



NEWS RELEASE

For Immediate Release

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### **EMC Insurance Reveals Dynamic New Logo**

DES MOINES, Iowa (Dec. 5, 2012) — EMC Insurance Companies revealed a refreshed logo today to reflect the company's position for growth, change and success. Like the previous logo, the new design strongly portrays the EMC brand, but subtle changes such as enhanced dimensions and color and the omission of the word "Companies" create a sleek, dynamic, forward-moving look.

"We knew the logo needed to endure over time, despite changes in fashion and trends," said Lisa Hamilton, vice president/corporate communications. "Maintaining the company's image of consistency and stability and building on EMC's brand equity were the most important factors in developing the new look."

The logo will be phased in on all electronic and printed materials beginning January 2013. EMC invites the public to share their thoughts about the new logo on [Facebook](#), [Twitter](#), [Google+](#) or [LinkedIn](#) company pages.

#### **About EMC Insurance Companies**

The parent company, Employers Mutual Casualty Company, and its affiliated companies operate under the trade name "EMC Insurance Companies." EMC has assets of more than \$3 billion, more than 2,100 employees and is licensed in all 50 states and the District of Columbia. EMC is the 51<sup>st</sup> largest insurance organizations in the country, based on net written premium. Organized in 1911, the company offers insurance protection for businesses, homes, autos and life. For more information, visit [www.emcins.com](http://www.emcins.com) or [www.CountonEMC.com](http://www.CountonEMC.com).

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