



Guidelines for Using PIA Logos

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These Guidelines for Using the PIA Logo (hereinafter the “Guidelines”) contain the sections shown below. Anyone using a PIA Logo (see definition below) is bound by all of the terms of these Guidelines.

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Important Note to Company Sponsors of the PIA Branding Program: Your use of the PIA Main Street Logo is governed by the “Company Guidelines for Using the PIA Main Street Logo” available here:

<http://www.pianet.com/doc/PIABrandingProgram/Logos/CompanyGuidelines.pdf>

1. Introduction

A strong visual image reflects the professionalism, credibility and purpose of an organization and its members. Trademarks and service marks are part of the unified, consistent image that represents an organization's mission and very essence.

The National Association of Professional Insurance Agents (hereinafter “PIA” or “PIA National”) owns numerous trademarks, some of which are registered, on its distinctive logos (hereinafter “the Logo,” “the Logos,” the “PIA Logo,” the “PIA Logos,” the “the *Local Agents Serving Main Street America*SM Logo” and “the PIA Main Street Logo”). As a result of PIA's long and extensive use of these Logos, they have become a recognized symbol of the association's high-quality goods and services. The Logos constitute one of PIA's most valuable assets.

One of the more important benefits of being a PIA member, affiliate (affiliates are chartered PIA state/regional associations that have a current affiliate agreement in force with PIA National), sponsor, or award winner is the privilege of authorized use of the PIA Logo to convey your relationship with PIA. The purpose of these Guidelines is to insure proper use of the PIA Logos by the association's members, affiliates, partners, sponsors, award winners and other authorized entities. It provides PIA's rules for using



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the Logos along with explanations and examples of proper usage. By complying with these rules, you help PIA maintain its established image and reputation.

Where in conflict, any guidelines herein are superceded by any other specific agreements made between PIA and the party in question. However, any non-conflicting portions of these Guidelines remain in force.

Technical guidelines for graphically reproducing the PIA Logo can be found at the end of this document.

2. General Rules Governing All Uses of PIA Logos

Use of the PIA Logo is permitted solely to identify an organization or individual as a PIA member, affiliate, partner, sponsor, or award winner or as otherwise authorized by an authorized agent of PIA.

In order to use a PIA Logo, PIA members, affiliates, partners and sponsors must have current memberships, affiliate agreements, partnership agreements or sponsorship agreements.

The PIA Logo must be reproduced from artwork supplied by PIA. To protect the integrity of the logo, this artwork may not be altered. PIA Logos must always be reproduced with trademark registration symbols (®) and/or trademark application symbols (SM or TM) intact.

3. Use of PIA Logos by Members

Current PIA members may use either of the PIA Logos shown below.



Current PIA members may use the PIA Logo in the following ways:

- In the member's retail operation and offices (e.g., displayed on windows, doors, interior and exterior signs and other appropriate locations).
- On stationery, including, but not limited to, letterhead, envelopes and business cards. The size of the PIA Logo shall not be larger than the member's name, mark or logo that appears on the stationery.
- In advertisements, promotional materials, trade show displays, newsletters, publications, Web sites, email, and catalogs relevant to their membership in PIA.
- As authorized by an authorized agent of PIA.



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The PIA Logo may not be used in any manner that conveys or implies PIA's endorsement, sponsorship or approval of a member's specific programs, activities, products or services. The PIA Logo should always be separate and distinct from other marks and copy. The size of the PIA Logo shall not be larger than the member's name, mark or logo that also appears on the item in question.

4. Use of PIA Logos by PIA Affiliates

"PIA affiliates" are chartered PIA state/regional associations who have a current affiliate agreement in force with PIA National.

Current PIA affiliates may use the PIA Logo in the following ways:

- In the affiliate's offices (e.g., displayed on windows, doors, interior and exterior signs and other appropriate locations in the office).
- On stationery, including, but not limited to, letterhead, envelopes and business cards.
- In newsletters, publications, advertisements, promotional materials, trade show displays, Web sites, email, and catalogs.
- As authorized by an authorized agent of PIA.

When using the Logo, whether stylized or in text, current PIA affiliates may use a variety of Logo versions. These include the words "PIA" and "Professional Insurance Agents" which can be customized for the affiliate by adding the affiliate's name or state (s) underneath or alongside. PIA affiliates can also use the stylized PIA Logo which can be customized for the affiliate by adding the affiliate's name or state (s) underneath or alongside. When using the stylized PIA Logo, where possible, these words should be depicted in the "Futura Extra Bold Condensed" type face. A black bar may be inserted between the logo and these words as depicted in the "Use of the PIA Logo by Members" section above. In no case should the stylized PIA Logo or the words "Professional Insurance Agents" be obscured.

PIA affiliates may also use the PIA Main Street Logo shown below, which may be customized and used according to the rules set forth above and elsewhere in these Guidelines.



Local
Agents
Serving
Main Street
America™



National Association of Professional Insurance Agents

Below is a typical PIA affiliate use of the Logo.



5. Use of PIA Logos by PIA National Award Winners

All use of the PIA Logo by PIA award winners must be specifically authorized by an authorized agent of PIA. This authorization may take the form of a blanket authorization covering certain types of communications, advertisements, promotional items, trade show displays, catalogs, etc.

Unless specified otherwise, a sample of each instance of use must be provided within 30 days of use to:

National Association of Professional Insurance Agents
Communications Department – Logo Use Sample
400 North Washington Street
Alexandria, VA 22314-2353

Where samples are not feasible a description will suffice (photos are encouraged).

The PIA Logo may not be used in any manner that conveys or implies PIA's endorsement, sponsorship or approval of a specific program, activity, product or service. The PIA Logo should always be separate and distinct from other marks and copy.

Award winners must specify the particular PIA organization that presented the award as well as the year and name of the award bestowed upon them (e.g. "National 2003 Company Award of Excellence") in every instance in which the PIA Logo is reproduced. These phrases should appear underneath or alongside the PIA Logo. When using the stylized PIA Logo, where possible, these words should be depicted in the "Futura Extra Bold Condensed" typeface. A black bar may be inserted between the logo and these words, as depicted in the "Use of the PIA Logo by Members" section above.

6. Use of PIA Logos by PIA Partners, Sponsors and Other Entities

All use of the PIA Logo by partners, sponsors and other entities must be specifically authorized by an authorized agent of PIA. This authorization may take the form of a blanket authorization covering certain types of communications, advertisements, promotional items, trade show displays, catalogs, etc.

Unless specified otherwise, a sample of each instance of use must be provided within 30 days of use to:



National Association of Professional Insurance Agents

National Association of Professional Insurance Agents
Communications Department – Logo Use Sample
400 North Washington Street
Alexandria, VA 22314-2353

Where samples are not feasible a description will suffice (photos are encouraged).

7. Quality Control Provisions

Any individual or entity that exercises his right to use the PIA Logo as outlined above agrees to comply with all federal and state laws and regulations when it engages in any activity in connection with the PIA Logo.

Upon PIA's request, each member, affiliate, partner, sponsor, award winner and other authorized entity that uses the PIA Logo agrees to forward representative samples of such use to PIA within 30 days of any such request by PIA.

Upon PIA's request, each member, affiliate, partner, sponsor, award winner and other authorized entity that uses the PIA Logo agrees to provide PIA with materials and information regarding its organization, programs, products and services.

8. Additional Terms of Use

Each member, affiliate, partner, sponsor, award winner and other authorized entity that uses the PIA Logo agrees that upon 30 days written notice from PIA, it will discontinue any usage of the Logo that PIA, within its sole discretion, determines to be a violation of its rights regarding the Logo.

If at any time an individual or organization ceases to be a PIA member, affiliate, partner, sponsor, award winner and other authorized entity, it will immediately discontinue any use of the PIA Logo or any name, mark, logo or other trade identity similar thereto.

Each member, affiliate, partner, sponsor, award winner and other authorized entity acknowledges PIA's exclusive ownership of the PIA Logo and shall not challenge PIA's ownership thereof.

Each member, affiliate, partner, sponsor, award winner and other authorized entity agrees to comply with any additional regulations determined by PIA.

Each member, affiliate, partner, sponsor, award winner and other entity permitted to use one of the PIA Logos acknowledges that PIA is the sole and exclusive owner of the Logos and agrees that its use of the respective PIA Logo inures to the benefit of PIA, that the PIA Logos are important valuable assets of PIA, and that its use of the PIA Logo materially impacts the value of the PIA Logo.



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9. Technical Guidelines for Graphically Reproducing PIA Logos

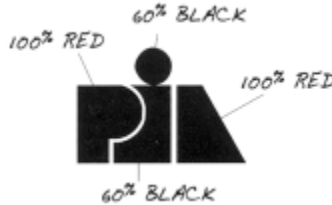
The PIA Logo is composed of three separate letters which create one strong graphic form. The dot on the "i" relates the abstract form to the human element—the agent and the consumer.

The PIA Logo must always be reproduced intact, without any alteration or distortion of the single form. The Logo must be reproduced from artwork supplied by PIA. To protect the integrity of the logo, this artwork may not be altered, except as otherwise permitted in these Guidelines.

The Logo may be reproduced in desired sizes by enlarging or reducing from these authorized Logos. The size of the PIA Logo shall not be larger than a member's or authorized entity's name, mark or logo that appears in the same item (ad, brochure, etc.).

No other graphic element may obscure or interfere with the Logo or logotype. Neither the Logo nor the logotype may appear so close to another graphic element that their integrity as unique forms is unclear.

The tone and color of the Logo may vary according to reproduction method and number of ink colors available using the guidelines below:



1. The most preferred colors for the stylized "P-I-A" portion of the PIA Logo (pictured above) are: PIA Red (PMS 187)/Grey (60% Black)/PIA Red (PMS 187), whenever two-color, or one-color plus black printing is available, on a white background. When four-color process is available, the process colors should be used to simulate PMS 187 to create PIA Red.
2. Where only black is available, the PIA Logo should appear in 100% black only on a white background.
3. Where black plus a second color is available, but the second color is not PIA red, the Logo should still appear *only* in black, and not in any other color.
4. Where the PIA Logo must appear on a reverse (Black) or *very* dark background, the logo may appear Red/Grey (60% Black)/Red or all white.
5. Where the PIA Logo must appear on a color background, a determination must be made as to whether the background is so close in tone to the PIA Logo color(s) that it obscures it. If, for instance, the background is 40% black, the PIA Logo gray would disappear into it. In such a case, the PIA Logo may appear totally in 100% black, totally in white, or a separate area must be created for it.



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6. Where only *one* color is available, the PIA Logo may appear in 100% color in all letters, no matter what the color is. The "i" should *not* be screened, but must appear in 100% color. This is the least preferred usage of the PIA Logo.

10. Questions About PIA Logos

Questions about use of PIA Logos should be directed to piaweb@pianet.org or (703) 836-9340 or in writing to:

National Association of Professional Insurance Agents
Communications Department—Use of PIA Logos
400 North Washington Street
Alexandria, VA 22314-2353