

# Co-branding Instructions for Agents and Brokers

CHUBB®

**CHUBB**

**Automobile Checklist**

Finding the auto insurance that gives the right combination of coverage, service and value is important. Use this tool to identify if your valued estate planning clients should talk to an independent agent or broker about identifying gaps in coverage and finding a policy that meets their needs.

**Auto Review**

Does the policy owner know what he or she will be paid if the car is totaled?

Over time, does the policy payout stay fixed on an agreed value (as opposed to depreciating)?

Is the policy owner able to choose the shop where repairs are made?

Does the policy cover repairs made at the car dealer(s)?

Does the policy cover, in full, repairs made with original equipment manufacturer's parts?

When the vehicle is being repaired, does the policy's loss of use rental provision give owners an aggregate amount that allows owners to drive a car comparable to the covered vehicle?

Does the insurer's rental car coverage come from the liability part of the policy?

Are all available credits being consistently applied through the duration of the policy?

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Checklist



Back cover of the Protection Outlook and Annual Checklist

**Note** that the only places in the documents that need to be edited are at the bottom right of the checklist and the bottom right last page of the Protection Outlook and Annual Checklist (marked in red):

**If you have Adobe Acrobat Pro:**

1. Open your Chubb 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 white background, and reversed to white if placed on a colored background.

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