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**CONTACT**

[info@naaia.org](mailto:info@naaia.org)

**NAAIA Unveils Updated Brand with “New Look, New NAAIA!” Campaign**

**Washington, DC** – The National African American Insurance Association (NAAIA) released today its new visual identity across its social media channels and website. Effective today, NAAIA’s National Office and chapter network have updated their public presence to represent NAAIA’s commitment to innovation, inclusivity, and the empowerment of Black and African American professionals in the insurance and risk management industry.

NAAIA’s rebranding campaign is themed “New Look, New NAAIA!” to reflect the evolution and focus on the future while honoring the rich heritage and legacy of the association’s incredible 26-year history. Included in NAAIA’s new brand are the following elements:

**New Logo:** Centered on NAAIA’s work to foster a sense of community among its members, the new logo is warm, inclusive and diverse. The closeness of the letters conveys unity and the gold arc symbolizes NAAIA as a central point of connection, an instrument of change and ongoing journey.

**New Typography:** The “A” letterform conveys an upward trajectory and positive movement, while the primary font, Poppins, is representative of clarity and accessibility.

**New Brand Colors:** The new colors are vibrant, fresh and familiar, communicating stability and innovation as a nod to the richness and beauty of NAAIA’s diverse public – members and partners alike, all working seamlessly together.

“While our programs have changed and expanded to reflect the needs of our growing membership, NAAIA has protected our core focus on professional development and providing access points to mentors, career opportunities and external community

support remain the hallmark of a NAAIA experience,” said Omari Jahi Aarons, Executive Director & Chief Operating Officer. “Our new brand elements communicate the timelessness of our mission to diversify the insurance industry and the vibrancy and relevance of our work in this critical moment in society.”

“New Look, New NAAIA!” will highlight the new and expanded benefits of being a NAAIA member:

- **National Webinars** – Hear from industry experts and thought leaders on emerging trends in the industry and responses to current events.
- **Chapter Network** – In 23 locations (and counting), membership gives you access to dynamic programming, networking, mentorship and leadership and service opportunities in chapters coast-to-coast.
- **Agent Roundtables** – Peer-to-peer conversations for Black agents to share best practices on topics ranging from securing appointments and growing your book to marketing your brand.
- **Affinity Program** – In partnership with Chubb and Selective, NAAIA agents have access to offering a full suite of insurance products and additional support to grow their business.
- **Regional Forums** – Join fellow NAAIA members for a day of learning, networking, and continuous education in select cities.
- **National Leadership Summit** – NAAIA’s premier development event equips attendees to lead themselves and others through development activities and exercises designed to accelerate their career advancement.
- **National Annual Conference** – Member-only pricing for our dynamic annual conference where industry leaders come to share and engage together.

The rebranding extends beyond just the visual identity. NAAIA has expanded its National Office staff to meet the increased membership and programming demand, and its member and partner support processes.

NAAIA partnered with Oak Theory, a women of color owned and operated design studio founded to shift the narrative through design by centering diverse perspectives in digital design. Visit [oaktheory.com](http://oaktheory.com) to learn more.



## **ABOUT NAAIA**

The National African American Insurance Association (NAAIA) was organized to create a network among people of color and others employed in or affiliated with the insurance industry. The association currently has 1,800 members and 23 chapters, with others in development, throughout the nation and its members represent every sector of the industry. NAAIA's focus is the professional development and personal empowerment of its members, and to serve as a gateway to diverse talent at every level of the industry. Visit [www.naaia.org](http://www.naaia.org) to learn more.