

# 178 Years Serving the Insurance Community





**A Proud Legacy Impacting the Future.**

**Excel** – We are an insurance trade association encouraging integrity and ethical practices within the insurance community. Our members voluntarily adhere to a high level of professional standards. We also promote and recognize professionalism, professional standards and excellence in the insurance industry.

**Develop** – We provide professional development through products and services for the benefit of the insurance industry and the insurance consumer. We deliver relevant and innovative resources to the Insurance Professional.

**Grow** – We help you grow your business by promoting our members to the public and the insurance consumer. We routinely work with the local media to present a positive image for the insurance industry. We also work with state and national associations to promote our members and the insurance industry in Greater Cincinnati area.

**Educate** – We provide professional development and education programs such as, pre-licensing education, continuing education and professional development courses and seminars.

The Cincinnati Insurance Board encourages you to advertise the fact that you are a member of the Greater Cincinnati Insurance Board. Let the consumer know that you have taken the extra step to be a part of a professional association in the Cincinnati area. As a member please feel free to use the logos on the last page.

**Gain the E.D.G.E. with CIB!**  
Excel. Develop. Grow. Educate.

America's First | Since 1838 | [www.cib-online.com](http://www.cib-online.com)

## We Recognize Excellence

The Cincinnati Insurance Board will keep the insurance professional on top of important, ever-changing issues, trends and legislation within their industry. It gives you a positive image in the eyes of the public. Another advantage is the networking and camaraderie that takes place our members. By voluntarily adhering to the CIB Code of Ethics, the public will have confidence in dealing with members of the Cincinnati Insurance Board.

### Here are a few of the reason to belong:

- Recognition as belonging to a professional organization
- Networking with others in the industry
- Opportunity to preside in a leadership role in the association
- Advocate for the Insurance industry
- Monitor legislative activity
- Resource center

### Works with other Insurance Organizations

- Ohio Insurance Institute
- Ohio Insurance Agents Association
- Cincinnati CPCU Society
- Departments of Insurance

### Participate in Community/Industry Events

- Information
- Recognition
- Company/Industry Person of the Year
- Excellence in Leadership
- Good Works and community service

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## Our Mission and Brand Promise

### Mission Statement

- To encourage integrity and ethical practices within the insurance community.
- To provide professional development through education.
- To provide products and services for the benefit of the insurance community.
- To promote the public image of the insurance industry.

The Cincinnati Insurance Board is an independent organization supported by insurance agencies, insurance companies and insurance agents and works to promote the insurance industry in the Greater Cincinnati area. It also works with other organizations for the benefit of its members and the insurance community in the Greater Cincinnati area.

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## Our Philosophy

### **We believe insurance has made tremendous contributions to our society**

That insurance and the peace of mind it provides, is more important today than ever before.

We believe the security that insurance provides is the foundation to a prosperous and thriving society.

That the ability to insure risk and loss is fundamental to our everyday living.

That without insurance, society and the lives of individuals everywhere would be made much more difficult.

We believe that insurance agents can provide the personal attention, professional guidance and flexibility to work with each individual or business to put the right coverage in place.

We believe that insurance agents provide the peace of mind and protection that are essential today.

And that's why we believe we can impact the future.

By helping insurance agents **Gain the E.D.G.E. to EXCEL, DEVELOP, GROW and EDUCATE**

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## CIB Brand Style Guide Template

2 color logo:



4 color logo:



B&W logo:



Masthead top:



Masthead bottom:



Masthead bottom: just text and no blue rectangle. (Once placed in blue box, you will see text).

E D G E  
**E.D.G.E.**

GAIN THE  
EDGE

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Grow. Educate.

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Fonts used:  
CEClass = Lobster.

The Greater= Proxima nova condensed. Cincinnati= **Proxima nova bold condensed**. Insurance Board= Proxima nova condensed.

**Colors:**

PMS: 639=Blue  
PMS: 1495=Orange



**RGB:**

R=063 G=162 B=205

R=255 G=144 B=28

