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The changes - including a new logo and company colors - reflect the updated SAIF brand.

Naturally, we're enthusiastic about this; our new brand represents a new era at SAIF Corporation.

Why rebrand SAIF?

A company's brand establishes a personal connection and creates a certain relationship between the company and its customers.

A brand touches everything. It is owned as much by a company's customers as it is by the company. As times change and companies evolve, it's a good idea to periodically reevaluate a brand. Knowing this, the most successful companies carefully manage their brands. At SAIF, we haven't evaluated our brand and brand identity for more than 30 years. A lot has changed since then in the industry, in Oregon, and at SAIF.

Our logo

The new SAIF logo is the centerpiece of our brand.

The person symbolizes that our purpose has always been to help others. Since SAIF's creation, it has been our goal to protect workers from on-the-job injuries, and to help them recover when they are hurt.

The building symbolizes that we are a leader and advocate for the economy of Oregon. By making coverage available and affordable, SAIF lowers business costs and promotes a strong economy.



The state symbolizes that Oregon is our home and the market we serve. In total, the logo

represents that SAIF Corporation is a unique Oregon company, dedicated to serving the people, businesses, and state of Oregon.

Our charter, vision, and mission

Our company mission, vision, and charter are important tools for telling our unique story because they reflect the values of SAIF and its employees. As part of our branding project, our mission and vision have been updated.

SAIF's charter

We were created by the people of Oregon through an act of the state legislature "to make insurance available to as many Oregon employers as inexpensively as may be consistent with protecting the integrity of the Industrial Accident Fund - and sound principles of insurance." ORS 656.752

SAIF's vision

SAIF will be an industry innovator that makes Oregon the safest place to work. We exist to serve and protect the Oregon workforce, meeting the needs of workers and employers, and strengthening Oregon's economy.

SAIF's mission

To constantly improve Oregon's workers' compensation system by setting the industry standard for affordability, availability, innovation, efficiency, and service quality.

Our values

SAIF is unique within Oregon - we are a not-for-profit, state-chartered workers' compensation insurance company which makes workers' compensation insurance affordable and available to employers in Oregon.

While the SAIF logo is new, our principal values and objectives haven't changed from the time we helped our first injured worker in 1914. We are still driven by a desire to help the people, businesses, and economy of Oregon.

We will continue providing the same great workers' compensation insurance products and services that our customers depend on.