

Guidelines FOR USING PIA Logos



These Guidelines for Using PIA Logos (hereinafter referred to as the Guidelines) apply to each of the contexts addressed below. Anyone using a PIA Logo (as defined below) is bound by all the terms of these Guidelines.

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Introduction

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

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 referred to as the "Logo," the "Logos," the "PIA Logo," and the "PIA Logos"). PIA's long and extensive use of these Logos has made them a recognized symbol of the PIA's high-quality goods and services. The Logos are among PIA's most valuable assets.

One of the most valuable benefits of PIA membership, affiliation (affiliates are chartered PIA state/regional associations that have a current affiliate agreement in force with PIA National), sponsorship, or receipt of a PIA National award is the 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 Logo usage along with explanations and examples thereof. Your compliance with these rules helps PIA maintain its established image and reputation.

Where a conflict arises, the Guidelines herein are superseded by specific agreements made between PIA and the party in question.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

Technical Guidelines for graphic reproduction of the PIA Logo are available at the end of this document.

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.

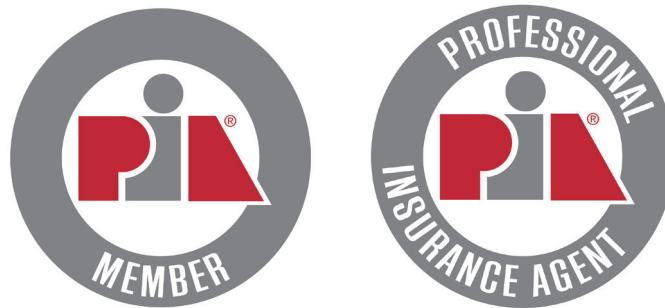
To use a PIA Logo, PIA members, affiliates, partners, and sponsors must have current memberships, affiliate agreements, partnership agreements, or sponsorship agreements, respectively, or be provided with permission by an authorized agent of PIA.

The PIA Logo must always be reproduced from unaltered artwork supplied by PIA; this is intended to protect the integrity of the logo. PIA Logos must always be reproduced with trademark registration symbols (®) and/or trademark application symbols (SM or TM) intact.

Use of PIA Logos by Select Stakeholder Groups

a. Members:

Current PIA members may use any 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).
- 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 on the stationery.
- In advertisements, promotional materials, trade show displays, newsletters, publications, Web sites, email messages, and catalogs relevant to their membership in PIA.
- As permitted by an authorized representative of PIA.

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. In all uses, the PIA Logo shall not be larger than the member's name, mark, or logo that also appears on the item in question.

b. PIA Affiliates:

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

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

- In the affiliates offices (e.g., displayed on windows, doors, interior and exterior signs).
- On stationery, including but not limited to, letterhead, envelopes, and business cards.
- In newsletters, publications, advertisements, promotional materials, trade show displays, Web sites, email messages, and catalogs.
- As permitted by an authorized representative of PIA.

Whether stylized or in text, PIA affiliates may use a variety of Logo versions, including the versions that use the words “PIA” by itself or “Professional Insurance Agents.”

PIA affiliates can also use the stylized PIA Logo, which can be customized for the affiliate by adding its name or state(s) underneath or along the top and/or bottom of the circle. The words can be offset to the right or centered. When using the stylized PIA Logo, these words should be depicted using the “Block Gothic Medium Extra Cond” typeface. The stylized PIA Logo and any words around the logo must not be obscured.

PIA affiliates may also use the “P-I-A” by itself or with the addition of the affiliate name underneath it. When applying the affiliate name underneath the PIA Logo, the words should be depicted using the “Block Gothic Medium Extra Cond” typeface. The stylized PIA Logo and any words around the logo must not be obscured. No black horizontal or vertical lines should be used.

All variations must be approved by an authorized representative of the National Association of Professional Insurance Agents.

Below are typical and appropriate PIA affiliate uses of the Logo.



c. PIA National Award Winners:

Award winners may use the below PIA Logo:



All other uses of the PIA Logo by PIA National award winners must be specifically permitted by an authorized representative of PIA. This permission may be provided as a blanket authorization covering certain types of communications, advertisements, promotional items, trade show displays, catalogs, etc.

Unless otherwise specified in writing, a sample of each instance of use must be provided fourteen (14) days before the anticipated use to:

National Association of Professional Insurance Agents

Communications Department – Logo Use Sample

419 N. Lee Street

Alexandria, VA 22314-2353

or

web@pianational.org

Where samples are not feasible, photos are encouraged. In some instances, a description may suffice.

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. In all uses, the PIA Logo shall not be larger than the award winner's name, mark, or logo that also appears on the item in question.

Award winners must specify that PIA presented the award, as well as the year and name of the award received (e.g., "PIA National 2020 Company Award of Excellence") in every instance in which the PIA Logo is used. 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 "Block Gothic Medium Extra Cond" typeface.

d. PIA Partners, Sponsors, and Other Entities:

All use of the PIA Logo by PIA partners, sponsors, and other entities must be specifically permitted in writing by an authorized representative of PIA. This permission may be provided as a blanket authorization covering certain types of communications, advertisements, promotional items, trade show displays, catalogs, etc.

Unless otherwise specified in writing, a sample of each instance of use must be provided thirty (30) days before the anticipated use to:

National Association of Professional Insurance Agents

Communications Department – Logo Use Sample

419 N. Lee Street

Alexandria, VA 22314-2353

or

web@pianational.org

Where samples are not feasible, photos are encouraged. In some instances, a description may suffice.

Quality Control Provisions

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

Upon PIA's request, each member, affiliate, partner, sponsor, award winner, or other authorized entity using the PIA Logo agrees to forward representative samples of such use to PIA within 30 days of said request.

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

Additional Terms of Use

PIA reserves the right to request of any member, affiliate, partner, sponsor, award winner, or other authorized entity, the discontinuation of any usage of the Logo that PIA, within its sole discretion, determines to be a violation of its rights. Each member, affiliate, partner, sponsor, award winner, or other authorized entity agrees to discontinue said usage within 30 days of receiving a written request to do so from PIA.

If at any time during their use of a PIA Logo an individual or organization ceases to be a PIA member, affiliate, partner, sponsor, award winner, or other authorized entity, it will immediately discontinue all 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 PIA Logos 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 guidelines set forth by PIA.

Each member, affiliate, partner, sponsor, award winner, and other entity permitted to use a PIA Logo 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 and valuable assets of PIA, and that its use of the PIA Logo materially impacts the value of the PIA Logo.

Technical Guidelines for Graphic Reproductions of PIA Logos Considerations

The PIA Logo is composed of three separate letters that create one strong graphic form. The dot on the "i" translates the abstract form into the human elements—the agent and the consumer.

PIA Logos must always be reproduced intact, without any alteration or distortion of the single form. The Logo must be reproduced from unaltered artwork supplied by PIA; this is intended to protect the integrity of the logo. This artwork may only be altered as 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 on 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 its integrity as a unique form 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:



PIA Red
PMS 187 (100%)

PIA Grey
Black (60%)



Black
Black (100%)



White
White (100%)

1. The preferred colors for the stylized “P-I-A” portion of the PIA Logo (pictured above) are: PIA Red (PMS 187) for the “P”/Grey (60% Black) for the “I”/PIA Red (PMS 187) for the “A,” 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 on a white background. No other background color is acceptable.
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.
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.

Questions About PIA Logos

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

National Association of Professional Insurance Agents

Communications Department—Use of PIA Logos

419 N. Lee Street

Alexandria, VA 22314-2353