



FEMA

W-08088

October 28, 2008

MEMORANDUM FOR: Write Your Own (WYO) Company Principal Coordinators,
Vendors, and NFIP Servicing Agent

A handwritten signature in black ink, appearing to read "Edward L. Connor".

FROM: Edward L. Connor
Acting Federal Insurance Administrator
National Flood Insurance Program

SUBJECT: New National Flood Insurance Program Logo Files and Style Guide

The National Flood Insurance Program (NFIP) operates as a working partnership with a wide range of government, association, and private sector organizations. For several years, the NFIP FloodSmart campaign has been represented by an image of a solitary house inside a yellow "hazard warning" triangle.

This summer, the NFIP unveiled a new logo to help better convey to the American public the concepts of flood risk, flood insurance protection, and community-level participation. This logo will be the new visual identity of the NFIP, and will be used in all official communications as well as the NFIP website and all marketing communications.

We ask that you, as one of our valued partners, please work with us during this transition. Please visit www.FloodSmart.gov/assets where you will find the new logo in a variety of formats and variations for you to use on your Web site or any promotional materials you may produce in which the NFIP logo is included.

The user name and password information for this secure site is as follows:

User Name: AssetUser (case sensitive)

Password: C0nN3ct&m@r7 (case sensitive)

In addition to the logo, the site includes a logo style guide that outlines the correct and incorrect uses of the new NFIP logo and previously designed NFIP FloodSmart label. If you do not currently link to FloodSmart.gov from your Web site we hope that you will take this opportunity to include this valuable resource.

If you have any questions or need additional support, please email info@fema floodsmart.com.

Thank you for your continued support of the NFIP.

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative
Suggested Routing: Marketing, Underwriting