

***Best's Insurance Professional Resources  
and  
Best's Recommended Insurance Attorneys  
Best's Recommended Insurance Adjusters  
Best's Recommended Expert Service Providers***

**GUIDE TO PROPER USE  
Of Qualified Member Profiles and *BestMark* icons**

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This document outlines the proper use of information pertaining to online profiles in *Best's Insurance Professional Resources*. Specifically, it references how Qualified Members may use and promote their profile and *BestMark* icon. It is intended as a guide and does not supersede any existing contracts or licensing agreements.

All queries regarding the proper use of a Qualified Member profile or *BestMark* icon should be directed to:

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**I. Definition of a Qualified Member Profile in *Best's Insurance Professional Resources*** Qualified Member profiles reflect third-party client recommendations from primarily insurance companies and non-insurance companies' claims departments and decision makers. AM Best does not directly evaluate or recommend the individuals and companies profiled or their services, and prohibits Qualified Members from making claims to that effect. AM Best does, however, encourage its Qualified Members to promote their profile as part of their overall marketing strategy. Profiles can be communicated verbally and/or in print or electronic format, in accordance with the following guidelines.

## **II. Profile Recognition Phraseology**

Qualified Members may promote their status as a "Qualified Member," or that they are profiled in *Best's Insurance Professional Resources* and/or *Best's Recommended Insurance Attorneys*, *Best's Recommended Insurance Adjusters* or *Best's Recommended Expert Service Providers* in electronic, print and broadcast mediums. However, it must be clear that their inclusion in this resource is the result of being endorsed by their own clients, and cannot be construed as being recommended, rated or directly endorsed by AM Best.

### **Phraseology is limited to:**

- ABC Firm is profiled in *Best's Insurance Professional Resources*
- ABC Firm has qualified for a profile in *Best's Insurance Professional Resources*
- ABC Firm is a Qualified Member in *Best's Insurance Professional Resources*. Alternatively, instead of "*Best's Insurance Professional Resources*," a Qualified Member may use the above phraseology, but refer to the section of the website they are profiled on: *Best's Recommended Insurance Attorneys*, *Best's Recommended Insurance Adjusters*, or *Best's Recommended Expert Service Providers*.

### **Phraseology cannot state:**

- ABC Firm is recommended by AM Best.

## **III. Proper Attribution for Profile References**

All references to being profiled in *Best's Insurance Professional Resources* must give proper attribution, whether in print, on the Internet, in videos, or verbally on radio or television. The phrase, "For the latest profile information, access [www.ambest.com/claimsresource](http://www.ambest.com/claimsresource)," should be added when it appears in print media (e.g., brochures or flyers), or dated periodicals (e.g., newspapers, magazines, and professional journals).

## **IV. Usage of Profiles in Different Media Proper Use:**

Qualified Members profiled in *Best's Insurance Professional Resources* may promote their profiles in various medias, including:

- Verbally communicate their profile in accordance with the guidelines above.
- Display their profile in different media in accordance with the guidelines above, including:
  - Electronic media (e.g., intranet, Internet);
  - Print media (e.g., advertisements and marketing information)
  - Broadcast (e.g. radio, television, cable)
  - Dated periodicals (e.g., newspapers, magazines, and professional journals)
  - Social media platforms (e.g., Twitter and LinkedIn)

**Improper Use:**

Qualified Members profiled in *Best's Insurance Professional Resources* may not give permission to third parties to use their profile in print or electronic media.

**V. Press Releases**

Qualified Members can publicize their status and/or profile by distributing a press release and/or posting an electronic version on their website. The press release must be written in accordance with the guidelines above—the phraseology established above cannot be modified or altered.

**VI. BestMark Icon Usage**

Qualified Members are eligible to receive a year-specific *BestMark* icon as a symbol of their inclusion in *Best's Insurance Professional Resources*. To participate, Qualified Members must maintain an active profile and utilize the most current year's *BestMark* icon. *BestMarks* are offered in multiple colors and sizes to complement your website or promotional material design. Small, medium and large size options available in black, blue, gold or white. (See attachments.)

**Proper use:**

Qualified Members can use their *BestMark* icon to show their elite status on their website, print or digital media, and social media platforms.

**Improper use:**

Qualified Members may not use the trademarked AM Best logo in place of or in conjunction with their *BestMark* icon. In addition, they may not give permission to third parties to use their *BestMark* icon in print or electronic media.

### Attachment 1: Attorney *BestMark* Icon Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1 3/4 inches wide



2 1/4 inches wide



3 inches wide



## Attachment 2: Adjuster *BestMark* Icon Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1 3/4 inches wide



2 1/4 inches wide



3 inches wide



### Attachment 3: Expert Service Provider *BestMark* Icon Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1 3/4 inches wide



2 1/4 inches wide



3 inches wide

