

Our Brand

As we continue to grow and update products and services, we want our brand to best reflect why we exist, what we believe in, and where we're headed. This is why the core of Security Benefit's brand is based on a handshake between the original Knights and Ladies of Security in 1892 with an enduring belief that **everyone** deserves the opportunity to achieve financial security. A belief that has driven decades of focus on the retirement market and will continue to be our path for the future.



Our mark creates an S from two interlocking hands — in tribute to that original handshake, a symbol of the value we place on our myriad partnerships and our abiding promise to help our clients *To and Through Retirement*[®].



Since 1892, our core values of strength, innovation, and excellence have defined and distinguished us. We were one of the first organizations to offer life insurance to both men and women regardless of wealth. Our founders also had a strong philanthropic commitment, striving to improve not only the well-being of individuals but communities too. It's a [legacy](#) we're proud of and determined to preserve.

Related Resources

- [Our Company](#)
- [Our Story](#)
- [Charitable Giving](#)
- [Career and Benefit Information](#)
- [Financial Information](#)