

Logo & Info Use Agreement

I. General Terms

1. Company Logo

Trademark owner:

The logo  is a registered trademark of ShelterPoint Life Insurance Company.

Disclosure of company name and location together with logo:

When placing the logo on advertising materials, a producer must identify the insurance **carrier's full name and primary office location** – per NY State Insurance Law § 2122(b):
ShelterPoint Life Insurance Company, Garden City, NY

2. Company Name

The company's full name **ShelterPoint Life Insurance Company** shall only be abbreviated as **ShelterPoint Life**. **No other abbreviation of the company name is acceptable.** Any deviation from this approved use of the company name shall be reason for ShelterPoint Life to immediately withdraw any permission for use of logo or naming of company.

3. Company Description

Any **description with information about ShelterPoint Life** or its services **must be approved** by ShelterPoint Life **prior to use**. A copy of the text intended for use must be attached to this agreement/application for use.

II. Application for Use

- Any producer wishing to use the logo/name and/or a company description on a website or in other marketing materials must **seek permission in writing** from ShelterPoint Life.
 - Permission may only be granted by ShelterPoint Life.
 - Permission must be granted in writing.
 - Use includes materials in any medium (including, but not limited to online, digital, print, video, audio) and any circulation size.
- ShelterPoint Life will review **completed requests** based in part on the following **criteria**:
 - The **extent** to which the project of the applicant organization meets the objectives of ShelterPoint Life;
 - How** the logo/name or company description will be used; and
 - The **context** for use of the logo/name and/or company description.
- For use in **printed material**, a sample must to be submitted to ShelterPoint Life at time of application.
- To use the logo/name and/or company description on a **website**, producer must provide the exact URL to ShelterPoint Life at time of application, including sub-pages on which the information will be placed.
- The logo/name and/or company description shall only be used in the manner and format for which permission was granted by ShelterPoint Life. No one other than ShelterPoint Life shall make or approve alterations to the use for which permission was granted.
- Producers shall use logo/name/description only on the specified medium/piece provided with the application. **A separate agreement is required for each separate or additional use.**

7. The producer must **specify quality and file type/size needed** in the request for permission to use logo.
8. **No alterations** may be made by the producer to the original logo file provided.
9. ShelterPoint Life reserves the right to accept or reject applications for use, and to terminate any permission for use previously granted in ShelterPoint Life's sole discretion.

Required Information (attach extra sheet if necessary)**We intend to use (please check all that apply):**

- Logo (with full company name & location disclosure) Company Description

1. The extent to which the project meets the objectives of ShelterPoint Life, how the logo will be used and the context it will be used in.
2. For print material attach sample, for online use provide URL and all sub-pages on which logo will be placed.
3. Specify desired file format (jpg, gif, eps), color format, and min. dimensions (in pixel and/or inch).
4. Provide exact wording of company/services description (if applicable).

Print name: _____

Print name: _____

Signature: _____

Signature: _____

Title: _____

Title: _____

Company: _____

ShelterPoint Life Insurance Company

Address: _____

1225 Franklin Ave. | Garden City | NY 11010

Date: _____

Approval date: _____

Broker No. _____ - _____