: jaunna.lessard@empire.ca

Kingston: (613) 548-1890, ext. 3268

Toll Free: (877) 548-1881, ext. 3268

Requesting a logo

Please submit the completed "Request for Logo" form and email or fax it to Jaunna Lessard (see contact information above).

You will receive the logo file by email. The email will outline the terms of use. If you agree with these terms of use, then download and use the logo, sending a proof to Jaunna for review.

Overall guidelines

The guiding principal for use of the Empire Life logo is that it should always be clear that policies are issued by The Empire Life Insurance Company (Empire Life) and that you are an authorized distributor for Empire Life products, not an employee or representative of Empire Life.

Your company name and logo must always be predominant. The Empire Life "Authorized Distributor" logo may be used in a secondary role in the ways described below.



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Authorized distributor for

IXBT Consulting

The Authorized Distributor Empire Life logo may be used on print materials when placed in a secondary position.

<Insert callout, up to two lines of copy max, Museo Sans 300 & 500, 14 pt>

The Empire Life Insurance Company (Empire Life) offers competitive individual and group life and health insurance, investment and retirement products to help you build wealth and protect your financial security.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our vision is to be the leading, independently-owned, Canadian financial services company committed to simplicity, being easy to do business with and having a personal touch.

¹ Financial Post Magazine, June 2010, based on revenue
² As at June 10, 2010

The information in this document is for general information purposes only and is not to be construed as providing legal, tax, financial or professional advice. The Empire Life Insurance Company assumes no responsibility for any reliance made on or misuse or omissions of the information contained in this presentation. Please seek professional advice before making any decision.

* Registered trademark of The Empire Life Insurance Company.™ Trademark of The Empire Life Insurance Company. Policies are issued by The Empire Life Insurance Company.

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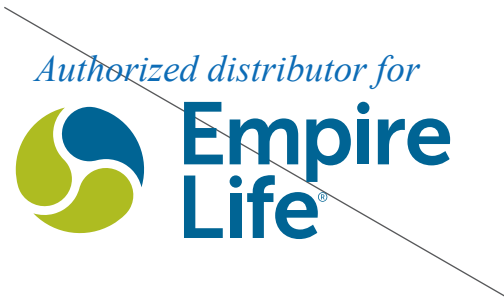


Empire Life marketing materials (pdfs and print) may be available to co-brand. On such items, the the logo of the authorized distributor and their contact information can be applied to the back covers or final pages.

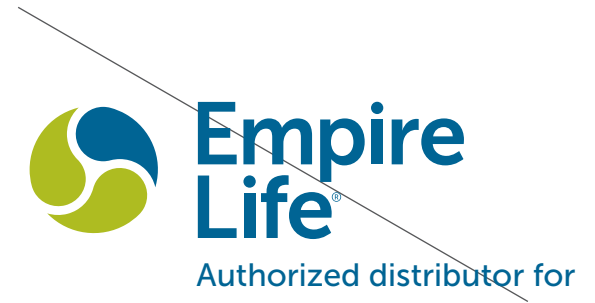
Incorrect use of the logo by distributors

The logo must be used as provided, and can never be altered. Do not stretch, alter or distort the various components of the logo, and always use the Authorized distributor for Empire Life logo in its' complete form. The circular symbol must never be used on its' own.

The logo colours must be as in the file provided by Empire Life (green and blue), or it may also be displayed in all black, or all white (when a coloured background).



Wrong font / configuration



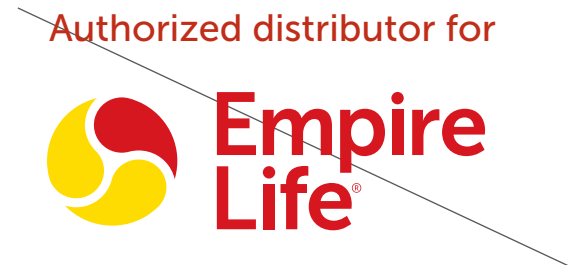
Wrong layout / configuration



Low contrast background colour



Missing wordmark



Third-party brand usage

Third party users must follow our corporate standards for size, colour, type, clear space and usage.

"White space" margins of the height of the "e" in the word mark must be maintained around the logo. No text or graphics may be placed within this "white space."

The logo must always be large enough to be legible. It may never be any smaller than 1.25 inches width as measured from the left of the symbol to the right of the "e" in the word mark.

Grayscale and black and white logos are available upon request.

Authorized distributor for



Authorized distributor for



Trademarks/copyright

You should include notification in materials indicating that The Empire Life Insurance Company is the owner of the mark and that the mark is used under licence. This can be accomplished through the use of corresponding small print notation on some place where the mark is featured prominently. If there is a legal section to the materials, or if other marks' owners are noted, it is a requirement that this be included.

Footnote text

The brand logo and the first use of the brand name in copy should both include the ® symbol with the following trademark notation footnote:

When the corporate brand name or logo is used:

® Registered trademark of **The Empire Life Insurance Company**. Policies are issued by The Empire Life Insurance Company.

Advertisements

If you are placing an ad describing the services that you/your firm provide and wish to display all of the companies your agency distributes products for, the Empire Life "Authorized Distributor" logo may be used in accordance with overall logo guidelines.

Empire Life does not permit "co-branding" of advertisements by authorized distributors when the advertisement describes Empire Life (or other providers), or its specific products and services.

Standard pdf ads and collateral templates may be available for co-branding opportunities. Please contact your marketing or marketing support team for more information.



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For more details contact:

<Insert Name>
<Insert Phone Number>
<Insert e-mail address>
<Insert Web site address>

Authorized distributor for

Investments • Insurance • Group solutions
www.empire.ca classfund@empire.ca

® Registered trademark of **The Empire Life Insurance Company**.
Policies are issued by The Empire Life Insurance Company.

(06/12F) E.&O.E.



Marketing materials and web sites

Use of the Empire Life “Authorized Distributor” logo is permitted in the following circumstances:

- When you wish to simply display all of the companies your agency distributes products for on marketing materials of a general nature (i.e. no specific product/ company information). E.g. brochure talking about the benefit of RRSP investing, flyer talking about when to roll-over RRSPs into a RRIF, brochure comparing term insurance to bank-provided mortgage insurance, etc.
- If you are using one of the electronic sales tools developed by Empire Life and designated as eligible for co-branding. E.g. Critical illness “case studies” flyers, Class Plus ad mat.

Empire Life does not permit “co-branding” of marketing materials by authorized distributors when the materials describe Empire Life (or other providers) specific products and services. Any marketing materials describing Empire Life products and services must be developed only by Empire Life and branded only with the Empire Life logo.

Distribution partners may use both the Empire Life logo as well as the “Authorized Distributor” Empire Life logo on their web sites. Here are some examples of correct and incorrect use.

For all other uses, please contact Empire Life.

Incorrect:

The Empire Life logo should include the Authorized distributor tagline and should be placed in a secondary position away from the Advisor’s logo/identity.

Correct:

The Authorized distributor Empire Life logo is used and placed away from the main identity of the website.

Correct:

The Empire Life corporate brand logo may be used along with other logos when the distribution relationship is clearly stated in the accompanying text.

The image displays three panels illustrating correct and incorrect logo placement for an authorized distributor. Each panel shows a marketing material layout with the IXBT Consulting logo at the top left and a background image of hands shaking. The text on the pages is placeholder text.

- Panel 1 (Incorrect):** The Empire Life logo is placed directly below the IXBT Consulting logo, which is not permitted.
- Panel 2 (Correct):** The Empire Life logo is placed in a secondary position, below the IXBT Consulting logo, with the tagline "Authorized distributor for" above it. This is the correct placement.
- Panel 3 (Correct):** The Empire Life logo is placed in a secondary position, below the IXBT Consulting logo, with the tagline "Authorized distributor for" above it. Additionally, the Central AZ and Global Life logos are placed below the Empire Life logo, which is also correct.