



BRAND GUIDELINES

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PERMISSION FOR USE



Who can use the YIA Brand?

The YIA brand is consumer-facing brand that it used for all lead generating, advertising, retail locations and more! It's free for use by brokers who have signed an agency contract with Carothers Insurance Agency Inc., reviewed and agreed to this brand guideline, and submitted ads to Marketing Director for review and recording.

What can it be used for?

YIA Branding can be used to promote the sale and enrollment of products the broker is licensed and appointed to sell – *within the Carothers Insurance Agency Inc. hierarchy.*

Plainly, you cannot use our brand to sell anything this is not in our portfolio of products, nor are you permitted to use it to promote and/or sell products you carry with other uplines.



CAROTHERS BRAND



Can I use the Carothers Insurance Brand instead?

The Carothers Insurance brand is a broker-facing brand reserved for use by paid employees of Carothers Insurance Agency Inc. This brand is only used to recruit brokers and to hire office staff.

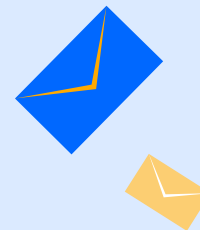
We do not use Carothers to sell insurance as our goal is not to *SELL* insurance to consumers, it's to help BROKERS do that.

Therefore, using Carothers Insurance Agency Inc. logo and name are prohibited for use by brokers. If you see the Carothers brand being used by anyone other than Carothers paid employees, please report it immediately to management@carothersins.com

Unauthorized use of Carothers Insurance Agency Inc. branding is subject legal action.



COLOR STANDARDS



LIGHT YELLOW

RGB 252, 223, 44
CMYK 0, 11, 82, 1

#fcd2c



#0b286c



DARK BLUE

RGB 11, 40, 08
CMYK 38, 27, 0, 58



POSITIVE



NEGATIVE

TYPOGRAPHY



AVENIR



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



DON'TS

How not to use our logo:

- Don't stretch it
- Don't change the color
- Don't condense it
- Don't tilt it
- Don't use full color version on dark backgrounds



DOS



How to use our logo

- Use negative version on dark backgrounds
- Submit your logo-use form for every use
- Request help if you have questions or issues



NOW IT'S TIME TO GET YOUR MESSAGE OUT THERE!

Keep this packet for reference.

Sign the next page and submit to:
marketingdepartment@carothersins.com

To submit a logo-use form, visit the brand
page in your broker portal.

For questions & assistance contact:
702-505-4674



UNDERSTOOD.

I've reviewed the guidelines for Your Insurance Agency brand use. I understand the process and my responsibilities regarding use of the brand.



Date:

Name:

Signature: