



MANITOBA
PUBLIC INSURANCE

Accredited Repair Shops

Advertising Policy and Logo Usage

MPI accredited repair shops may promote themselves as an MPI accredited repair shop within the guidelines outlined below.

Shop Promotion

An accredited repair shop can indicate their status as an MPI accredited repair shop in written or verbal advertising and promotional materials, such as:

- The shops' website
- Paid advertising, including print, television, radio, online, and outdoor
- Temporary signage
- Letterhead and business correspondence

An accredited repair shop cannot advertise its accreditation on any permanent signage, including principle shop promotional and location signs.

Logo Usage

An accredited repair shop cannot use an MPI corporate logo in any manner. An accredited repair shop can use the Autopac logo under the following conditions:

- The Autopac logo is requested and received from MPI's Creative & Digital Engagement Services department (creative@mpi.mb.ca).
- The Autopac logo is used on temporary advertising and promotional materials, such as:
 - The shops' website
 - Paid advertising, including print, television, online and outdoor
 - Temporary signage
 - Letterhead and business correspondence

An accredited repair shop cannot use the Autopac logo on any permanent signage, including principle shop promotional and location signs.

Creative & Digital Engagement must approve each new use of the Autopac logo. Shops must submit electronic PDF proofs to creative@mpi.mb.ca for approval.

MPI Promotion

MPI can advertise and promote the fact that claims should be repaired only at an accredited repair shop that is qualified to repair the vehicle.

Customer and Reputational Protection

Shops that violate these terms must comply with MPI's directions, which may include, but are not limited to:

- Removing and ceasing to use accreditation signage
- Ceasing all paid advertising and promotion that mentions MPI accreditation and/or contains the Autopac logo

Shops that lose accreditation must comply with MPI's directions, which may include, but are not limited to:

- Removing and ceasing to use accreditation signage and any MPI intellectual property
- Ceasing all paid advertising and promotion that mentions MPI accreditation and/or contains the Autopac logo
- Informing customers that the shop is not accredited by MPI