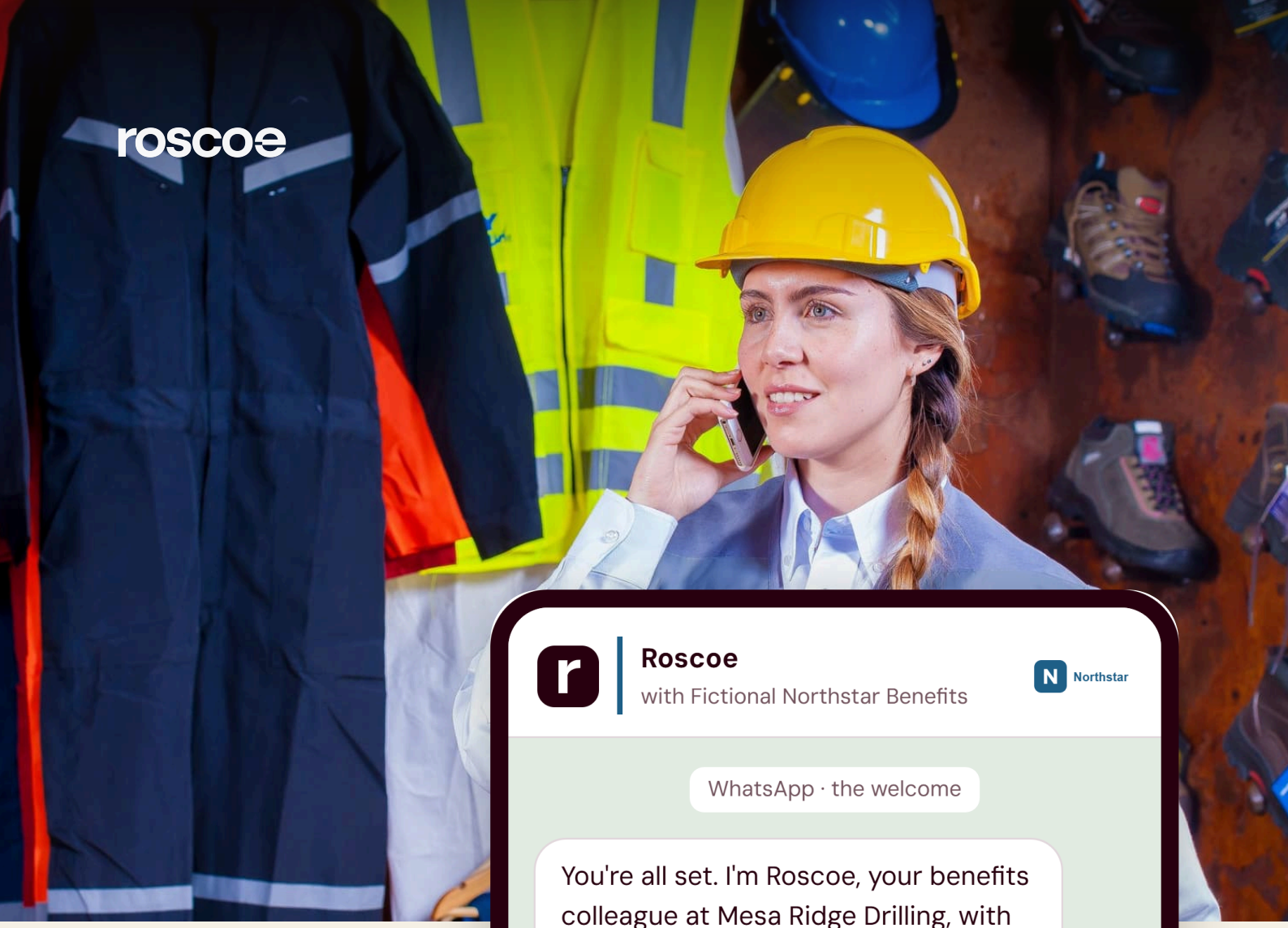
roscoe



WHITE LABEL FOR BENEFITS BROKERS

Roscoe, with your name on it.

Everyone Knows Roscoe · Your logo, your colour and your words, for every client who agrees · October 2026

INSIDE

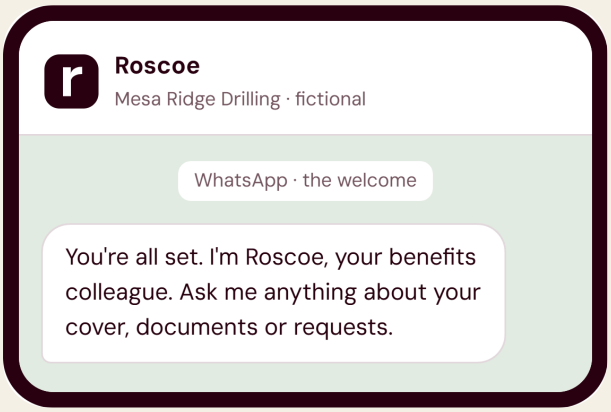
You placed the plan. Your name belongs on the help that explains it.

01	Beside Roscoe's, not instead of it	3
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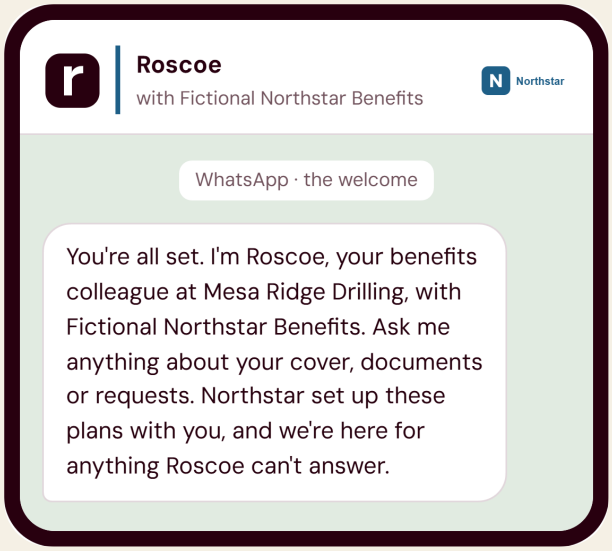
Every product image in this guide is Roscoe's own, from our brokers page, carrying a fictional brokerage's brand: Northstar Benefits, for a fictional employer, Mesa Ridge Drilling. Yours would appear the same way.

Your brand beside Roscoe's. Not instead of it.

This is white label the way we do it. For each client that agrees, their people see "Roscoe, with [your brokerage]", with your logo, your colour and your words. Roscoe still answers, and says it's Roscoe, because its answers are checked against each client's documents the same way for everyone.



Roscoe's own
The welcome on WhatsApp.



With your brokerage
The same welcome: your name, logo and colour, and your sentence.

Your name and logo

Beside Roscoe's in the apps, with your colour as the rule between them.

Your sentence

After Roscoe's welcome, in your own words.

Your client's choice

Switched on per employer, once they've agreed.



02 · WHERE YOUR BRAND APPEARS

Your logo, your colour, your words. In the places that are yours.

1 **In the apps.** Your logo and name beside Roscoe's, with your colour as the rule between them.

2 **On WhatsApp.** Your sentence after Roscoe's welcome.

3 **On the launch poster.** Your logo and colour on the poster HR prints for the mess room.

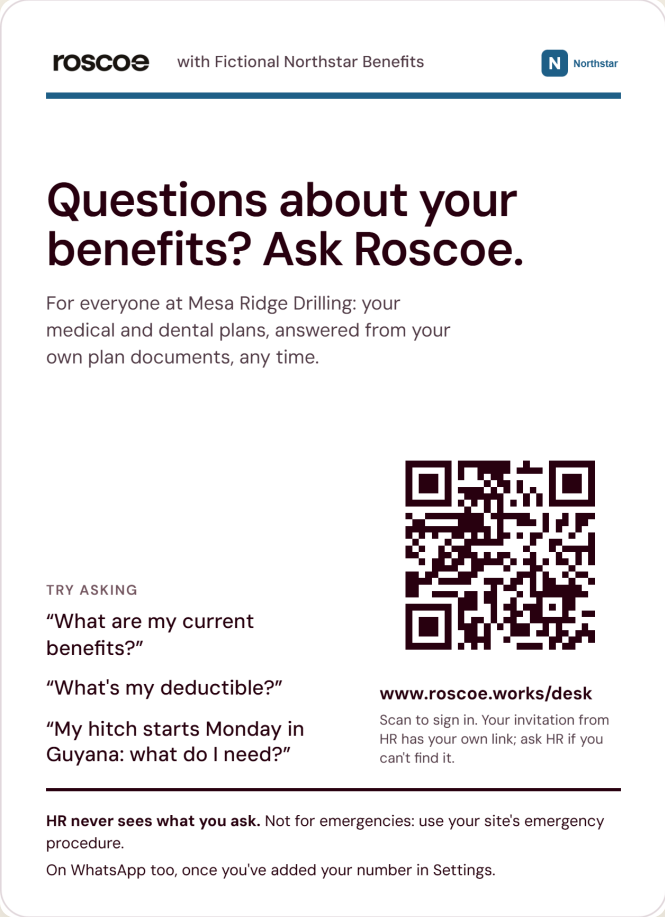
4 **In the launch kit.** Your sentence in the five-minute toolbox talk, and in the message HR sends to launch.

5 **In the Monday brief.** Your sign-off, as the last line of HR's weekly email.

6 **In your word.** "Plan" or "scheme", in the words Roscoe writes for the launch.

Your colour goes on your mark, the poster and the launch kit. Never on Roscoe's chat, its text or its buttons, so the answers stay as readable for everyone.

The launch poster, in your brand.



The poster HR prints for the mess room: your logo and colour, three questions to try, and the code that opens Roscoe. Made by the launch kit itself, here for a fictional client.

- **A4 or Letter.** Printed from HR’s launch kit.
- **The code opens Roscoe’s sign-in.** Each person’s own invitation from HR does the rest.
- **Only for clients that agree.** Their HR can turn it off.

AND THE LAST LINE OF HR’S MONDAY BRIEF

Roscoe for Mesa Ridge Drilling. With Northstar Benefits, your benefits broker.

04 · WHAT WE NEED FROM YOU

Six things from you. Each one checked.

FROM YOU	WHAT WE NEED	HOW IT'S CHECKED
Your name	As your clients know it.	2 to 80 characters.
Your logo	A PNG, JPEG or WebP under 48 KB. A PNG about 400 pixels wide is plenty.	The file's own bytes decide what it is. SVG isn't accepted: it can carry script.
Your colour	Six hex digits, from your brand guidelines.	Dark enough to see on a white card: 3:1 contrast, WCAG's bar for a mark that isn't text.
Your sentence	Up to 200 characters, for after the WhatsApp welcome and in the launch kit.	Plain words only: no links, web or email addresses.
Your sign-off	Up to 80 characters, for the end of the Monday brief.	Plain words only, as above.
Your word	"Plan" or "scheme".	Used in the words Roscoe writes for the launch, never inside an answer from the documents.

NORTHSTAR'S, FOR EXAMPLE

"Northstar set up these plans with you, and we're here for anything Roscoe can't answer."

"With Northstar Benefits, your benefits broker."

Why plain words only: Roscoe never sends people somewhere from a broker's line, so nobody can mistake your sentence for Roscoe asking them to click.



05 · WHAT STAYS ROSCOE'S

The answers stay Roscoe's, checked the same way for every client.

- **From the client's documents.** Each plan's documents are reviewed before Roscoe answers from them, and every answer cites the page.
- **Checked before it's shown.** Every answer passes an independent check that it says only what the documents support.
- **Says when it isn't sure.** When the wording doesn't settle it, Roscoe says so and tells them who to ask.
- **Never advice.** Roscoe never recommends cover, compares insurers for an employee, or decides a claim. Advice stays with you.
- **Not restyled.** Your brand sits around the answers, never inside them: answers keep the documents' own words, in Roscoe's voice.
- **An off switch.** Read on every answer, for everyone or for one employer.



06 · YOUR CLIENT DECIDES

Your client agrees. Their HR can turn it off.

- **Only with their agreement.** Your brand is switched on per employer, and we record who at the employer agreed.
- **HR can turn it off.** At any time, in their settings. Their people then see Roscoe only; to show your name again, they ask us.
- **Only while you're their broker.** Your name stops showing when you're no longer their broker. The client's records stay the client's.
- **No money either way.** Roscoe pays you nothing, you pay Roscoe nothing, and the fee never depends on what cover is placed.
- **Your client contracts with Roscoe.** And pays Roscoe directly: a flat fee per employee, disclosed in full.
- **Never their conversations.** You never see an employee's conversations, and HR never sees health details.

07 · SETTING IT UP

Set once. Shown for every client who agrees.

STEP 1	Send us your name, logo, colour, sentence and sign-off, and whether your clients say plan or scheme. We check each one and set them on your brokerage's record.
STEP 2	Your client agrees to Roscoe and to your name on it. We record who at the employer agreed.
STEP 3	We switch it on for that employer. Their people see "Roscoe, with [your brokerage]" in the apps, and your sentence on WhatsApp.
STEP 4	HR runs the launch kit in your brand: the toolbox talk, the poster and the message.
ANY TIME	Send a new logo or new words and we change them on your record. Clear your brand, and no employer shows it.

HOW IT READS, FOR A FICTIONAL CLIENT

"You're all set. I'm Roscoe, your benefits colleague at Mesa Ridge Drilling, with Fictional Northstar Benefits. Ask me anything about your cover, documents or requests. Northstar set up these plans with you, and we're here for anything Roscoe can't answer."

What brokers ask about the white label.

Is it a full white label?

No, on purpose. Your name, logo, colour and words sit beside Roscoe's, so people always know who is answering and who their broker is.

Can we offer Roscoe under our name?

Yes, with each client's agreement: "Roscoe, with [your brokerage]". Your client still contracts with and pays Roscoe, and Roscoe pays you nothing for it.

Can we see a demo with our name on it?

Our brokers page shows Roscoe live with a fictional brokerage's name, logo and colour, exactly as yours would appear. For a client meeting, we'll show it on that client's plan, with your name, once they've agreed.

Can our colour go on the chat?

No. It goes on your mark, the launch poster and the launch kit. Roscoe's chat, its text and its buttons stay as they are, so answers are as readable for everyone.

Why can't our sentence include a link?

Roscoe never sends people somewhere from a broker's line. Plain words mean nobody mistakes your sentence for Roscoe asking them to click.

Can we use an SVG logo?

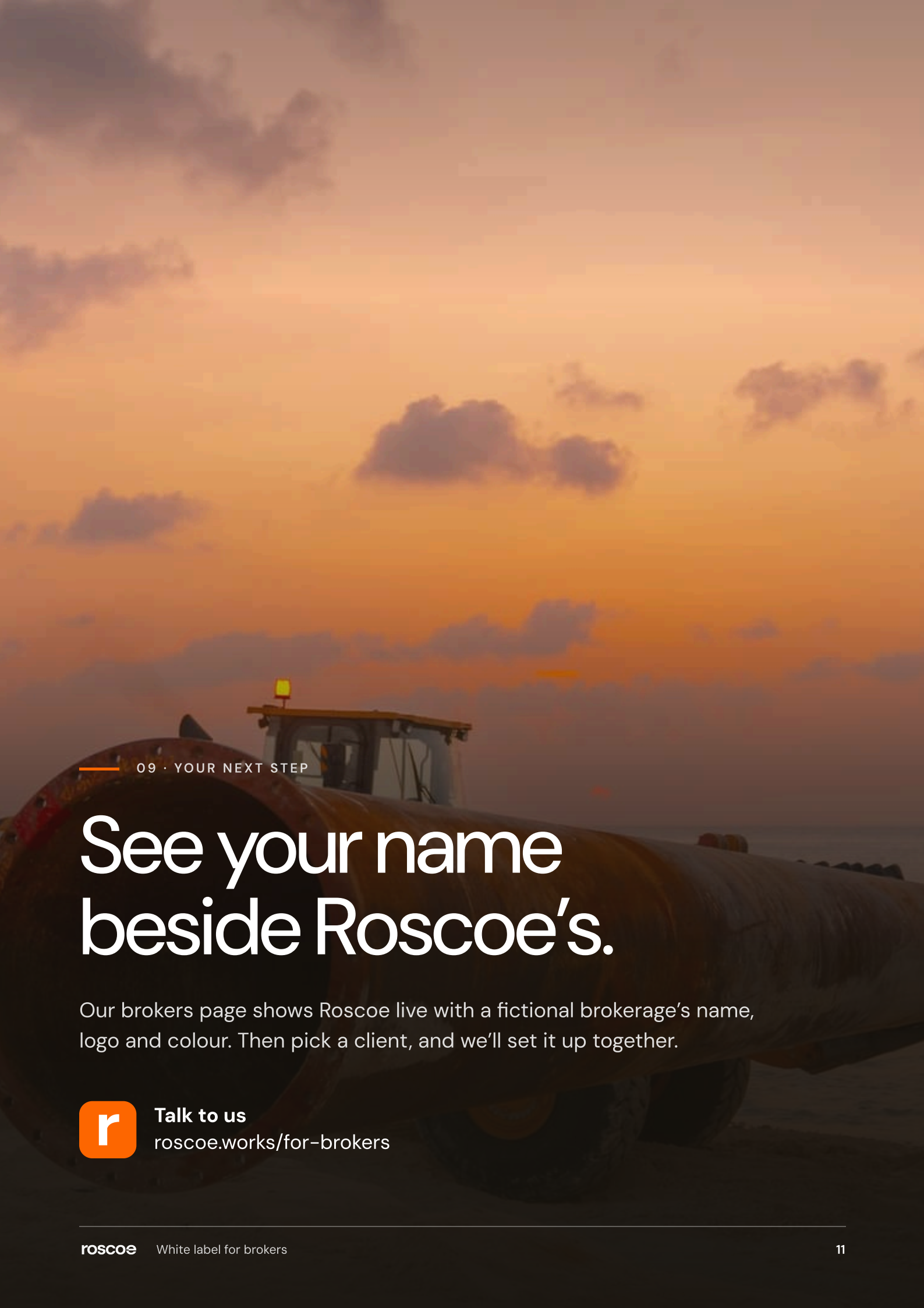
No. SVG can carry script, so we accept PNG, JPEG or WebP, under 48 KB.

Does it touch our remuneration or disclosures?

No. The fee never depends on what cover is placed, and no money passes between us either way.

What if the client changes broker?

Your name stops showing when you're no longer their broker. The client's records stay with the client.



09 · YOUR NEXT STEP

See your name beside Roscoe's.

Our brokers page shows Roscoe live with a fictional brokerage's name, logo and colour. Then pick a client, and we'll set it up together.

Talk to us
roscoe.works/for-brokers



roscoe

Everyone Knows Roscoe
roscoe.works/for-brokers