



Congratulations from Acuity!

Your company has qualified to receive a safety award in recognition of your outstanding long-term safety achievements.

You are among a select group of Acuity customers being recognized. Your efforts to provide safe working conditions for your employees have resulted in a record of which you should be proud.

Congratulations again and many thanks for being a loyal Acuity customer.

Sincerely,

Neil Argall
Vice President – Commercial Insurance

2021 Acuity Insurance Safety Award Media Guidelines



Congratulations on earning the 2021 Acuity Insurance Safety Award!

We would love for you to share this prestigious award with your customers and have created the Safety Award logo shown to the right for your use.

BRAND GUIDELINES

- It is important that the appearance of the Safety Award logo remain consistent. Please do not misinterpret, alter, or modify the file in any way.
- If you make the Safety Award logo larger or smaller from one of the original files provided, do not stretch the image—the scaling/proportions must remain consistent with the original.
- Your logo can be used in tandem with the Safety Award logo but please do not add your logo to the image provided.
- By using the Safety Award logo, you agree to comply with these Brand Guidelines. So long as you comply with these Brand Guidelines, Acuity grants you a non-transferable, non-exclusive, royalty-free, revocable, limited license to use the Safety Award logo for the sole purpose of publicizing your receipt of the Acuity Insurance Safety Award.
- Please note that your permission to use the Acuity name and logo is not exclusive, and may be revoked at any time and for any reason by Acuity.

SAMPLE SOCIAL MEDIA POSTS

Below are sample posts which you are free to use or modify before posting.

Please include the Safety Award logo as part of your post:

- Facebook: We are honored to be a 2021 Acuity Insurance Safety Award recipient. This award is given to businesses that are exemplary in their partnership with @AcuityInsurance to help ensure a safe workplace. We take safety seriously and are proud to be an award recipient.
- Twitter: We are honored to be a 2021 @AcuityInsurance Safety Award recipient. We take safety seriously and are proud to be an award recipient.
- Instagram: We are honored to be a 2021 Acuity Insurance Safety Award recipient. This award is given to businesses that are exemplary in their partnership with @AcuityInsurance to help ensure a safe workplace. We take safety seriously and are proud to be an award recipient.
- LinkedIn: We are honored to be a 2021 Acuity Insurance Safety Award recipient. This award is given to businesses that are exemplary in their partnership with @AcuityInsurance to help ensure a safe workplace. We take safety seriously and are proud to be an award recipient.

WEBSITE USAGE

You can embed any of the provided Safety Award images on your website. If you do, we suggest linking the image to <https://www.acuity.com/business/insurance-services/loss-control>.

SAMPLE PRESS RELEASE

On the next page is a sample press release for your use.

Instructions:

1. Update the items in red.
2. Take a picture of your team or the person quoted in the release holding the award.
3. Send the press release and picture to your local newspapers, trade publications, industry associations, etc.

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FOR IMMEDIATE RELEASE

[Your Company Name] Earns Safety Award

[Your company name] was recently presented with the Acuity Insurance Safety Award. This award is given to businesses that are exemplary in their partnership with Acuity to help ensure a safe workplace.

(Add quote... for example:) *"The ABC Company has always prided itself on maintaining an excellent record for workplace safety," said Joe President, President and CEO of ABC Company. "We're pleased to partner with an insurance company that works just as hard to ensure the safety of our employees."*

[Your company name], headquartered in [city, state]... (insert the company's standard press release boilerplate—see Acuity's below).

Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures over 125,000 businesses, including 300,000 commercial vehicles, and nearly a half million homes and private passenger autos across 30 states. Rated A+ by A.M. Best and S&P, Acuity employs over 1,500 people.