

# AAA Independent Insurance Agent Logo Usage Guidelines



**Independent  
Insurance Agent**

This logo required for  
digital and TV.



**Independent  
Insurance Agent**

This logo for print  
and storefront.

## **OVERVIEW**

This short guide provides AAA Independent Insurance Agents with clear details on how to properly use the approved AAA Independent Insurance Agent logos when promoting AAA Insurance in marketing channels.

## **WHY IS PROPER LOGO USAGE IMPORTANT?**

Similar to other iconic brands like Target, McDonald's and Disney, AAA is very protective of our logo and identity. The AAA mark is the face we present to the world – from our members to prospective customers to business partners and the media.

By following the guidelines here, you will help create a strong, identifiable and consistent brand that will benefit both your agency and AAA the Auto Club Group.

In addition, AAA The Auto Club Group is restricted to offering insurance products within its 14 U.S. states and territories. Logos that could be seen outside this geographic footprint (web, TV) **MUST** include The Auto Club Group in the mark. Radio spots must also contain AAA The Auto Club Group.

## **WHAT HAPPENS IF THE AAA LOGO IS MISUSED?**

Logo compliance is extremely important. AAA National monitors usage and violations are reported daily to leadership. Please maintain compliance in all of your usage.

# AAA Independent Insurance Agent Logo Usage Guidelines

## AAA INDEPENDENT INSURANCE AGENT LOGO - *FOR DIGITAL AND TV*

When promoting your agency on the web or TV, you MUST use the logos on this page that contain The Auto Club Group in the mark. The Auto Club Group must also be included in radio advertising. Communications in these media channels could be seen outside of The Auto Club Group territories. The Auto Club Group cannot sell insurance products outside of its footprint and must be identified these non-ACG areas.



**Independent  
Insurance Agent**

Full Color  
Blue #CC0000  
Red #003366



**Independent  
Insurance Agent**

Black



**Independent  
Insurance Agent**

White

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Below is an example of proper AAA Independent Insurance Agent logo usage

Click on one of our insurance company links below for more information, to service your policy, or to make a payment on our policy.

Miller Insurance Group, A Division of Patterson Growth Insurance Services, LLC

AAA	American Integrity	ATIC/Modern USA	ASI

# AAA Independent Insurance Agent Logo Usage Guidelines

## AAA INDEPENDENT INSURANCE AGENT LOGO – *FOR DIGITAL AND TV*

### ADDITIONAL WEB & ELECTRONIC GUIDELINES

When using the Internet or other forms of electronic media to promote your partnership with AAA, please follow these guidelines:

- Because Internet messages are virtual and can easily reach prospects outside of your market or licensed authority, you must include a disclaimer near the AAA Independent Insurance Agent logo that states the range of your authorized territory. For example:
  - Representing The AAA Auto Club Group throughout the state of Iowa, OR
  - Representing The Auto Club Group in regions served by AAA Kentucky.
- Do not use the trademarked terms **AAA** or **Triple A** within the domain name of your Internet site.
- The AAA Independent Insurance Agent logo must be used in its entirety in one of the formats detailed in Visual Form (page 4), while following all other AAA Brand Identity Guidelines specified by The Auto Club Group.
- Independent Agencies may display the AAA Independent Insurance Agent logo in tandem with other insurance carrier logos – but only when the intent is to present all the carriers the agency represents. In such instances, the AAA identity should be represented in greater or equal prominence to the other identities.
- The AAA Independent Insurance Agent logo or references of your affiliation with AAA or The Auto Club Group may not be posted to Social Media networking sites such as Facebook and Twitter.

# AAA Independent Insurance Agent Logo Usage Guidelines

## AAA INDEPENDENT INSURANCE AGENT LOGO - *FOR PRINT AND STOREFRONT*

The logos on this page can be used in print and at your location. They do not contain The Auto Club Group so they only appear within the ACG footprint. Examples of where these logos may be used:

- Door signage
- Posters
- Local newspaper
- Local billboards
- Premiums and giveaways



**Independent  
Insurance Agent**

Vertical Full Color  
PMS Red-485 Blue-287  
(CMYK: 100-69-0-11)



**Independent  
Insurance Agent**

Vertical  
Black



**Independent  
Insurance Agent**

Vertical  
Black



**Independent  
Insurance Agent**

Horizontal Full Color  
PMS Red-485 Blue-287  
(CMYK: 100-69-0-11)



**Independent  
Insurance Agent**

Horizontal Black



**Independent  
Insurance Agent**

Horizontal White

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# AAA Independent Insurance Agent Logo Usage Guidelines

## AAA INDEPENDENT INSURANCE AGENT LOGO – *FOR PRINT AND STOREFRONT*

### VISUAL FORM

The preferred AAA Independent Insurance Agent logo is composed of the AAA logo flush left over the words “Independent Insurance Agent” in two lines. The logo should never be altered from its approved design or proportions.

### LOGO COLOR AND BACKGROUND

The AAA Independent Insurance Agent logo uses the colors Pantone 485 red for the AAA oval and Pantone 287 blue for all other elements (CMYK equivalents are illustrated on page 4). The logo may also be printed in one color using either black or as a white reverse on a field of sufficiently contrasting color. See section 1.4.6 of the ACG Brand Guide for more details on the usage of the AAA logo.

# AAA Independent Insurance Agent Logo Usage Guidelines

## AAA INDEPENDENT INSURANCE AGENT LOGO - *FOR PRINT AND STOREFRONT*

### STOREFRONT SIGNAGE GUIDELINES

The AAA Independent Insurance Agent logo may not be incorporated in an Independent Insurance Agency's primary exterior office signage. The AAA Independent Insurance Agent logo may be displayed via interior mounted window signs and decals and on doors.

A white logo is preferred in most window applications for best visibility from the outside.



## SMITH INSURANCE AGENCY

The logo may only be displayed in window decals and or doors (no larger than 18" high x 24" wide)

