



## Proof of policy logo

### Using proof of policy

Only use the proof of policy logo in conjunction with a valid Simply Business policy. The proof of policy logo includes the Simply Business logo and a clear message, 'Insured via Simply Business' to reference your Simply Business insurance policy.

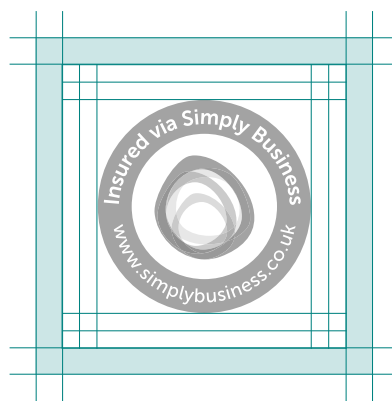
### Maintain proportions

The proportions and spacing of the proof of policy logo should never be altered for any reason. Hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.



### Preserve clear space

To preserve the integrity of the proof of policy logo, always maintain a minimum clear space around the logo. This clear space insulates our proof of policy logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo.



### Incorrect use

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the proof of policy logo. Don't alter the round box shape or alter the proportions, or add any embellishments.



### Online

#### Do

- Request permission before you use the Simply Business logo in broadcast or film
- Only use the proof of policy logo in conjunction with an active Simply Business policy

#### Don't

- Use the proof of policy logo in adverts
- Modify the proof of policy logo in any way, such as by changing the design or colour