



New Look. New Products.
New Delivery Options.



The InstitutesTM
Proven Knowledge. Powerful Results.

A New Look for a Trusted Industry Brand

Our Roots—The Core of The Institutes' Brand.

We've built The Institutes' brand on a strong foundation, including:

Respected Technical Content

Our technical insurance content is the best in the industry. It's the core of our corporate DNA. Expect to see exciting new content and comprehensive revisions.

Recognized Credentials

We know our designation and certificate programs are important to you and the industry. They're important to us, too. We will continue to confer the professional credentials our industry demands, including new ones like our Associate in National Flood Insurance (ANFI™).

Authoritative Research

The Institutes' research division, the Insurance Research Council (IRC), provides timely and reliable empirical research to all parties involved in public policy issues affecting risk and insurance. Their comprehensive, objective studies help policy makers and insurance organizations make more-informed decisions.

High Quality

The Institutes have built a reputation for quality over 100 years—no one can match that. And just as we have for more than a century, we'll work to continuously improve our products, processes, and service so they meet your needs and exceed your expectations.

Exceptional Service

Our high level of customer service is simply a part of how we've always done business, and it always will be. The Institutes will give you knowledgeable and personalized service to help you achieve your unique professional development goals.

Making The Brand Stronger

We're also continuing to innovate and make our products and services even better.

Delivery Methods

The industry's professional development needs are changing, and we're constantly adapting to help meet those needs, just as we have for the last century.

Traditional Print. Our textbooks and course guides remain the most popular way to learn The Institutes' technical content. We're improving our print study materials to help you learn the content more efficiently.

Online Learning. We're packaging our technical insurance content in convenient online courses so that both individuals and companies can fill gaps in knowledge quickly and cost effectively.

Blended Learning. We know that people have different learning preferences. Customers can combine traditional print and online learning solutions to create a blended delivery approach to their self-study; we even offer specially priced packages.

Custom. No two insurance organizations are alike. The Institutes' staff of experts will work with your company to put together a learning solution that meets your unique needs.

We'll continue to employ the latest technologies and best practices to ensure that we are able to provide you with the knowledge solutions you need to generate the business results you require.

New Learning Solutions

Whether it's a single new course, a designation program, a suite of online courses, or the newly acquired CEU.com business unit and its line of online continuing education (CE) courses, The Institutes are committed to bringing you the products and services you need to be successful and achieve powerful business results. Visit our Web site to learn more about our newest offerings, including:

- CEU.com online CE courses
- Enterprise-Wide Risk Management (ERM) course
- Associate in National Flood Insurance (ANFI™) designation program, developed in conjunction with the Federal Emergency Management Agency (FEMA)

The Look of Our Brand

Our Name

The property-casualty and risk management industry knows us as The Institutes, for short. We've been calling ourselves that for quite a while, too. So now we're just making it official. It better reflects the responsive and straightforward way we do business

The name "The Institutes" also represents the combined brands of the American Institute For Chartered Property Casualty Underwriters—which is our full legal name—and the Insurance Institute of America. These are

respected names in the industry—names that belong to us and names that we'll protect. So you can be assured that the diploma hanging on your wall will retain every bit of its value.

Brand Positioning

Our new brand positioning simply declares who we are and what we do. It evokes our history of and reputation as an industry leader while focusing on the overall benefit to you, our customer:

The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry.

Tagline

Just about every brand has a tagline. It serves as a quick reminder about what the brand means to you, the customer. For The Institutes, that reminder is:

"Proven Knowledge. Powerful Results.™"

And here's what it means to you:

Proven Knowledge. The Institutes have a history of delivering industry-respected technical insurance content. You can trust us to provide you with the knowledge you need to be more effective and efficient.

Powerful Results. Additionally, the knowledge you gain from The Institutes—and the decisions you make using that knowledge—will ultimately yield measurable and meaningful business results.

Our Logo

The four arrows in our logo are not simply a design element. The four arrows symbolize, in a dynamic way, The Institutes and how we conduct business. Three arrows point inward to a common place—a convergence of needs, proven knowledge, and collaboration. All four arrows also point forward to a goal, driving toward powerful business results.

The Institutes look forward to helping you and your organization turn technical insurance knowledge into measurable business results. Contact us today.

New Look. New Products. New Delivery Options.

With everything that's made us the industry leader in professional development:

- Respected Technical Content
- Recognized Credentials
- Authoritative Research
- High Quality
- Exceptional Service



The great writer Victor Hugo once observed, "Change your leaves, keep intact your roots." We thought that was good advice. After all, a logo is only a small part of what a brand is all about; brands are truly defined by the quality and value of their products and services.

You'll notice some changes here at The Institutes—changes to our leaves. But we've been serving the industry for more than 100 years, and we have very strong roots. Not only are we going to keep those roots, we're going to keep making them even better.



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