

# Co-branding Instructions for Agents and Brokers



Checklist



Resource Guide



Infographic

**Note:** Note that the only places in the documents that need to be edited are at the bottom right of the Checklist, the back cover of the Resource Guide, and the bottom right of the infographic (marked in red):

## If you have Adobe Acrobat Pro:

1. Open your Checklist or Resource Guide in Acrobat DC and select “Edit PDF”.
2. Scroll to the appropriate section and insert your cursor in the highlighted white box.
3. Click this highlighted white 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 a white background and reversed to white if placed on a colored background.

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