

SIGNATURE GUIDE

YOUR REFERENCE BOOK TO THE TRUSTED CHOICE® LOGO



MESSAGE

WELCOME TO TRUSTED CHOICE®

Welcome Message from Trusted Choice®

We are pleased that you decided to participate in Trusted Choice®. Substantial resources are invested each year to enhance Trusted Choice®, the national branding program for independent agents. By incorporating the logo into your agency and all of its collateral materials, you are participating in the growth of a program that informs consumers on the benefits of using an independent agent-choice, customization and advocacy.

An important element of the Trusted Choice® program is the ability to maintain your agency's independent identity while utilizing your right to display the Trusted Choice® logo and benefit from the power of a national brand. To help agencies use the logo properly and according to our standards, we created Logo Rules to guide you through the requirements that enable us to maintain consistent and correct use of the trademark. After each use of the Trusted Choice® mark, whether in text, signage, marketing materials, Web sites or other locations, the current registration symbol must be used. At this time, that symbol is ®, and it appears throughout the Logo Rules with each presentation of the logo in superscript.

CONFIGURATION

THE BUILDING BLOCKS

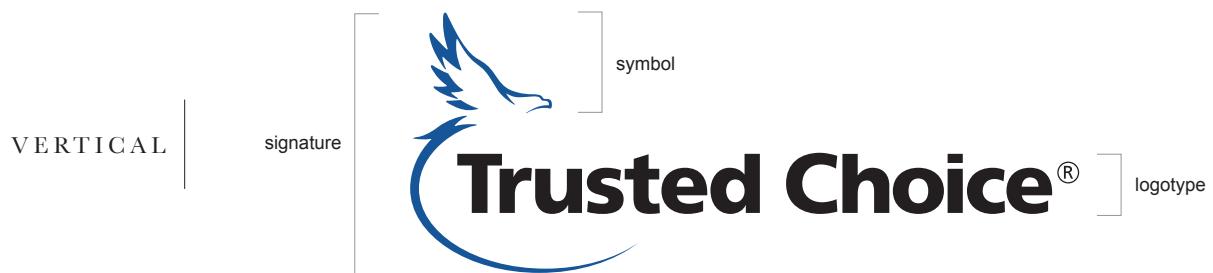
CONFIGURATION

Basic Configuration

There are two versions of the Trusted Choice® mark that agencies may use; each with its own space configuration. This variety enables Trusted Choice® agencies to use the logo version that best fits your design space, while ensuring consistency to protect the brand's integrity. (Variations in sizes and color schemes will be highlighted later in the Rules.)

HORIZONTAL—This horizontal configuration has the logotype on one line. This is the version we recommend when space is available. If a design requires a smaller mark (such as on stationery or business cards), the vertical configuration should be used.

VERTICAL—This configuration features the logotype “stacked” on two lines within the symbol. With its larger letters, this signature reduces well, and therefore is a good logo option for business cards, stationery and other small-space designs.



SIZE

ONE SIZE DOES NOT FIT ALL

SIZE

Signature Size

Each signature configuration is specially adapted for use in two or three size ranges to ensure optimum clarity and legibility. You must use signature artwork only within its designated size range. (Restrictions on signature color by size range are specified in the Signature Colors section.)

The size of the signature is measured vertically from the uppermost wingtip of the symbol to the base of the symbol's bottom curve.

There are three versions of the horizontal signature: The standard version is used for sizes of 0.75" and larger. The small version is for sizes from 0.35" to 0.74". The extra-small version is for sizes from 0.2" to 0.34", but never smaller.

There are three versions of the vertical signature: The standard version is used for sizes of 1" and larger. The small version is used for sizes from 0.5" to 0.99". The extra- small version is used for sizes from 0.3" to 0.49". (If absolutely necessary, this version can be used as small as 0.2", but never smaller.)

YOUR ROADMAP TO THE TRUSTED CHOICE® LOGO

www.TrustedChoice.com/logo

STANDARD

1" or larger



HORIZONTAL

3/4" or larger



SMALL

0.5" - 0.99"



0.35" - 0.74"



EXTRA - SMALL

0.3" - 0.49"



0.2" - 0.34"



SPACE

SOMETIMES YOU JUST NEED A LITTLE SPACE

SPACE

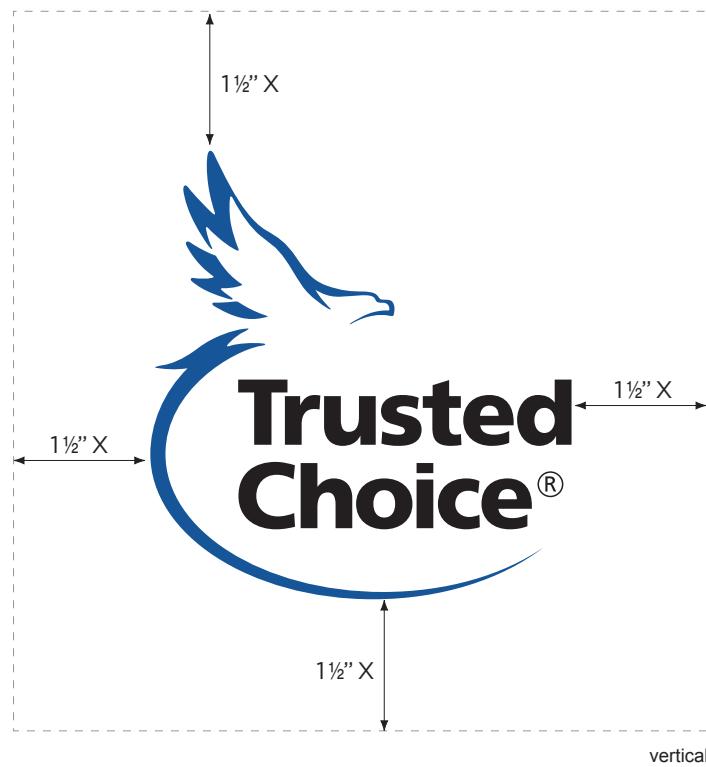
Clear Space

Clear space ensures that the signature is properly staged and has enough “breathing room” among the elements on a page. Do not allow the edge of the page or any competing visual element or shape to exist within the clear space.

Clear space is measured in terms of X, which we define as the height of the letter T in the Trusted Choice® logotype. (See example 1. below.)



For all sizes of the horizontal and vertical signatures, 1.5 times X is the minimum clear space requirement on each side of the signature.



COLOR

YOU DON'T ALWAYS HAVE TO BE BLUE

COLOR

Color Signatures

The primary expression of our identity is two-color, using Trusted Choice® Blue and black. Trusted Choice® Blue is used for the eagle and swoop, with black used for the logotype.

There are occasions where it is preferable or necessary to use a single color for the Trusted Choice® mark; for example, any extra-small version of the logo must be in one color.

A one-color Trusted Choice® signature must never appear in any color other than Trusted Choice® Blue, Trusted Choice® Silver, black or white.

Trusted Choice® Blue—preferred, as it distinguishes Trusted Choice® from other organizations.

All black—when a clashing color is being used in close proximity or when no color is being used in the design.

All white—when the background is dark, including backgrounds using Trusted Choice® Blue, black or any solid color background.

All Trusted Choice® Silver—when a formal occasion calls for added elegance. As when using any metallic ink, consult with your printer to ensure that the paper and printing process will yield the high-quality results you want.

YOUR ROADMAP TO THE TRUSTED CHOICE® LOGO

www.TrustedChoice.com/logo

TWO COLOR

Trusted Choice® Blue & black



ONE COLOR

Trusted Choice® Blue



ONE COLOR

black

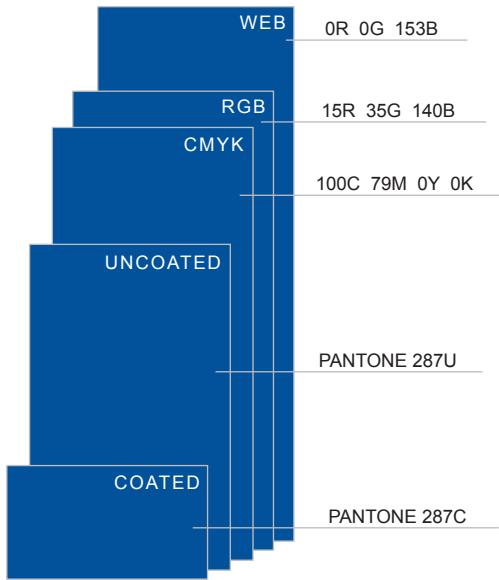


ONE COLOR

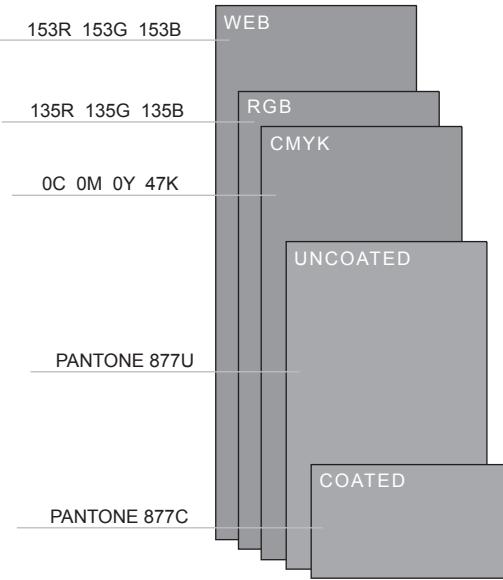
Trusted Choice® Silver



BLUE



SILVER



FORMULAS

BACKGROUND

DON'T FADE INTO THE BACKGROUND

BACKGROUND

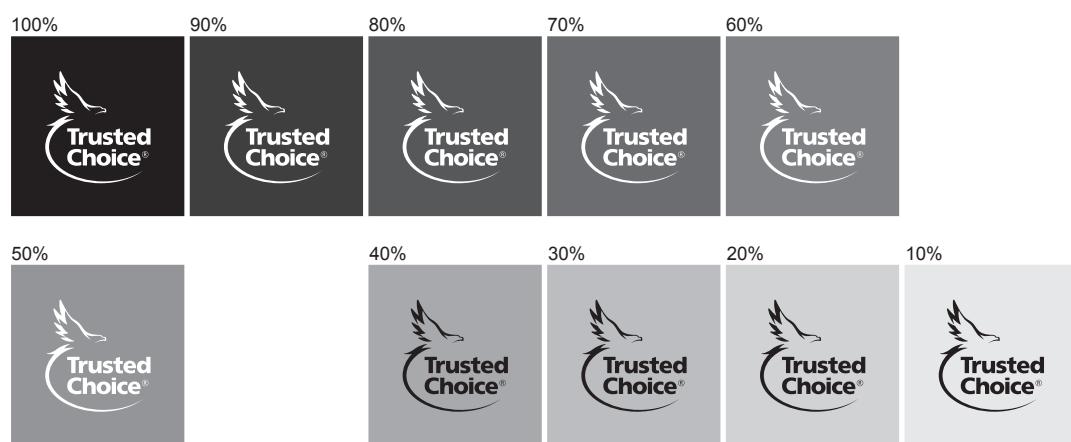
Solid Color Backgrounds

On a solid color background, the Trusted Choice® signature should reverse out (all white) from the background. It is less desirable to apply the signature on lighter shades (or tints). However, if no other choice is workable, use a positive signature for tints from 0% to 50% and a reverse signature for tints from more than 50% to 100%

The examples on the following page are applicable to all solid color backgrounds.

YOUR ROADMAP TO THE TRUSTED CHOICE® LOGO

www.TrustedChoice.com/logo



UNACCEPTABLE

HOW NOT TO USE THE TRUSTED CHOICE® LOGO

UNACCEPTABLE

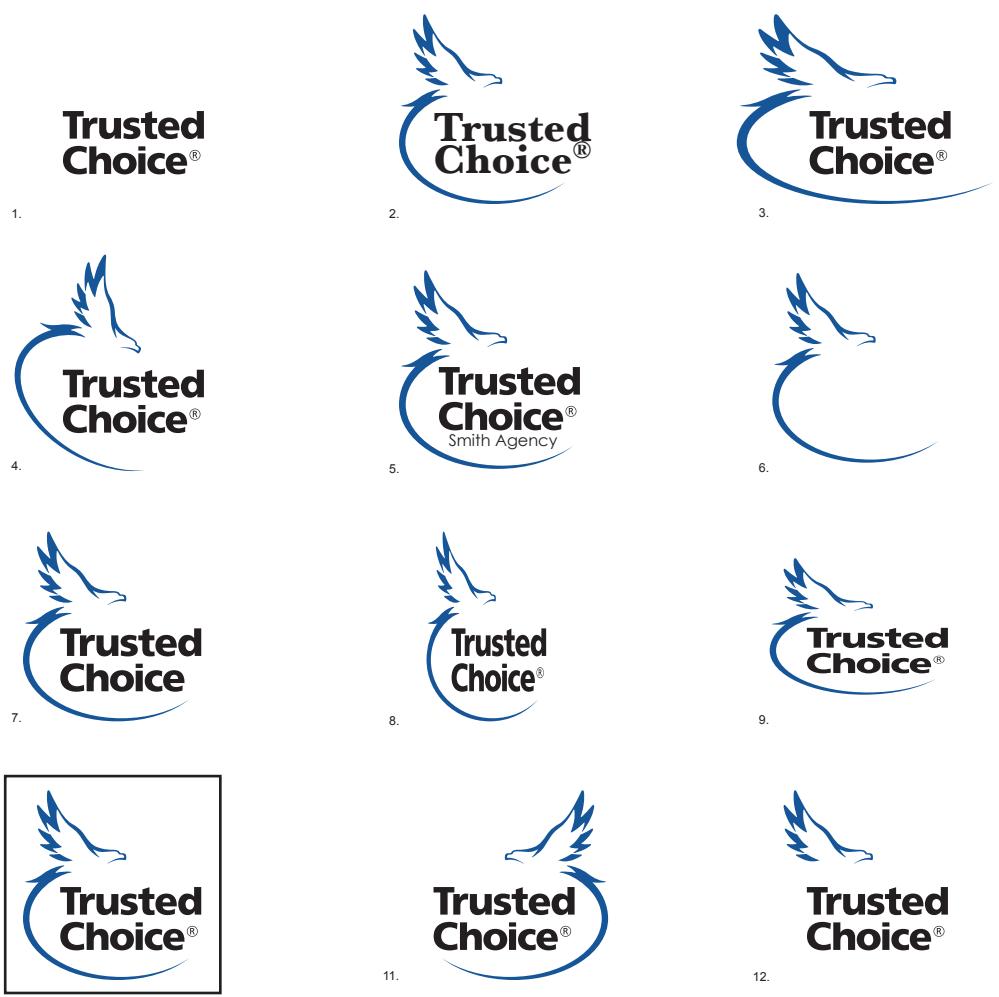
Unacceptable Usage

When incorporating any logo into your layout, it is important to keep the consistency and accuracy of the brand intact; the Trusted Choice® logo is no different. The logo is meant to help portray the Trusted Choice® brand. It must be used exactly as provided and not altered in anyway.

The following section is just a glimpse at a few of the examples of unacceptable uses for the Trusted Choice® logo.

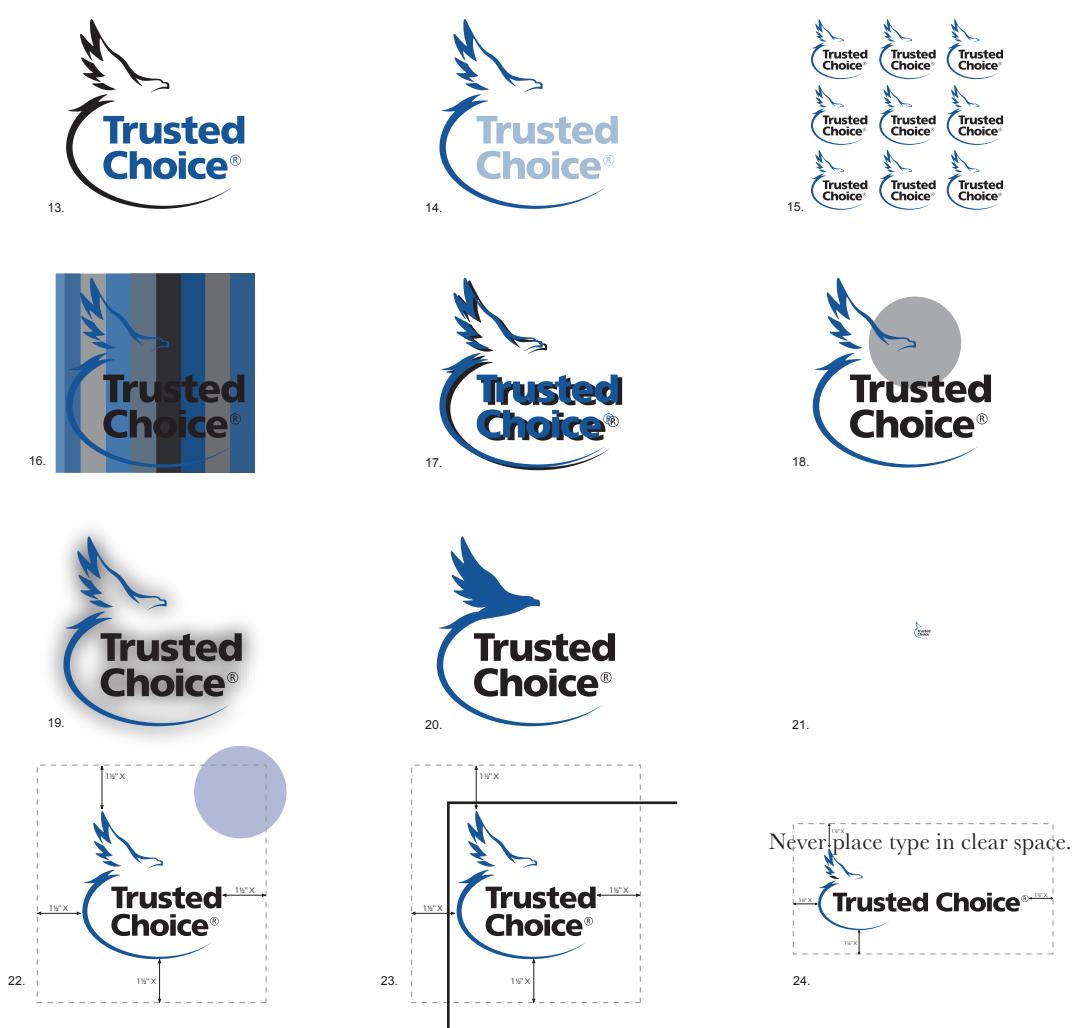
DO NOT

- use the logotype by itself (1.)
- substitute any other typeface for the logotype (2.)
- alter the proportions of any signature element (3.)
 - rotate any element of the signature (4.)
 - insert text in the logo (5.)
 - use the symbol by itself (6.)
 - delete the registration symbol (7.)
 - alter the height-width proportions (8.,9.)
- enclose the signature in another shape (10.)
 - flip the symbol (11.)
 - delete any portion of the symbol (12.)



DO NOT

- switch the colors of the two-color signature (13.)
- substitute another color for any element of a signature (14.)
- make a pattern of the signature (15.)
- use the signature on a distracting background (16.)
 - use a drop shadow on the signature (17.)
 - allow any graphic element to touch the signature (18.)
 - add a glow effect (19.)
- alter the symbol by filling it in solid (20.)
- use the signature outside its acceptable range size (21.)
- allow any graphic to enter the signature's clear space (22.)
- place the signature closer than the clear space distance to the edge of a page or screen (23.)
 - allow text to encroach on the signature's clear space (24.)



DO NOT

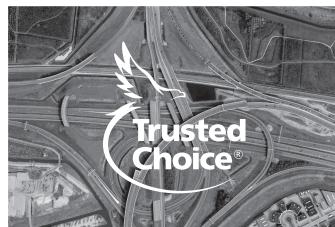
place the signature on a photograph in a place without enough contrast to showcase the logo properly (25.)

place the signature on a “busy” section of a photograph, with elements that cloud detract from the signature (26.)

use any signature other than white on a solid color background (27.)



25.



26.



27.

DO

look for a flat, even-toned area of a photo to place the signature (28.)

make sure that “interest elements” of the photo do not encroach on the signature’s clear space (28.)



28.



29.

ensure that there is excellent contrast between the signature and any photo background, using the appropriate (positive or reverse) signature (28., 29.)

If you have questions, please contact Trusted Choice® for further guidance at Trusted.Choice@iiaba.net.

YOUR ROADMAP TO THE TRUSTED CHOICE® LOGO

www.TrustedChoice.com/logo



127 South Peyton Street Alexandria, VA 22314

800.221.7917 – Trusted.Choice@iiaba.net
www.TrustedChoice.com/logo

