



Company Guidelines for Using the PIA Main Street Logo

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These Company Guidelines for Using the PIA Main Street Logo (hereinafter the “Guidelines”) contain the sections shown below. Any company using the PIA Main Street Logo (also known as the *Local Agents Serving Main Street America*SM logo) is bound by all of the terms of these Guidelines.

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Important Note to Official Company Sponsors of the PIA Branding Program: Your use of the PIA Branding Program Marketing Materials (e.g. print advertisements) is specifically governed by the “Terms of Use for Using PIA Branding Program Marketing Materials” available here:

<http://www.pianet.com/doc/PIABrandingProgram/TermsOfUse.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”) owns numerous trademarks, some of which are registered, on its distinctive logos. 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. PIA’s logos constitute one of PIA’s most valuable assets.

One of the more important benefits of being an official sponsor of the PIA Branding Program is the privilege of authorized use of the PIA Main Street Logo to convey your relationship with PIA. The purpose of these Guidelines is to insure proper use of the PIA Main Street Logo. It provides PIA’s rules for using the PIA Main Street Logo along with explanations and examples of proper usage. By complying with these rules, you help PIA maintain its established image and reputation.



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Where in conflict, any Guidelines herein are superseded by any other specific agreements made between PIA and the party in question.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

2. Who May Use the PIA Main Street Logo

A limited license to use the PIA Main Street Logo is extended to companies who have been accepted in writing as official sponsors of the PIA Branding Program, as well as current PIA members and PIA affiliate associations with current affiliate agreements.

3. How Companies May Use the PIA Main Street Logo

Companies who have been accepted in writing as official sponsors of the PIA Branding Program may use the PIA Main Street Logo shown below, or as provided by an authorized representative of PIA. No alteration is permitted.



The PIA Main Street Logo may be used in the following ways:

- In materials describing your company's participation in the PIA Branding Program.
- In company advertisements, publications, trade show displays, Web sites, email, and other promotional materials, whether targeted to agents or consumers.
- In the company's offices and other facilities (e.g., displayed on windows, doors, walls, 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 Main Street Logo shall not be larger than the company's name, mark or logo that appears on the stationery.
- As authorized by an authorized agent of PIA.

The PIA Main Street Logo may not be used in any manner that conveys or implies PIA's endorsement, sponsorship or approval of a company's specific programs, activities, products or services. The PIA Main Street Logo should always be separate and distinct from other marks and copy.

Please note that while PIA encourages the use of the PIA Main Street Logo by company sponsors of the PIA Branding Program, only materials created by PIA, or approved by an authorized representative of PIA, may be represented as actually being part of the PIA Branding Program itself.



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4. Technical Guidelines for Graphically Reproducing the PIA Main Street Logo

The PIA Main Street Logo must be reproduced from artwork supplied by PIA. To protect the integrity of the logo, this artwork may not be altered.

The PIA Main Street Logo may be reproduced in any desired size. The size of the PIA Main Street Logo shall not be larger than a company's name, mark or logo that appears in the same item (ad, brochure, etc.).

The tone and color of the PIA Main Street 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 Main Street Logo 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 Main Street 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 Main Street 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 Main Street 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 Main Street Logo color(s) that it obscures it. If, for instance, the background is 40% black, the PIA Main Street Logo gray would disappear into it. In such a case, the PIA Main Street Logo may appear totally in 100% black, totally in white, or a separate area must be created for it.
6. Where only *one* color is available, the PIA Main Street 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 Main Street Logo.

No other graphic element may obscure or interfere with the PIA Main Street Logo. The PIA Main Street Logo may not appear so close to another graphic element that its integrity as a unique form is unclear.

5. Quality Control Provisions

Any entity that exercises its right to use the PIA Main Street 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 Main Street Logo.



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Upon PIA's request, each company that uses the PIA Main Street 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 company that uses the PIA Main Street Logo agrees to provide PIA with materials and information regarding its organization, programs, products and services.

6. Additional Terms of Use

Each entity that uses the PIA Main Street Logo agrees that upon 30 days written notice from PIA, it will discontinue any usage of the PIA Main Street Logo that PIA, within its sole discretion, determines to be a violation of its rights regarding the PIA Main Street Logo.

If at any time an organization ceases to be an official sponsor of the PIA Branding Program, it will immediately discontinue any use of the PIA Main Street Logo.

Each authorized entity acknowledges PIA's exclusive ownership of the PIA Main Street Logo and shall not challenge PIA's ownership thereof.

Each authorized entity agrees to comply with any additional regulations pertaining to the use of the PIA Main Street Logo determined by PIA.

Each entity permitted to use the PIA Main Street Logo acknowledges that PIA is the sole and exclusive owner of the PIA Main Street Logo and agrees that its use of the PIA Main Street Logo inures to the benefit of PIA, that the PIA Main Street Logo are important valuable assets of PIA, and that its use of the PIA Main Street Logo materially impacts the value of the PIA Main Street Logo.

These Guidelines may be amended at any time with 30 days notice to the officially designated company contact of official sponsors of the PIA Branding Program.

7. Questions About the PIA Main Street Logo

Questions about use of the PIA Main Street Logo should be directed to piabrandingprogram@pianet.org or (703) 836-9340 or in writing to:

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