

## Our Brand Image

The Tree of Life symbol represents that everything is connected in the universe. It also symbolizes a fresh start in life, wisdom, growth, positive energy, good health and a bright future. A universal symbol, found in many religious traditions, it is a fitting landmark for EIIA. Although we are always preparing for tomorrow, we honor our strong roots and the collective wisdom of our Members.

The encased tree followed by our acronym EIIA represents our solid foundation and the collaborative spirit of our consortium, feeding our innovation as we branch out to grow and protect our Members. The EIIA letters are centered by two pillars that symbolize our support of higher education. Together, they signify the strength of our consortium and our resilience in the face of challenges.

Our colors orange and blue represent courage, confidence, trust and strength. The EIIA name has always stood for Educational & Institutional Insurance Administrators, Inc. a name, seldomly used.

*Partnering. Preparing. Protecting*

