



OUR SIGNATURE

Progressive Logo

A logo is a name or symbol designed for easy, clear recognition of a company, product or service.



PROGRESSIVE®

Consistent use of a logo creates a singular, positive and memorable image for all who see it. The Progressive logo and related Progressive product descriptor logos are customized pieces of artwork and cannot be altered in any way. Consistent use of logos is important; please read the following logo usage rules. Vendors or media in doubt about which logo or product descriptor to use should call Andrew Miller at (440) 603-6297. *Independent agents, brokers and vendors assisting with agent or broker advertising, please see "Permission for Use" section under "Important Information for Independent Agents/Brokers".*

Usage

Example A



PROGRESSIVE[®]

Example B



Surround Space

The logo should be surrounded with enough space to ensure its maximum visual recognition. The minimum “surround space” should equal the height of the logo itself (x = logo height). Proper surround space is indicated by the grey area on the diagram to the left. Proper surround space is indicated by the grey box shown in Example A.

Variations

There are two acceptable uses of the logo – one for positive use and one for negative use. The logo in negative format should be used only when the logo is reversed out of an area which is greater than the minimum surround space (Example B). In these cases, the logo must appear in white.

Color

The logo may be reproduced in three colors only: black, PANTONE** 2935, or white when reversed out of a solid color. If the logo needs to be reproduced in a four-color process, the following formula should be used: Cyan 100.0, Magenta 47.0, Yellow 0.0, Black 0.0. Silver may be used, but only on certificates or gift items.

Registered Symbol

One of the ways we protect our logo is by using an “®” symbol on items/pieces that are distributed or used externally. This registered symbol must always appear in 5 point Helvetica in the position shown. Please note, however, that there are some pieces distributed externally which do not require a registered symbol, including specialty promotional items (e.g., shirts, keychains, etc.), external/internal signage and internal documents.

These logos and images may not be used in any manner that: (i) disparages The Progressive Group of Insurance Companies, or any of their respective services; (ii) implies a relationship or association with The Progressive Group that does not exist; (iii) could lead to a likelihood of consumer confusion between The Progressive Group, or services provided therefrom, and the goods or services of any other entity. In addition, any use of logos must be in compliance with the applicable usage guidelines. Your use of any of these logos or images is expressly conditioned upon the above conditions, which may be revised from time to time and without notice.

*PANTONE® is a registered trademark of Pantone, Inc.

Important Information For Independent Agents/Brokers

Permission for Use

Permission must be obtained prior to use of the logo in all media including, but not limited to, print, TV and Web. Please submit all logo requests through ForAgentsOnly.com via the Brand Express and obtain authorization from the Agency Brand Team prior to completing any production application incorporating the Progressive logo. Final proofs must be reviewed and approved by the Agency Brand Team prior to releasing into production. If you are not sure you are using the logo correctly, please call Senoria D. Page on our Agency Brand Team at 1-800-876-6327, ext. 57151.

Web Usage

Code linking to Progressive Web sites must be obtained through the Brand Express, as agent-created links are prohibited.

Language

In Yellow Pages advertising, the logo or Progressive name should be used with language that is inclusive of all drivers whenever possible. In TV, radio, billboard and other print

advertising, the use of nonstandard language (e.g., SR-22, DUI, etc.) is prohibited. The Progressive name may be used in place of the Progressive logo where there are restrictions due to publication or space limitations.

Logistical Placement

The Progressive brand emphasizes to consumers the best that independent agents and brokers have to offer, combined with Progressive's superior claims service. In this spirit of collaboration, the name of the agency must appear first and at least as large as the Progressive logo in all agent/broker created advertising and must be clearly identifiable as an entity separate from Progressive Insurance.

Advertising Placement (Media Buy)

We reserve all rights to our logo and may prohibit its use in programming or publications that we deem disrespectful or questionable in nature. Reproduction and/or alteration of any imagery Progressive has used for national advertising is prohibited.

Acceptable Logo Variations & Appropriate Usage

There is one brand – it's Progressive. The Progressive Insurance Group has several operating businesses that sell personal and commercial lines products through agents and directly by the company by phone and Internet, including the Agency Business, the Direct Business and the Commercial Auto Business.

The Agency and Direct Businesses sell a variety of products that use common product descriptors when the product and its pricing are the same regardless of how its sold (by agents or direct), e.g., Progressive Motorcycle, Progressive RV, and Progressive Boat.

The Agency and Direct Businesses also sell private passenger auto insurance, but the product and price varies by channel, so the product descriptor varies by channel. Progressive Drive Insurance is the name of the private passenger auto insurance sold through independent agents and brokers in all states but California while Progressive Direct is the name of the private passenger auto insurance sold online and by phone in all states. The private passenger auto product sold through independent agents and brokers in California is called Drive Insurance.

Acceptable Logo Variations & Appropriate Usage (Cont'd)

Logo	Product	Agent	Direct	State	Usage
	ALL	X	X	ALL	Denotes the essence of the Progressive brand and all it stands for. It is the logo that should be used most often.
	PPA	X		ALL No CA	Describes the Agency private passenger auto product sold in all states other than California and should be used only to describe the Agency private passenger auto product. It cannot be used as a general description of the Agency Business.
	PPA	X		CA Only	Describes the Agency private passenger auto product sold in California and should be used only to describe the Agency private passenger auto product. It cannot be used as a general description of the Agency Business.
	PPA		X	ALL	Describes the Direct private passenger auto product and should be used only to describe the Direct private passenger auto product. It cannot be used as a general description of the Direct Business.
	BT	X	X	ALL	Describes the Progressive boat product, sold directly and by agents, and can be used when the product is not clearly defined through either photography and/or language.
	MC	X	X	ALL	Describes the Progressive motorcycle product, sold directly and by agents, and can be used when the product is not clearly defined through either photography and/or language.
	RV	X	X	ALL	Describes the Progressive RV product, sold directly and by agents, and can be used when the product is not clearly defined through either photography and/or language.
	COM	X	X	ALL	Describes the Progressive commercial auto product, sold directly and by agents and should be used only to describe the commercial auto product.

PPA = Private Passenger Auto; MC = Motorcycle; BT = Boat; RV = Recreational Vehicle; COM = Commercial Auto

Color Specifications for Logo Variations:

- Logos with product descriptors may be reproduced in:
 - Black
 - PANTONE®* 2935
 - PANTONE®* 2935 and 50% Black
 - White
- If using the blue and grey version in four-color process, the following formulas should be used:
 - Blue: 100c 47m 0y 0k
 - Grey: 12c 0m 0y 21k
- If reproducing the logo on screen, use these Web-safe RGB formulas:
 - Blue #0056B7
 - Grey #999999

These logos and images may not be used in any manner that: (i) disparages The Progressive Group of Insurance Companies, or any of their respective services; (ii) implies a relationship or association with The Progressive Group that does not exist; (iii) could lead to a likelihood of consumer confusion between The Progressive Group, or services provided therefrom, and the goods or services of any other entity. In addition, any use of logos must be in compliance with the applicable usage guidelines. Your use of any of these logos or images is expressly conditioned upon the above conditions, which may be revised from time to time and without notice.

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Unacceptable Uses of the Progressive Logo

PROGRESSIVE Do not simulate the logo type with a similar typeface.

PROGRESSIVE Do not alter the weight or shape of logo (do not redraw, reportion or modify).

**PROGRESSIVE
PROGRESSIVE
PROGRESSIVE** Do not repeat logo in a pattern.

**PROGRESSIVE
PROGRESSIVE** Do not change spacing between letters.

PROGRESSIVE Do not screen the logo.

PROGRESSIVE Do not print the logo in colors other than the approved colors indicated in the color section of this document.



PROGRESSIVE® Do not increase the size of the “®” to larger than 5 points.

PROGRESSIVE Do not use the “®” if the logo is smaller than 1” in length, as it will not be legible.

GIVE Do not set other words in the logo font.

PROGRESSIVE Do not add unauthorized elements such as drop shadows or other graphic devices.

PROGRESSIVE Do not use the logo at an angle or vertical axis (limited exceptions).

PROGRESSIVE Do not use the logo in outline form.

progressive Do not use logo in all lowercase form.

drive
INSURANCE FROM **PROGRESSIVE** Do not use obsolete versions of the logo.



PROGRESSIVE

Authorized Independent Agent

PROGRESSIVE Do not set logo in an area that violates the surround space.

It's no wonder **PROGRESSIVE** is one of the nation's biggest and fastest growing auto insurance companies. Do not use the logo in text or advertising headlines.

These logos and images may not be used in any manner that: (i) disparages The Progressive Group of Insurance Companies, or any of their respective services; (ii) implies a relationship or association with The Progressive Group that does not exist; (iii) could lead to a likelihood of consumer confusion between The Progressive Group, or services provided therefrom, and the goods or services of any other entity. In addition, any use of logos must be in compliance with the applicable usage guidelines. Your use of any of these logos or images is expressly conditioned upon the above conditions, which may be revised from time to time and without notice.