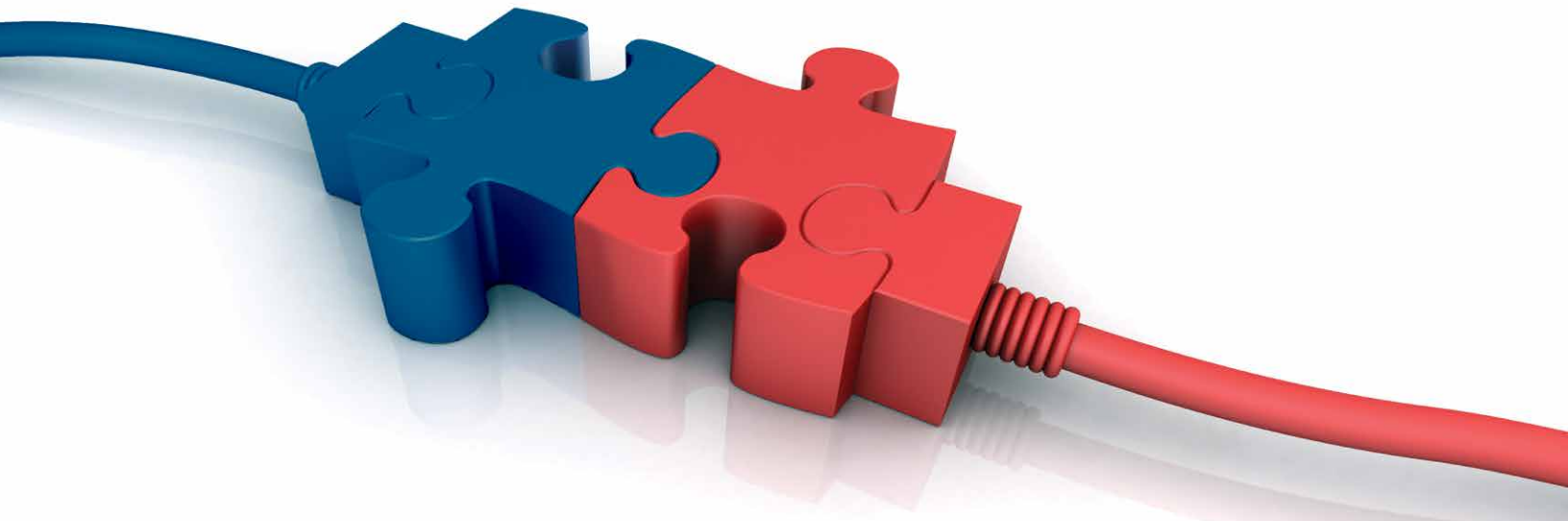




# Co-branding Guidelines



## Co-branding is a partnership between AIG and our valuable distribution organization.

AIG works with 300,000+ external partners across the globe, from independent distributors to technology partners, and everyone in between. When done effectively, co-branding helps define the roles and relationship each partner has with AIG. It also helps to protect both AIG and its partners from risk by ensuring we are always transparent about the part of the value chain we each provide.

### **The basics of AIG co-branding:**

- In order to co-brand, a written trademark request agreement must be completed.
  - Contact your Internal Wholesaler (IW) to get started.
  - In order to receive Legal review, a visual mock-up of the proposed logo usage must be provided.
- An agency communication must explicitly come from the agency. While AIG can be a secondary value message; it must be clear that the communication is NOT coming from AIG
  - An agency must be the 'lead' speaking voice.  
Ex: "... Alpha® agency is proud to offer AIG® insurance solutions to our long-time customers."
  - Note, that a registered mark follows the first mention of "AIG" in the copy

### **Examples of effective co-branding:**

- On an agency website, AIG is listed as a carrier
- Event flyers with pre-approved dual logos and proper terminology, if referencing AIG
  - Ex: "...Alpha® agency is proud to offer AIG® insurance solutions to our long-time customers."
- Recruiting emails with pre-approved dual logo, and proper terminology, if referencing AIG
- Form-fillable sales concepts, pre-constructed by AIG, and used in the intended fashion

# Helpful AIG co-branding tips:

AIG • Allianz • Assurity Lincoln Financial • OneAmerica • Symetra Financial



**DO list AIG as a carrier.**

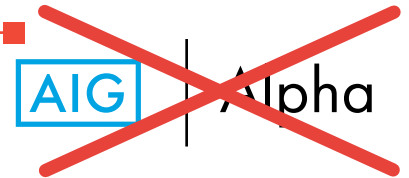
**DO use fillable sales concepts.**

**DO use cobranded recruiting emails from Campaign In a Box.**



**DON'T "lock up" the AIG logo to a partner logo.**

**DON'T use the AIG logo if it doesn't need to be visible to the customer.**



**DON'T make the AIG logo more prominent than the external partner's logo on communication distributed by the external partner.**

**DON'T use AIG visuals that could confuse the customer.**

**DON'T include the AIG name in an external partner's website domain, email domain and/or mobile/app considerations.**



**www.betapartners-aig**  
**first.last@aigbeta.com**

For branding verbiage that includes AIG's namesake or logo, feel free to contact your Internal Wholesaler, who can reach out to the marketing or brand teams on your behalf.



Thank you all for continued partnership and loyal support of our product and brands with your customers. We look forward to assisting you.

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