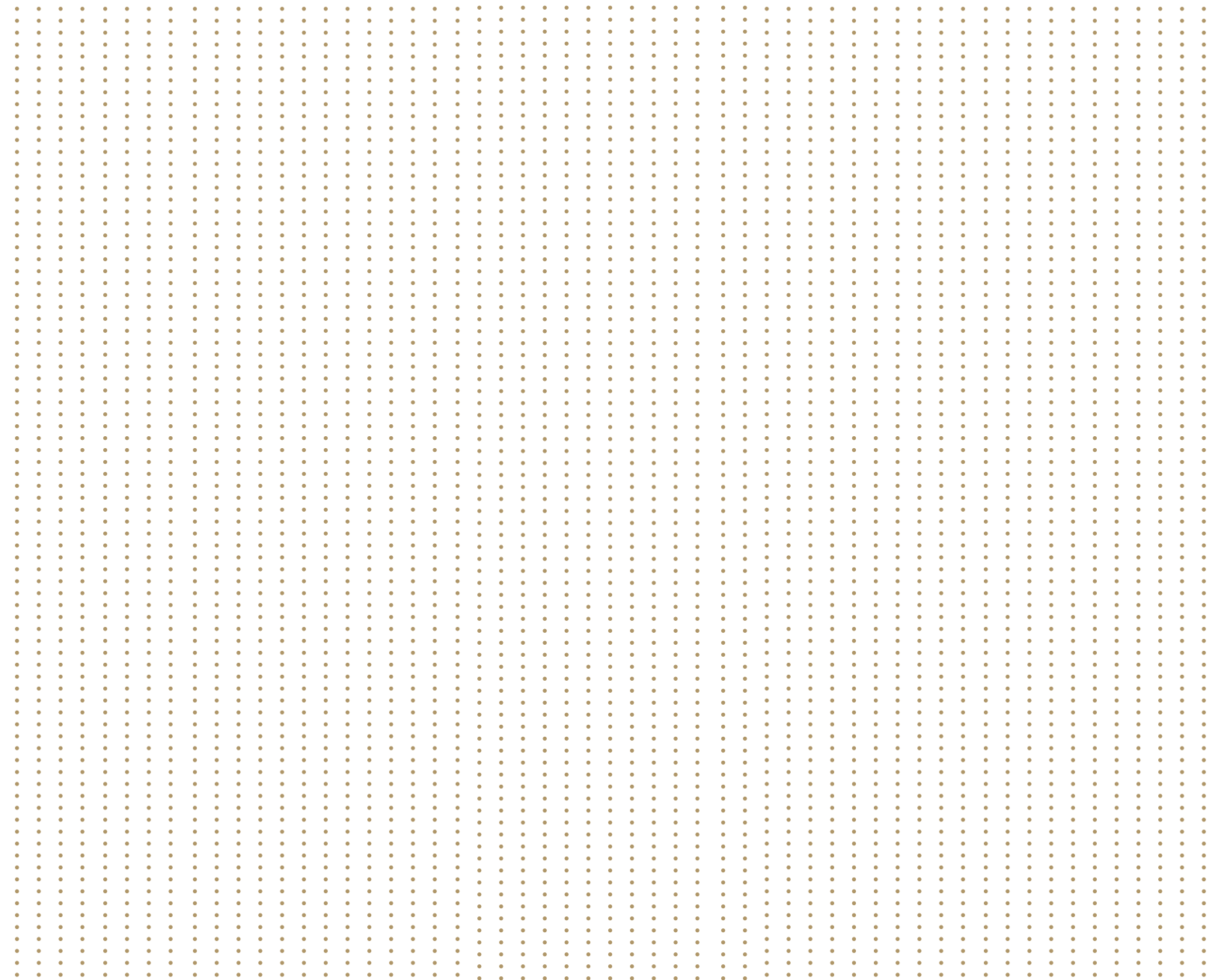


SPECIALIZED INSURANCE

PROGRAM MANAGERS





For over 20 years, we've been focusing and refining our programs, consistently improving our processes and thoroughly educating our team and our broker clients. We've become experts at what we do... and we are here to help guide our broker clients to be experts too.

We Are Distinguished Programs.

A national insurance program manager providing specialized insurance programs to brokers and agents.

We don't provide insurance programs for everything; we provide insurance programs for **Real Estate, Community Associations, Hospitality & Restaurants and Cultural Institutions** – and in our distinct areas of expertise, we are unmatched.

If your clients are under-insured or looking to cover a particular risk, then look to Distinguished Programs. Since our beginning, we have provided high limit umbrella policies for commercial real estate, and to this day our high limit programs remain the clear choice in our areas of specialty for superior coverage, competitive pricing and attentive service.

Along our path, we also developed several additional programs designed to serve related and ancillary risks in several distinct markets. These specialized programs have also become known for our breadth and quality of coverage that can otherwise be very difficult to come by through other markets.



Need an umbrella?

Umbrella insurance programs enable insurance buyers to reduce costs and improve protection through group purchasing power. Distinguished Programs is a pioneer in the development of umbrella programs, and developed the country's first Real Estate Umbrella Liability Purchasing Group in 1987. The program has been a product of choice ever since.

As leaders in liability, we build comprehensive insurance programs with broad coverages, specialized to the unique needs of the following risk areas:

REAL ESTATE

Do you have a client with a group of office buildings? Or maybe a client that has buildings sitting vacant? Our Real Estate program enables real estate entities to get exceptional pricing and high coverage limits on liability insurance for real estate risks. This program is specific to particular types of buildings that could include the following:

- Apartment buildings
- Shopping centers
- Office buildings
- Affordable housing
- Planned unit developments
- Community associations
- Condominiums & cooperatives

HOSPITALITY & RESTAURANTS

We view our partnership with our brokers and their clients as more than just insurance. With Distinguished Programs, hotels and restaurants benefit from financially secure markets, broad coverage, high limits, service from industry experts, and group purchasing power. Our Specialty Hotel Umbrella Program is one of the longest running in the country. If your clients fall into any of the below categories, it's time to talk to Distinguished Programs today:

- Luxury hotels
- Mid-market hotels
- Full service resorts
- Casinos and gaming hotels
- Riverboat casinos
- Racetracks
- Sovereign nation casinos
- Theaters and entertainment venues
- Franchised hotels
- Independently owned hotels with limited amenities

COMMUNITY ASSOCIATIONS

As the definition and structure of communities change from generation to generation, the needs of those communities change as well. If your clients don't have the right insurance, their personal assets could be on the line if a dispute arises. Make sure they are prepared. We have been involved in this class of business for almost as long as there have been co-ops, condos and planned unit developments. Here are just a few of the types of Community Associations that we support:

- Condominiums
- Cooperatives
- Homeowners as a part of a community
- Commercial condos
- Timeshare/intervals
- Planned unit developments

CULTURAL INSTITUTIONS

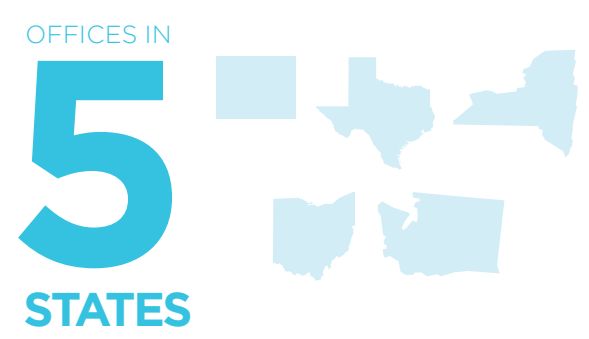
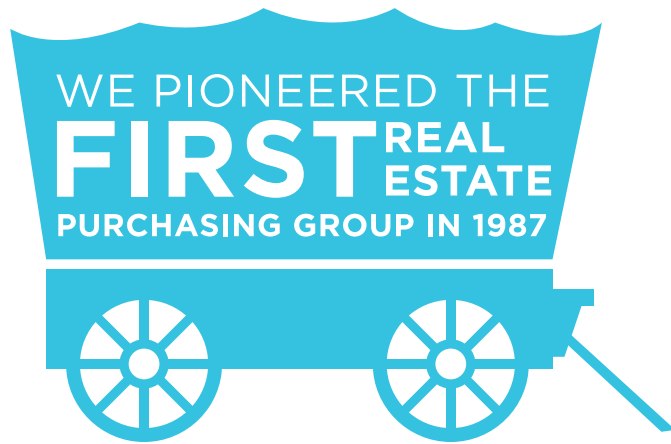
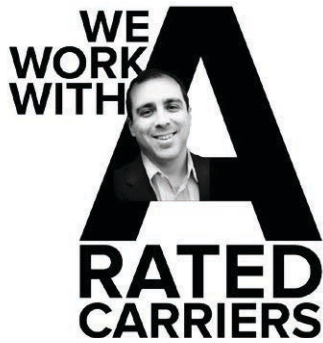
The reality is that no matter how beloved an institution is, most can, and do, get sued by the public and their own employees. As cultural institutions evolve to meet the changing needs of the environment in which they operate, it's more important than ever to have the right liability insurance protection. If your not-for-profit client falls into any of the following areas, they should consider our Cultural Institutions Program:

- Art museums
- Interactive/hands on museums
- Aquariums
- Zoos
- Historical sites
- Botanical gardens

If your clients fall into any of these categories, talk to your Distinguished Programs account manager for guidance. We are happy to help.

We earn our reputation everyday.

Our team has the knowledge and experience needed to help brokers and agents showcase their expertise when they sell. We realize that our success is dependent on their success and we've made a history of aligning our interests with theirs – It's what makes our clients and partners say that in the industries we serve, Distinguished Programs is the preferred market.





**WE ARE
LICENSED
IN ALL**

**50
STATES**

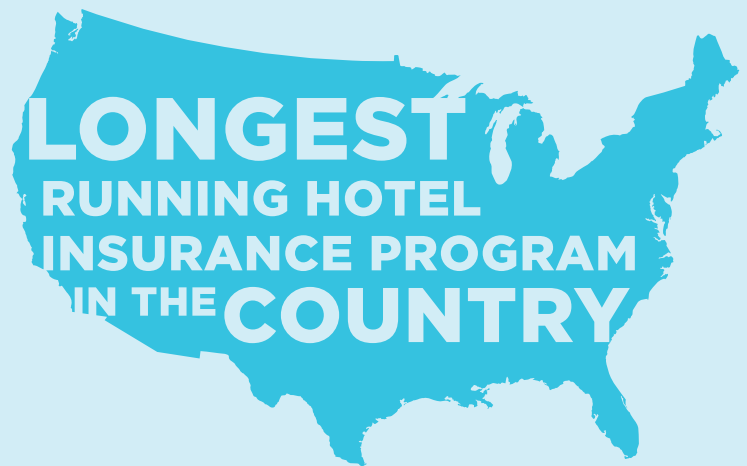


2500+
INSURANCE BROKERS
IN OUR CURRENT NETWORK.



**OF ALL NON-PROFIT CLAIMS ARE FILED UNDER
DIRECTORS AND OFFICERS LIABILITY POLICIES**

25,000
COMMUNITY ASSOCIATIONS
ACROSS THE COUNTRY SINCE 1999.



**LONGEST
RUNNING HOTEL
INSURANCE PROGRAM
IN THE COUNTRY**

BETTER

FOR

WORKERS

Selling insurance can be hard. Distinguished Programs makes it easy.

We know everything there is to know about serving clients in our areas of specialty, and we put that knowledge to use each day in the interest of helping brokers and agents serve their customers and grow their businesses.

Our specific market knowledge helps us provide the most comprehensive, fairly priced and well serviced programs in the industry. We extend that value by educating our clients so that they can develop a level of comfort surrounding our programs, and in turn, confidently advise and serve their own customers.

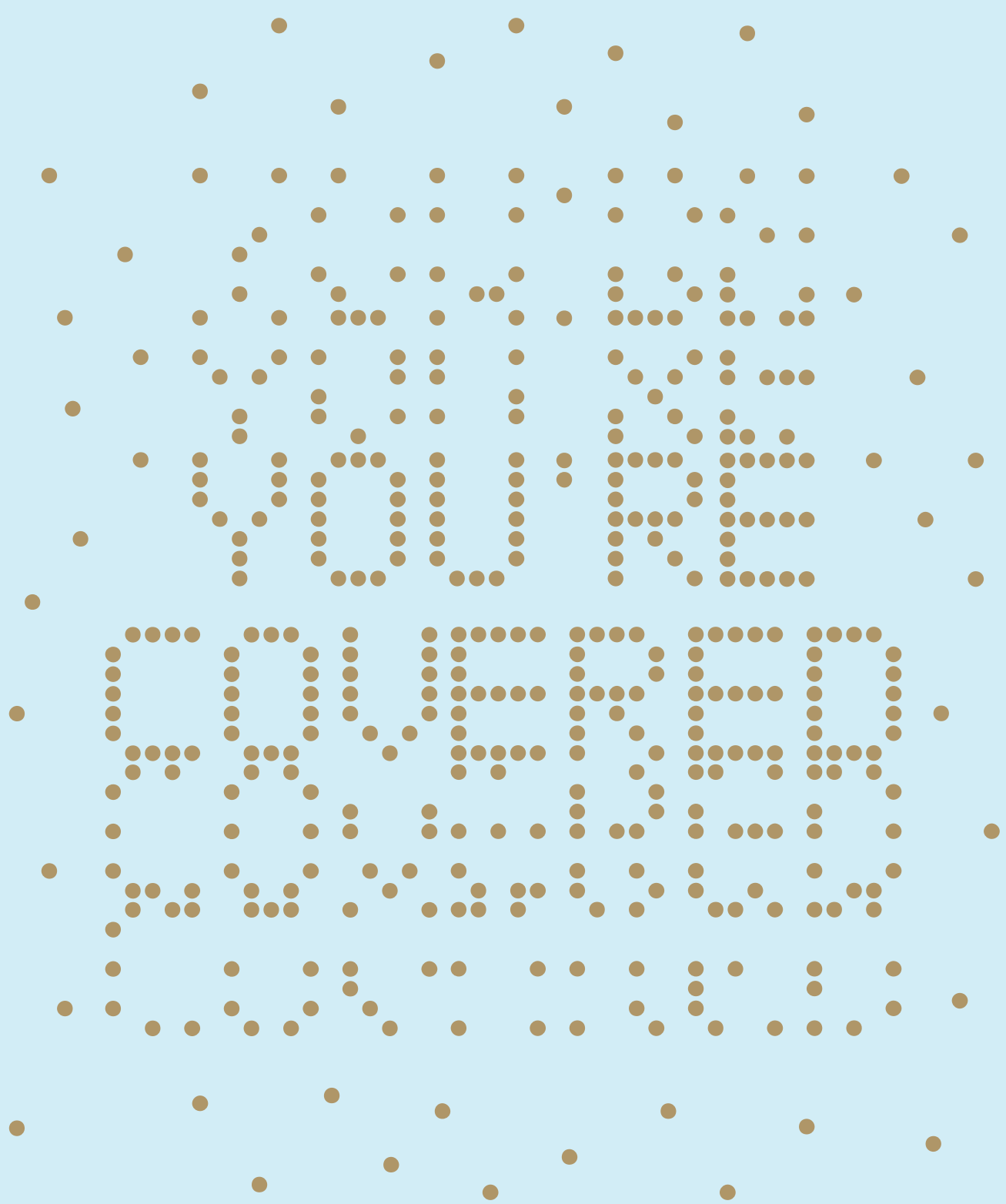
Distinguished Program's broker friendly online systems let you qualify, quote, bind and issue policies in minutes with minimal data entry. Our streamlined submissions, quick quote indications and automatic renewals help you get business done with speed and efficiency.

Guaranteed **24** hour policy issuance.



The Gigwalk app makes assessing risks easy as point, shoot and send.

Streamlined submissions + quick quotes + automatic renewals = Speed and efficiency



YOU ARE

CONFUSED

High limits. Low risk.

We choose our carrier partners carefully. Financial strength and a willingness to do the deal are only the beginning. Carriers need to know and understand the business we're writing and have a solid track record for sticking with that type of business over time.

Keeping a program growing and financially strong is a balancing act. Through sophisticated analytical capabilities, we are consistently focused on pinpointing the risk characteristics and pricing levels needed to maintain competitively priced programs and sustained profitability. A proactive approach to loss control and claims helps us identify and manage trends that can negatively impact program economics.

Design, distribute
and manage

15+

commercial insurance programs.

34,000

submissions processed online.

Licensed in all

50

states.

LOOK

LIVE AM

EXPERIMENT

Turning everyday brokers into extraordinary advisors.

It's our job to help brokers understand the complexity behind specialized insurance. Since we already understand the subtleties within the industry, brokers don't have to explain all of the details of their quote or request. We can guide them to an informed assessment and conclusion, providing insights and sharing thoughts that can be conveyed to their clients. We look beyond the surface to the whole picture to put together a complete package for clients. From the initial quote to the issuance of policies through the auto renewal, we make it easy for brokers, and even easier for their clients.

We have handled

26,000+
hospitality-specific claims



One of a select group of program managers to earn Target Markets' "Best Practice Designation".

Our Specialty Hotel Umbrella insures

300,000+
hotel rooms nationally.

Underwriters & Claims. Handling that's simple — for both you and your customers.

Our underwriters and claims processing administrators are the most knowledgeable in our industry, and are able to assess and guide brokers and agents through the often-convoluted path of assessing a risk or servicing a loss.


They are known for their responsiveness and overall excellent communication skills, and our quoting and approval processes are some of the fastest in the industry.

Our "Quick Quote Service" delivers fast pricing indications without having to complete full applications. Our electronic policy processing helps ensure that you receive accurate, on-time, new policies as well as auto renewals.

Simply put, we know the industry. We work with brokers on a daily basis to develop creative, cost-effective solutions that are geared to make your life easier. We understand the risks you face and we are here to help make you an expert.

We realize that our success is dependent on our brokers' and agents' success, and we've made a history of aligning our interests with yours. It's what makes our clients and partners say that in the industries we serve, **we are truly Distinguished Programs.**





Ready to learn more
about how Distinguished
Programs can help
you build your business
and better serve
your clients?

Visit us online at
www.distinguished.com
or to speak with
an expert today,
call 1-888-355-4626.



DISTINGUISHED PROGRAMS. 1180 Ave. of the Americas, 16th Floor, New York, NY 10036
Toll-Free 888.355.4626 • T 212.297.3100 • F 212.297.3130 • info@distinguished.com • distinguished.com



2015 DISTINGUISHED PROGRAMS

BRAND GUIDELINES

DISTINGUISHED.
PROGRAMS



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BRAND

We Are Distinguished Programs.

IDENTITY STATEMENT

Distinguished Programs is a National Insurance Program Manager providing specialized Insurance Programs to brokers and agents with specific expertise in Real Estate, Community Associations, Cultural Institutions and Hospitality & Restaurants.

IMAGERY

LOGO

COLOR

TYPOGRAPHY

IDENTITY

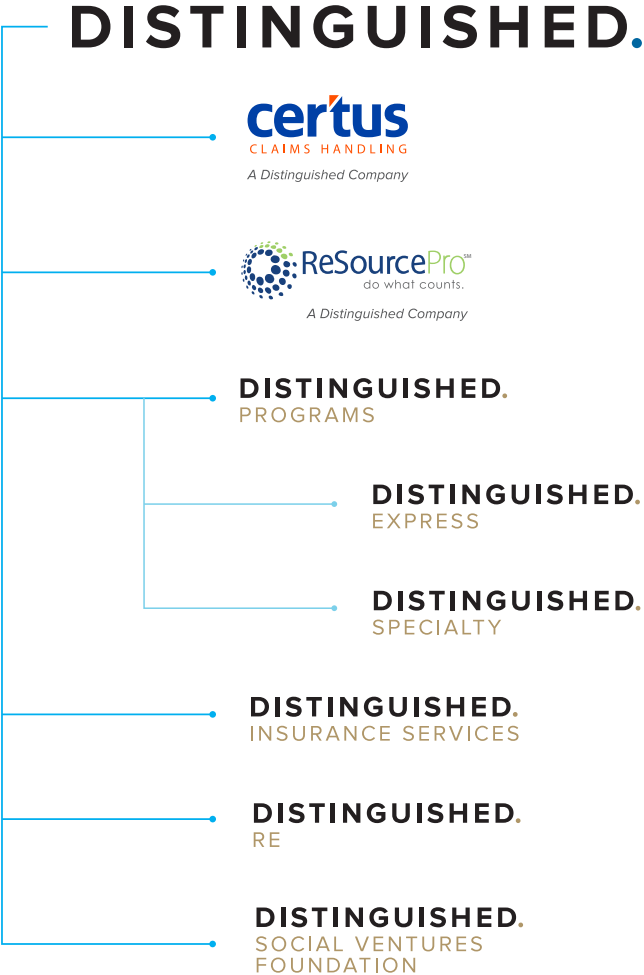
ICONOGRAPHY

DISTINGUISHED.
PROGRAMS DISTING
UISHED. PROGRAM
DISTINGUISHED.
PROGRAMS DISTING
UISHED. PROGRAMS
DISTINGUISHED.
PROGRAMS DISTING
UISHED. PROGRAMS
DISTINGUISHED.
PROGRAMS DISTING
UISHED. PROGRAMS
DISTINGUISHED.

Brand Hierarchy

OVERVIEW

'Distinguished.' is the holding company for Certus Claims, Resource Pro, Distinguished Programs, Distinguished Insurance Services, Distinguished RE, and the Distinguished Social Venture Foundation. Distinguished Express and Specialty are divisions under Distinguished Programs. The diagram below shows the relationships of all the companies under the 'Distinguished.' holding company.



Logo Usage

OVERVIEW

The consistent usage of a logomark is critical in maintaining the integrity of a brand across various applications. The examples below display the correct color usage for the Distinguished Programs logo. No other color combinations of the logomark should be used without permission.

Logo Version 1

DISTINGUISHED.
PROGRAMS

Logo Version 2

DISTINGUISHED.
PROGRAMS

Logo Version 3



Logo Usage—Division Names

OVERVIEW

Division name logos have the same rules as the main logo. Division names should only be used in email signatures and business cards. Distinguished Programs logo should be used for all other instances, i.e. Answering a phone call, you would say, “Hello, Distinguished Programs, this is...”

Logo Version 1

DISTINGUISHED.
EXPRESS

Logo Version 1

DISTINGUISHED.
SPECIALTY

Logo Version 2

DISTINGUISHED.
EXPRESS

Logo Version 2

DISTINGUISHED.
SPECIALTY

Logo Version 3

DISTINGUISHED.
EXPRESS

DISTINGUISHED.
EXPRESS

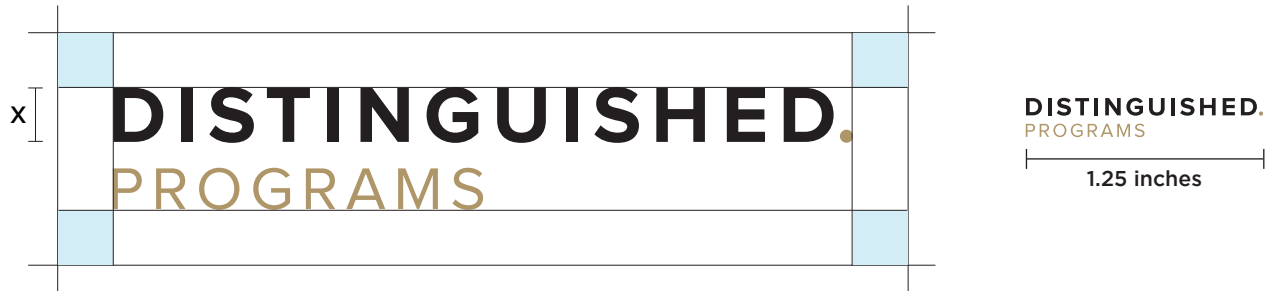
Logo Version 3

DISTINGUISHED.
SPECIALTY

DISTINGUISHED.
SPECIALTY

Clear Area + Minimum Size

The Distinguished Programs logo has set clear areas and minimum sizing. The clear area specified below allows for equal space around the logo, determined by the height of the logo itself. When the logo is scaled, the clear area will scale relative to the logo. The minimum size the logo should be scaled to is 1.25in in width.



Improper Usage

The consistent usage of a logomark is critical in maintaining the integrity of a brand across various applications. The guidelines below have been developed to ensure that consistency is reached and the Distinguished Programs logo use is standardized.

DO NOT stretch or skew the logo in any way.



DO NOT crop the logo.



DO NOT rotate the logo on an angle.



DO NOT alter the relationship between the logo elements.

DISTINGUISHED.
PROGRAMS

DISTINGUISHED 
PROGRAMS

DO NOT alter the color.

DISTINGUISHED.
PROGRAMS

DISTINGUISHED.
PROGRAMS

DO NOT place the logo on a high-contrast background.

DISTINGUISHED.
PROGRAMS

DO NOT flip the colors of the logo.

DISTINGUISHED.
PROGRAMS

DO NOT place the logo on a similarly-toned background.

DISTINGUISHED.
PROGRAMS

DO NOT crowd the logo with graphic elements (including typography, illustration, or photography) or introduce other elements to the logo (such as a drop shadow or halo).

DISTINGUISHED.
PROGRAMS

Lorem ipsum dolor sit amet, nec metus, rutrum ultrices enim,
curabitur ipsum nibh cras eu.

WHITE

PALE BLUE

LIGHT BLUE

MEDIUM BLUE

DARK BLUE

GOLD

METALLIC GOLD

BLACK

Color Usage

OVERVIEW

Page 6 and 7 display the color codes that may be needed to correctly reproduce the approved Distinguished Programs brand colors. Please note, color may vary from monitor to printer, so using the colors below is the best way to maintain optimal color consistency. Pay special attention to how the PMS color may change depending on if you are printing on coated or uncoated paper. Be sure to calibrate your screen to your internal printer in order to match the color on screen. When outsourcing print materials, you will need to calibrate your screen and settings to the printer's specifications. Be sure to ask for calibration standards and note that file as calibrated accordingly when it is sent to the printer.

WHITE

Coated: —
Uncoated: —
CMYK: 0/0/0/0
RBG: 255/255/255
Web: #FFFFFF

DARK BLUE

Coated: PMS+ 641 C
Uncoated: PMS+ 641 U
CMYK: 100/25/0/18
RBG: 0/115/176
Web: #0066A1

PALE BLUE

Coated: PMS+ 636 C 40% Tint
Uncoated: PMS+ 636 U 40% Tint
CMYK: 43/1/7/0
RBG: 138/210/230
Web: #d2EEF6

GOLD

Coated: PMS+ 7503 C
Uncoated: PMS+ 7503 U
CMYK: 10/15/45/28
RBG: 167/158/112
Web: #B8A06C

LIGHT BLUE

Coated: PMS+ 636 C
Uncoated: PMS+ 636 U
CMYK: 38/0/5/0
RBG: 144/215/231
Web: #87D2E7

METALLIC GOLD

Coated: PMS+ 871 C
Uncoated: PMS+ 871 U
CMYK: —
RBG: —
Web: —

MEDIUM BLUE

Coated: PMS+ 637 C
Uncoated: PMS+ 637 U
CMYK: 65/0/7/0
RBG: 82/198/226
Web: #3AC1E1

BLACK

Coated: Pantone Black C
Uncoated: Pantone Black U
CMYK: 25/25/25/100
RBG: 0/0/0
Web: #212526

Typography

HEADLINES

Headlines are typically 300% the size of the body text. For example, if the body text is 9pt, the headline should be 27pt. Headlines are Sentence Case and used with the Gotham Light Typeface.

SUB-HEADLINE 1

Subheads are typically set in Gotham, Light, 15pt. and are Sentence Case. The primary font family, Gotham, also includes other font weight variants that can be used for pull quotes, callouts or for other special exceptions.

SUB-HEADLINE 2

Subheadline 2 is typically set in the primary font family, Proxima Nova, Bold, 8pt. and featured in ALL CAPS. It should be used for more specific categorization and labeling wherever necessary. Proxima Nova also includes other font weight variants that can be used for footers, body copy, or for other special exceptions.

BODY COPY

It is recommended that body copy is set in our secondary font — Proxima Nova, Regular, 9-12pt, depending on the application. As a general rule, the amount of space between lines, or leading, expressed as a percentage of point size, should be no less than 120%. (For example, if your body text is at 10 points, you should consider a line spacing setting of at least 12 points.) We do not expect our employees to purchase any fonts. When using a Microsoft program (Word, PPT, Excel) or email, you may use Verdana.

Primary Typeface

GOTHAM LIGHT gotham light

GOTHAM LIGHT ITALIC gotham light italic

GOTHAM BOOK gotham book

GOTHAM BOOK ITALIC gotham book italic

GOTHAM MEDIUM gotham medium

GOTHAM MEDIUM ITALIC gotham medium italic

GOTHAM BOLD gotham bold

GOTHAM BOLD ITALIC gotham bold italic

Secondary Typeface

PROXIMA NOVA THIN proxima nova thin

PROXIMA NOVA THIN ITALIC proxima nova thin italic

PROXIMA NOVA LIGHT proxima nova light

PROXIMA NOVA LIGHT ITALIC proxima nova light italic

PROXIMA NOVA REGULAR proxima nova regular

PROXIMA NOVA REGULAR ITALIC proxima nova regular italic

PROXIMA NOVA SEMIBOLD proxima nova semibold

PROXIMA NOVA SEMIBOLD ITALIC proxima nova semibold italic

PROXIMA NOVA BOLD proxima nova bold

PROXIMA NOVA BOLD ITALIC proxima nova bold italic

Web Fonts

PROXIMA NOVA LIGHT proxima nova light

PROXIMA NOVA REGULAR proxima nova regular

PROXIMA NOVA BOLD proxima nova bold

PROXIMA NOVA EXTRABOLD proxima nova extrabold

Typography In Use

Typography

HEADLINES
Headlines are typically 300% the size of the body text. For example, if the body text is 9pt, the headline should be 27pt. Headlines are Sentence Case and used with the Gotham Light Typeface.

SUB-HEADLINE 1
Subheads are typically set in Gotham, Light, 15pt, and are Sentence Case. The primary font family, Gotham, also includes other font weight variants that can be used for pull quotes, callouts or for other special exceptions.

SUB-HEADLINE 2
Subheadline 2 is typically set in the primary font family, Proxima Nova, Bold, 8pt, and featured in ALL CAPS. It should be used for more specific categorization and labeling wherever necessary. Proxima Nova also includes other font weight variants that can be used for footers, body copy, or for other special exceptions.

BODY COPY
It is recommended that body copy is set in our secondary font — Proxima Nova, Regular, 9-12pt, depending on the application. As a general rule, the amount of space between lines, or leading, expressed as a percentage of point size, should be no less than 120%. (For example, if your body text is at 10 points, you should consider a line spacing setting of at least 12 points.) We do not expect our employees to purchase any fonts. When using a Microsoft program (Word, PPT, Excel) or email, you may use Verdana.

Primary Typeface

GOTHAM LIGHT gotham light
GOTHAM LIGHT ITALIC gotham light italic

GOTHAM BOOK gotham book
GOTHAM BOOK ITALIC gotham book italic

GOTHAM MEDIUM gotham medium
GOTHAM MEDIUM ITALIC gotham medium italic

2015 Distinguished Programs Brand Styleguide Page 12

Headline

Sub-Headline 2

Body Copy

Sub-Headline 1

Joseph DeRosa
Senior Vice President
Sales & Marketing

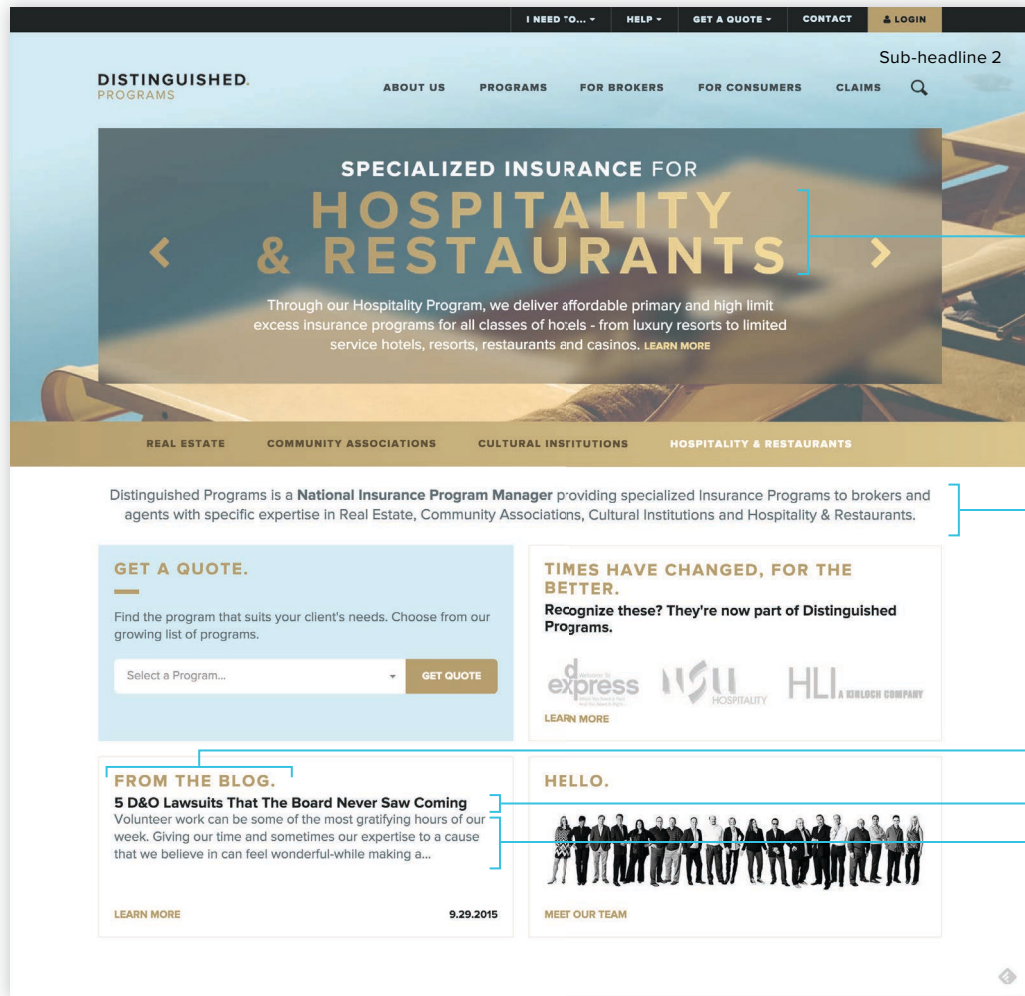
1180 Ave. of the Americas
16th Floor
New York, NY 10036
888.355.4626

T 212.297.3136
M 267.885.6350

jderosa@distinguished.com
@jgderosa

Body Copy

Web Fonts In Use



Proxima Nova ExtraBold

Proxima Nova Light and Bold

Proxima Nova Regular

Proxima Nova Bold

Proxima Nova Light

Iconography

OVERVIEW

The Distinguished Programs brand has two common icon usages that should be understood by all for proper application: Dots and Gold Bars. The following displays examples of these elements in proper use in and instructions on how to apply them creatively and consistently.

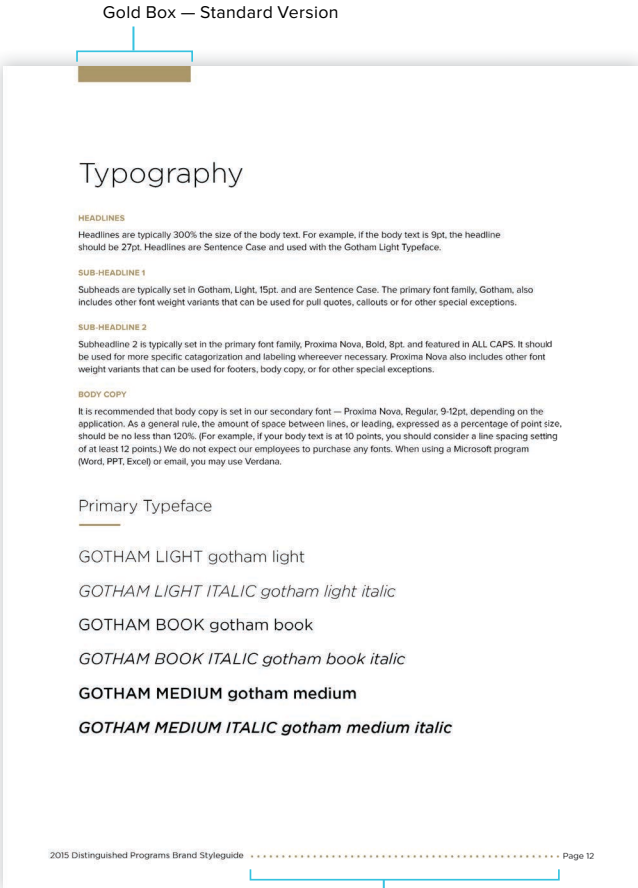
DOTS

Dots are always used in a linear sequence at 2pt size. They may be used as a dividing line, a pattern, or vertical or horizontal rule. The dots must not extend beyond the width or height of the text and should always be used in Gold.

GOLD BAR

The gold bar has 2 variations: The business card version is smaller is set to 0.5875 in. wide x 0.175 in. high. The standard version (as displayed above) is set to 1.5 in. wide x 0.1667 in. high. The business card version should be used in applications too small for the standard version. In both versions, the box is positioned flush to the top of the document.

Iconography In Use




Gold Dots

Iconography

BLUE ACCENTS

While gold and black are the main brand colors, the shades of blue may be used as graphic elements to help accent pieces. Here are some examples of how the blue can be used as an accent.



JOSEPH G. DEROSA
SVP, Sales & Marketing
jderosa@distinguished.com
O 212.297.3136 C 267.885.6350
distinguished.com |   

DISTINGUISHED.
PROGRAMS



Imagery

OVERVIEW

The Distinguished Programs image style includes two distinct looks: Custom Color Imagery and Black & White Portraiture. Custom Color imagery consists of gold overlays and rich color infused into a properly composed stock photo. Stock photos chosen to represent the Distinguished Programs brand must be directly related to the program offered and features covered. Stock photography that is textural in nature should reflect the Distinguished Programs dot with a circular representation of some sort along with a subject that is directly applicable to the program. Black and white Portraiture should be used for full body images of the Distinguished Programs team as well as cropped shots.

BLACK & WHITE PORTRAITURE

Full opacity, high contrast black and white imagery is the signature portrait look of the Distinguished Programs brand. All portrait photography should be shot on a white background with ample lighting and should capture the full body. All cropped photos are cut to the same size (8 in. x 8 in.) and the subject should be centered. There is one exception to the black and white portraiture, allowing for color portraiture to be used internally via lync or for a personal LinkedIn photo.

CUSTOM COLOR IMAGERY

Photos should be composed of a program-specific subject (real estate, community associations, cultural institutions, or hospitality related) or a detail shot that is textural (mimicing circles or dots throughout). The following pages provide a good range of examples of approved image subjects and color application.

Black & White Portraiture

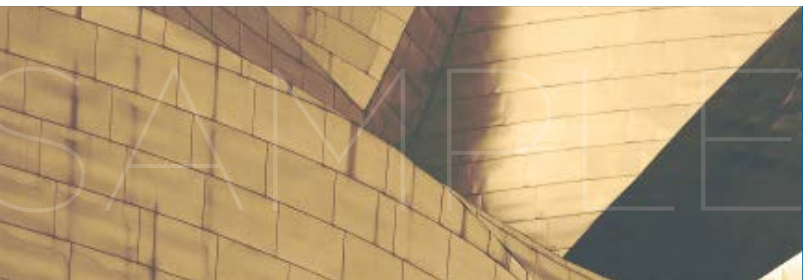


Color portrait for Lync or LinkedIn usage only.

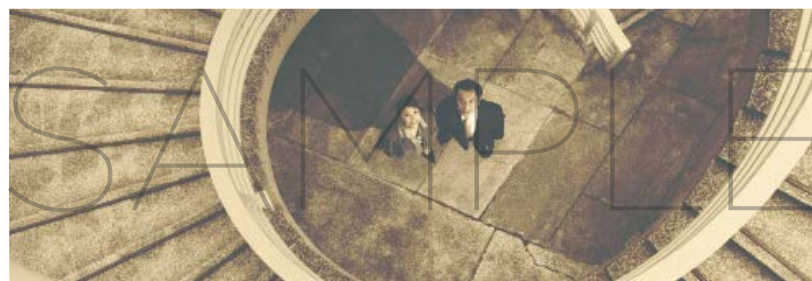
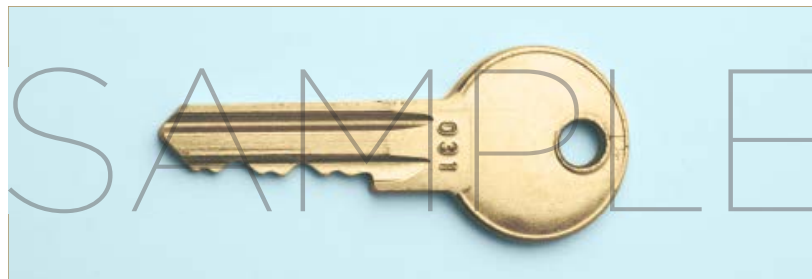
Custom Color Imagery – Community Associations



Custom Color Imagery — Cultural Institutions



Custom Color Imagery — Real Estate



Custom Color Imagery — Hospitality



Identity Materials

Business Card

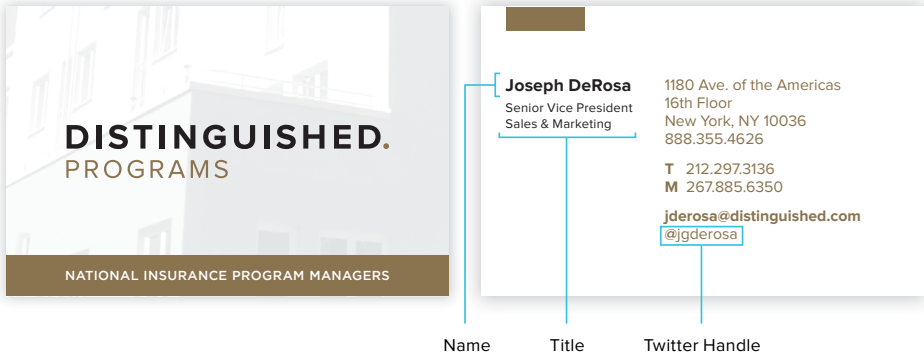
OVERVIEW

Distinguished business cards are divided into 3 versions: Distinguished Programs, Distinguished Express and Distinguished Specialty. All titles on all templates are to be organized in decending order of status, with each title abbreviated except for the last title in the sequence (see figure 1). The Email should appear with the first initial of the first name followed by the full last name (see figure 1). The following pages cover template specifics of titling for Distinguished employees. Please read everything carefully before determining which template to use.

TWITTER HANDLE

A twitter handle may be included with any of the templates below the personalized email address. If there if no twitter handle available, the space must be left blank (see figure 1).

FIGURE 1

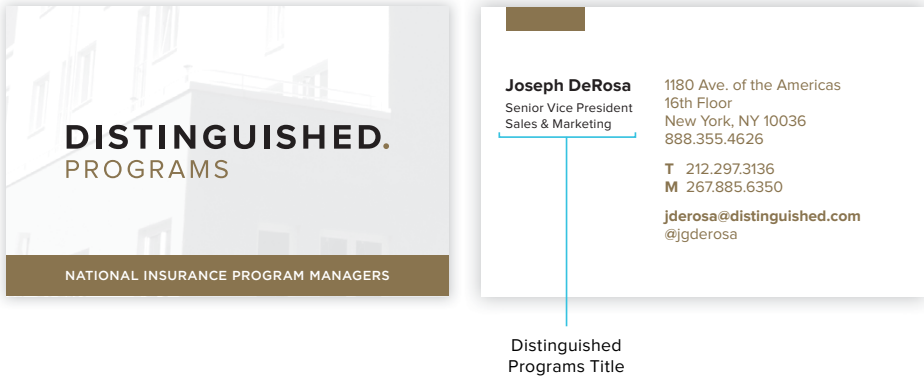


Business Card — Templates

TITLING TEMPATE 1

This template should be used for employees that only hold Distinguished titles. The title should be Sentence Case, Proxima Nova Regular, and 7pt. See figure 2.

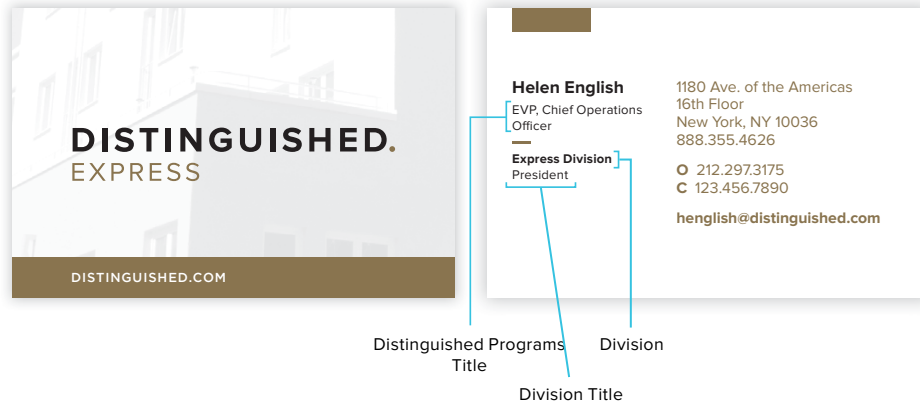
FIGURE 2



EXPRESS DIVISION

This template should be used for employees that hold a title at Distinguished Programs and Distinguished Express.

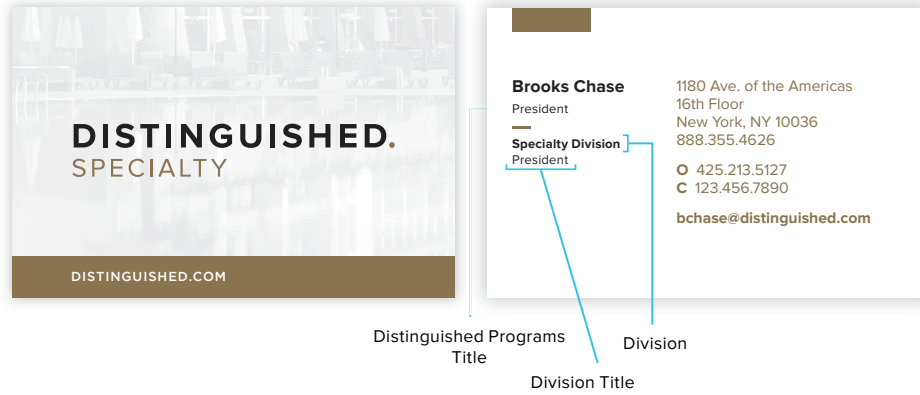
FIGURE 3



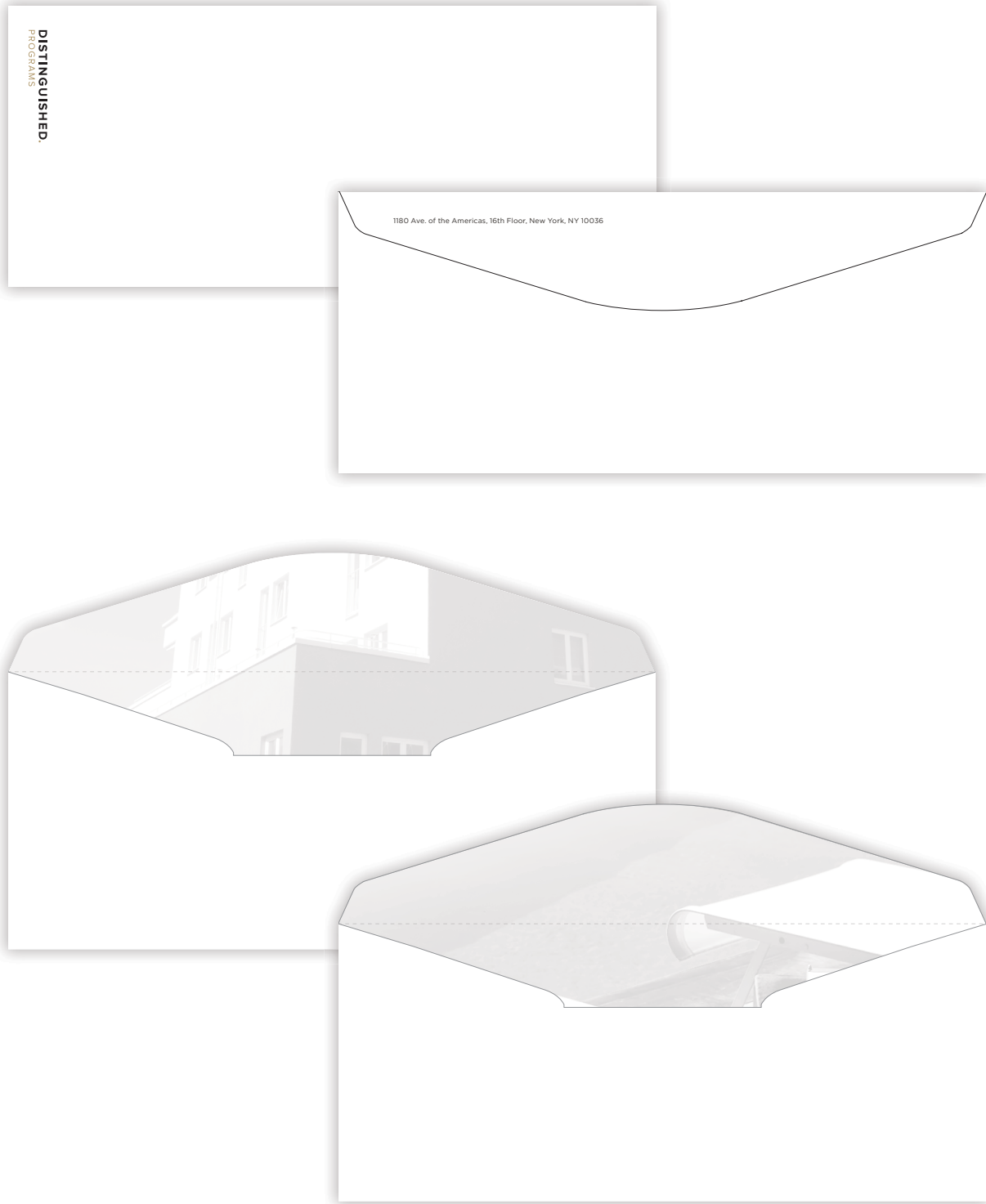
SPECIALTY DIVISION

This template should be used for employees that hold a title at Distinguished Programs and Distinguished Specialty.

FIGURE 4



Envelope



Letterhead

DISTINGUISHED
PROGRAMS

Headline looks like this

Sub-headline 1 looks like this

SUB-HEADLINE 2 LOOKS LIKE THIS

Endem el in ni aut il molorem et magnatur molupta que venis et quosame ndendit am esectorum et pla veratem quatiatae perum ea sed exceper umenda paria endanimint eiciunt harci sed et porempo ssmusda ipsa num quos et es nam quo te amet hit moluptaerro quam et doluptatem sinctest valor rescitat.

Ehenet valoritio cum que idunt am, core mincimaxim quia am que mo berciis expliquias apernaturion est mo minitenisit que aspedigenim ad ma vid es qui totatiis cone repta id molut adiorat.

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Email Signature Examples

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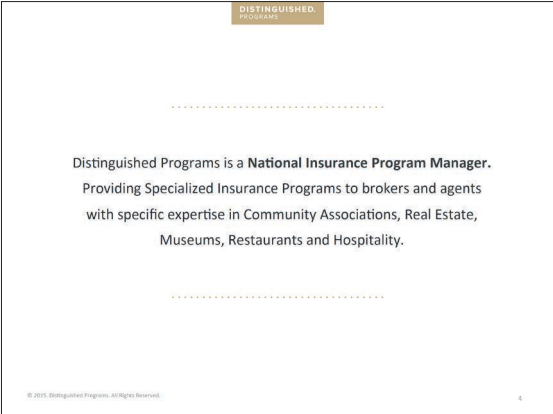
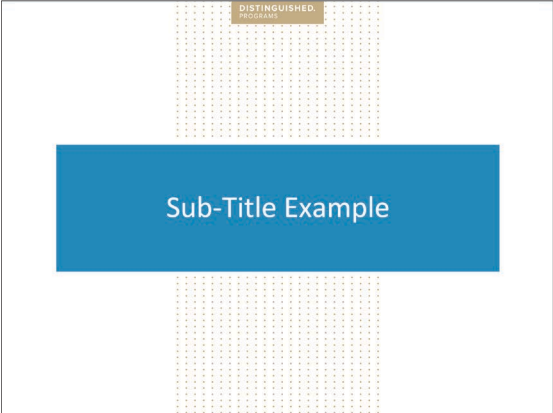
Pen

Powerpoint

OVERVIEW

A Powerpoint template has been designed. The main typeface is Calibri. The template has brand colors set up so charts and graphics maintain the correct brand colors.

The template also has pages set up with images, where the user can drag and drop new images into the space.



Broker Recognition Kit

1. WELCOME GIFT

New brokers are welcomed with branded notebooks and pen.



Broker Recognition Kit

2. TAKE A BREAK ON US!

When a broker sells his/her 5th policy, they will receive a Distinguished Programs mug, filled with some of the finest coffee and a personalized notecard.



Broker Recognition Kit

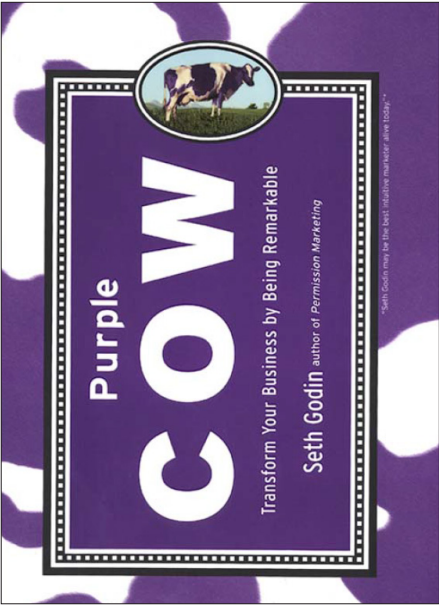
ANNIVERSARY OF FIRST POLICY

To celebrate the one year anniversary, brokers will receive a mini bluetooth speaker and Distinguished t-shirt.



ONE YEAR AND THREE MONTH ANNIVERSARY


After one year and three months, brokers will receive the book, *Purple Cow* by Seth Godin



Document Header

OVERVIEW

Forms for invoicing or statements will use this header.

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Lobby Sign



LOBBY SIGN

6" tall, 1/2" thick black letters, mounted to clear plexiglass.

Distinguished "i" painted pms 641 (face and return)

Stud Mounted with 1/4" stand-offs.

Plexiglass background: 90" x 25".

Aluminum mounts on plexiglass.

