



Proctor Financial, Inc. Launches New Brand Identity

TROY, MI, February 23, 2020 – Proctor Financial, Inc. (Proctor), a leading provider of insurance products and service solutions for financial institutions, today announced the launch of a new brand identity.

After over a decade, the company updated its logo, tagline, brand positioning, and overall visual style.

Since the inception of its insurance offerings, Proctor has evolved, developing specialized insurance programs that protect financial institutions, property investors, P&C agencies, and government entities. This, coupled with technology and infrastructure investments, support agile insurance tracking in a highly regulated industry.

Proctor continues to expand its operations and team with subject matter experts in multiple office locations. This new brand identity is introduced at a time when the organization is more scalable than ever, with growing satellite offices in Daytona Beach, Florida.

“All brands are rooted in story. Proctor’s rich history has been one of products and services that have adapted and evolved over time,” stated Amanda Bowers, Vice President of Marketing. “This brand evolution is a reflection of that adaptation. We are an organization that has invested heavily in talent, technology, and infrastructure for over a decade; it was time to create a logo and visual brand identity that represents the innovation that Proctor cultivates.”

The new Proctor logo incorporates design elements that reflect the company values – integrity, expertise, accuracy, collaboration, and agility. The arrows in the graphic symbolize growth, scalability, and forward momentum.

Proctor’s *Value Through Partnership* tagline has evolved to *Where Partnership Meets Innovation*. This tagline pays homage to the previous, but with a strong nod toward the company’s investment in innovation – innovation in technology advancements, innovation of insurance products that help to protect clients, innovation in service solutions that solve client problems, and the spirit of innovation embedded in the company culture.

This brand evolution is grounded in a defined brand narrative and positioning crafted by the Proctor marketing team in collaboration with partner agencies, Octane Design and Inside Out Development. The launch includes a digital marketing campaign and industry media campaign that focuses on promoting the new logo and corporate messaging.

About Proctor Financial, Inc.

Proctor Financial, Inc. provides insurance products and service solutions for financial institutions, property investors, P&C agencies, and government entities. With innovative solutions and service supported by technology and compliance, Proctor operates as an extension of its clients. Proctor is a wholly-owned subsidiary of Brown & Brown, Inc. (NYSE: BRO), a leading insurance brokerage firm, providing risk management solutions to individuals and businesses.

More information available at pfic.com.

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