

WELCOME

Since 1904, the Florida Association of Insurance Agents (FAIA) is dedicated to enhancing the independent agency system through education, legislation, communication, and FAIA Member Services. The mission of FAIA is to serve the needs of Florida insurance agents by promoting a healthy and competitive insurance environment.

We would like to thank you for joining the Florida Association of Insurance Agents family.

OVERVIEW

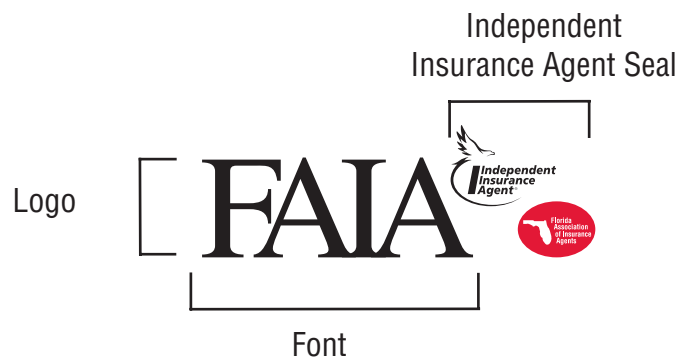
The visual identity of your association is essential for promoting, maintaining, and protecting equity and value. Standards and guidelines have been established for you to help implement and maintain your association's identity.

These guidelines will provide a technical understanding of the makeup and structure of the logo and to inform all future communication decisions. Adhering to the specifications and standards outlined in these guidelines will ensure a consistent and strong brand presentation.

These rules will enable us to maintain consistency and correct use of the Florida Association of Insurance Agents logo.

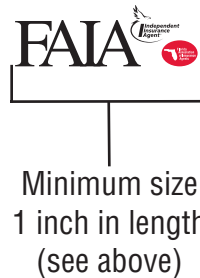


BASIC CONFIGURATION



MINIMUM SIZE

Minimum size refers to the smallest size at which the FAIA logo may be reproduced and still maintain legibility. To ensure its legibility, the minimum reproduction size of the preferred logo is one inch (1”) in length. The logo should scale proportionally.



CLEAR SPACE

Clear space is the “breathing room” around the logo that should be free of all other logos, symbols, text, or other graphic elements.

The distance of “x” is a unit of measurement surrounding each side of the logo; x equals the height of the letters of the FAIA logo. A minimum clear space requirement has been established to ensure prominence and clarity. It is essential that the signature remain clear of all graphics, identities, photography, and typography. This will ensure that the logo has the greatest visual impact possible.



COLOR

Black
Red: PANTONE 186C



FAIA's logo traditionally has three (3) identity colors: black, white, and PMS 186 red.

There are times when you need to use the logo in a single color. The ONLY colors you may use are black, white, or grayscale.



Black
(on light background)



White
(on dark background)



Grayscale

BACKGROUND

Make sure that the background and the logo have enough contrast.

For example, use the black logo on a light background.



For example, use the white logo on a dark background.



Not enough contrast:



THIRD-PARTY USAGE

Florida Association of Insurance Agents' logo may be used in accordance with these guidelines on the members websites or printed materials. The use of the FAIA logo does not imply endorsement or sponsorship. Rather, the use of the logo indicates a third-party has a membership with the Florida Association of Insurance Agents.

Allowed Usage:

- Your website
- On business cards
- On your product and product collateral
- In your company demos
- On your event signage
- In your advertising
- On your company sign/lightbox

Prohibited Usage:

- On your customers' products
- On your customers' websites
- On resumes

PROPORTIONALITY

You may alter the size of the FAIA logo only in its approved configuration to correspond to the size of the respective medium of each permitted use. The logo should be used in a secondary position and should be no more than 30 percent of the total size of your organization's logo.

DON'T

Do not alter configurations or distort.



Do not alter color.



Do not recreate or scale logo components individually.



LEGAL

REGISTRATION to be filed...