

Co-branding Instructions for Agents and Brokers



Meet Ramona and Tom:

Pipe burst results in water damage to home, delays retirement by 5 years

Early 60's couple live in Illinois. Home is 50% total wealth significantly impacted by the water damage.

2 adult children who have left home. Want to retire to Florida soon with all their assets and enjoy time on the water.

A pipe burst in Ramona and Tom's home while they were away on vacation.

The Chubb general liability policy covers property damage, personal liability, medical payments, advertising injury, and products/completed operations. The policy also covers water damage to the insured's property. The policy also covers the insured's liability for bodily injury and property damage. The policy also covers the insured's liability for advertising injury and products/completed operations.

CHUBB



Meet Rick and Sue:

Trampoline Accident wipes out college savings, children not able to select their first choice private universities

Early 40's couple live in the suburbs outside Atlanta, GA. Home has four bedrooms, hardwood floors, pool and trampoline, and is well as a great retirement investment option.

Set of twins five years old. Want to save for private university education as well as grow retirement assets and pay off home.

While playing on the trampoline, one of their children's friends is severely injured.

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CHUBB



Meet Sonja:

Car accident and injury puts her life on hold for 3 years

Early 30's single, successful member of a tech company that recently IPO'd. Just bought an expensive car with an option to finance but cannot afford to finance it.

Likes to go on hiking trips according to family members but regularly has to cancel.

Sonja gets into an accident with a driver who had no insurance.

The new SUV car was totaled and Sonja is seriously injured and cannot work for a year. Being CHUBB means the medical expenses of CHUBB are covered by her health plan but the car is not covered with CHUBB.

CHUBB



Note: The only places in the documents that need to be edited are highlighted in red above.

If you have Adobe Acrobat Pro:

1. Open your Chubb brochure in Acrobat and select "Edit PDF".
2. Scroll to the appropriate section and insert your cursor in the highlighted gray box.
3. Click this highlighted gray box and go to "Objects" in the edit bar on the right-hand side of the PDF. Please note this is the only area you will need to edit in each document.
4. Click on the third icon from the left in the second row to "replace image". You can then replace this white box image with your co-branded logo.
5. To save, go to "File", then click "Save As" to determine your file name and where it will be stored.

If you do NOT have Adobe Acrobat Pro:

Print your Chubb Resource Guide and attach your co-branded logo onto the white box section.

Basic Rules for co-branding:

The partner logo should be visually equal to or smaller than the Chubb logo.

It should appear as far from the Chubb logo as possible. The minimum safe distance is one Chubb logo length away.

When possible the partner logos should be presented as grayscale if placed on white background, and reversed to white if placed on a colored background.

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