



# Insurance Institute gets a facelift and elevates brand

The Insurance Institute has undergone a brand revitalization to better align the face and image of the institution with its younger, professional stakeholders. Spyder Works Inc., a Toronto-based strategy, design and communications firm, partnered with the Insurance Institute as architects of the new brand image, currently being rolled out.

The Insurance Institute has been the educational arm of the property and casualty insurance industry since 1899. With its network of 21 provincial Institutes and local Chapters, it currently represents 35,000 individuals across Canada. Of those members, 18,000 are students and more than 15,000 are graduates who have earned the Chartered Insurance Professional (CIP) designation or Fellow Chartered Insurance Professional (FCIP) designation through the Institute.

“The Insurance Institute is about the melding of higher education with pragmatic learning so that when the professionals leave the classroom they are equipped with solutions and tools that can be put to good use for their clients,” comments John Paulo Cardoso, Chief Creative Officer at Spyder Works.

“Historically, the weight has been to the former, rather than the latter, in communications and positioning. We shifted it since Institute members offer real solutions for the real world, and that’s what gives them their competitive advantage. The brand has to reflect that, and the professionalism the Institute embues,” states Cardoso.

One of the biggest challenges was to design a look that was elastic enough to embody all the elements and collateral the Institute currently produces: national advertising, Web, brochures, text books, annual reports, stationery, seminar material, newsletters, syllabuses, invitations, chapter communications and even incorporating brand elements into their décor.

“The Spyder Works team took us through the journey of a full-fledged strategic re-brand and the feedback from our members is extremely positive,” says Carey-Ann Greenham, Vice President of Business Development and Communication at the Insurance Institute. “There exists now a streamlined, professional synergy between all our materials and a positive distinction to our programs and designs.”

“We’re on the road to visually proving we’re a forward-thinking, professional educating body and I think with the new look and feel we’ve really moved the needle ahead,” comments Greenham.

For information on the Insurance Institute, please visit [www.insuranceinstitute.ca](http://www.insuranceinstitute.ca)

Spyder Works Inc. is a business accelerator for its clients. Its manifesto, “If you’re not going to change customers’ lives, someone else will” is the basis for a process that starts with great strategy, aligning with innovative design, and disruptive marketing and communications. With offices in Toronto and New York, the firm also offers trademarked ‘30 Day Decisions’ strategy workshops and roundtables to validate the decision-making process and drive business growth. For more information on Spyder Works, please visit [www.spyderworksdesign.com](http://www.spyderworksdesign.com).



**Brand Elements**  
1 Trade Show Booth. 2 Syllabuses. 3 Program Text Books. 4 Annual Reports. 5 Web site. Not Shown national advertising, brochures, stationery, seminar material, newsletters, invitations, chapter communications, incorporating brand elements into décor and branding manual.