

TRADEMARK AND BRAND GUIDELINES



SECTION 1

These trademark and logo guidelines are designed to help you determine how to use Farmers® service marks, trademarks and/or logos correctly when creating materials that use Farmers trademarks. Any materials not supplied or pre-approved by Farmers that use the Farmers name, service marks and trademarks must be approved by Agency Marketing before they're published, produced, broadcast or manufactured. The word "Farmers" when used in relation to Farmers Insurance Group is a federally registered trademark that is owned by Farmers Group Inc. Permission must be obtained to be used — even if it's used as text only and without artwork or creative design.

Note: The Cost Share Requirements section applies when Cost Share is intended to be requested.

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INTRODUCTION

These guidelines are intended to protect the following:

- Farmers trademarks, service marks and brands from improper use and from becoming classified as "public domain"
- Agents from making misstatements about Farmers products and services
- Consumers from misrepresentation and confusion

THE FARMERS BRAND

The most interesting brands, like people, have personality. And just like people, successful brands make an emotional connection, adding familiarity and value to the relationship.

Communicating our personality requires a clear, consistent and coherent expression across all customer touchpoints. Confident, knowledgeable, approachable and contemporary, our brand demands attention by delivering a compelling experience in the marketplace.

The essence of the Farmers Insurance brand is “we believe in smart.” We need your help to make these words come to life for our customers and colleagues, in our offerings and in our behavior. We need your help to make our brand a living, breathing force.

PROCEDURES FOR USE

1. Any material not supplied or approved by Farmers that uses the Farmers name, service marks and trademarks (e.g., references to Farmers or Farmers Insurance in text, the Farmers logo, and product and service names such as Farmers Flex[®]) must be approved before it's published, produced, broadcast or manufactured.

Access the Agency Marketing site through the Agency Dashboard

Choose “Administration,” then choose “Pre-Approvals,” and then “Submit New Pre-Approval”

Complete form and attach the proposed materials to the form

Click “submit”

2. Every effort will be made to process reviews within five business days of receipt and to accommodate agents' special needs. In most instances, reviews are processed within three business days. Materials that include Life products, references to Farmers Financial Solutions[®] (FFS) and its products, non-English materials, references to Affinity discounts and the Farmers Preferred Program may require additional time.
3. All submissions must include a representation of the layout or visual that will accompany the execution.
4. Ads that reference FFS products and services must first be submitted to FFS and then submitted to Agency Marketing for final approval. The ads must be submitted to Agency Marketing with appropriate documentation of FFS approval.
5. Foreign-language advertising submitted for approval must include an English translation. The agent will be notified if the review requires the services of an outside translation/certification company, and a fee is involved. The ad will be reviewed for language certification; however, Agency Marketing will issue the final approval.

LOGO REQUIREMENTS

General requirements

- A** The current Farmers logo must be used in its entirety at all times. The symbol and the words “Farmers Insurance” may not be separated, and the appropriate proportions must be maintained.

- B** The logo may not be modified. All reproductions of the logo should be made from approved camera-ready art or digital files, such as a JPEG, that are available on the Agency Marketing Web site in My Ad Builder. Vendors may apply for a trademark license at **farmerslicense.com**. High resolution (EPS, AI) files are available to vendors who apply agree to the terms of the license agreement and submit a signed agreement. Once a vendor is approved and signs a license agreement, the vendor will be granted access to the logos in the Asset Library of the Ad Builder.

Logo elements



- C** Clear space frames the logo, separating it from other elements, such as headlines, text, imagery, and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to the cap height of the Farmers Insurance logotype (e.g., the “F” in “FARMERS”). Whenever possible, allow more than this amount of clear space.

Logo clear space



Note: Horizontal is secondary version only to be used in horizontal spaces.



- D** The Farmers logo may not be incorporated into any other design or logo.

Size

- A** The vertical logo may not be reproduced at a size smaller than .625" in width (from “F” in “FARMERS” to “S” in “FARMERS”) and the horizontal logo may not be reproduced smaller than one inch in width.



- B** All proportions must be maintained. In other words, the symbol may not be made larger without also increasing the words “FARMERS INSURANCE” (See examples on page 1.8).

Color and orientation variations

Color is a powerful means of visual identification. Consistent use of our identity colors will build visibility and recognition for the Farmers Insurance brand and its personality.

Vertical logo colors

The vertical, full-color logo or full-color reverse logo are the preferred logo formats. They should be used whenever possible. The grayscale and one-color logos should only be used when color is not an option.

Primary usage



Preferred vertical full-color logo
Used whenever possible, always on white or light color backgrounds.

Secondary usage



Vertical grayscale logo
Used on applications with limited color use such as newsprint.



Vertical one-color logo
Used only on one-color applications such as one-color forms, etching or embroidery.



Vertical one-color blue logo
Used only on limited print applications where full-color reproduction is not possible.



Vertical full-color reverse logo
Used whenever possible, always on medium to dark color backgrounds.



Vertical grayscale reverse logo
Used on applications with limited color use such as newsprint.



Vertical one-color reverse logo
Used only on one-color applications such as etching or embroidery.

Horizontal logo colors

The alternate horizontal logo has been created for use only on applications where vertical space is limited. The vertical format is the preferred format.

Primary usage



Horizontal full-color logo
Used whenever possible, always on white or light color backgrounds.

Secondary usage



Horizontal grayscale logo
Used on applications with limited color use such as newsprint.



Horizontal one-color logo
Used only on one-color applications such as one-color forms, etching or embroidery.



Horizontal one-color blue logo
Used only on limited print applications where full-color reproduction is not possible.



Horizontal full-color reverse logo
Used whenever possible, always on dark backgrounds.



Horizontal grayscale reverse logo
Used on applications with limited color use such as newsprint.



Horizontal one-color reverse logo
Used only on one-color applications such as etching or embroidery.

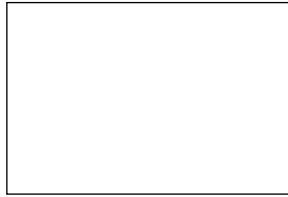
Logo color palette

Color helps people recognize our brand even before they read our name or see the logo. Color can also provoke a powerful emotional response. We chose our colors with care to convey that we are a confident, approachable and contemporary company. Consistent use of our colors will build recognition for Farmers Insurance.



Farmers Blue

Pantone® 287 C
C:100 M:75 Y:2 K:18
R:0 G:48 B:135
Hex: 003087



White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: FFFFFFFF



Farmers Red

Pantone® 186 C
C:0 M:100 Y:85 K:6
R:224 G:25 B:51
Hex: E01933



Farmers Light Blue

Pantone® 2717 C
C:35 M:15 Y:0 K:0
R:180 G:196 B:234
Hex: B4C4EA



Farmers Dark Red

Pantone® 201 C
C:7 M:100 Y:68 K:32
R:179 G:0 B:50
Hex: B30032

The Farmers logo can also be used one color in Farmers Blue or Black.
(see specific colors below):

Blue – Pantone 287

Black & White

Judgment should be used when using these colors on backgrounds other than white, ivory or tan. For example, an all blue logo should not be used against a blue background. For exterior and interior 3D sign specification and guidelines, see “Office sign” section.

Logo background color

The full-color logo should only be used on white or light color backgrounds. The reversed full-color logo should only be used on dark color backgrounds. Mid-color backgrounds (graphic designers: this is typically about 30 percent to 40 percent) should be avoided because the full-color logo does not stand out on them and the reversed full-color logo is too light for these backgrounds. The examples below illustrate when “light” turns to “dark” and the versions of the logo that are to be used these and similar colors/tones.

Full-color use



30 - 40 percent is too light for reverse but too dark for full color



Grayscale use



30 - 40 percent is too light for reverse but too dark for full color



Examples of incorrect use

The integrity of the Farmers Insurance logo must be respected at all times. Please do not stretch, rotate, squeeze or otherwise manipulate it. Any modifications of the logo confuse its meaning and lessen its impact. The logo was purposefully designed to fit across numerous applications at various sizes. Your help in using the logo as it was originally drawn will go a long way in building strong recognition for the Farmers Insurance brand.



Do not typeset or recreate the logotype in another typeface.



Do not alter the color of the logo.



Do not place the logo within a box or carrier shape.



Do not place the logo on solid backgrounds that do not supply sufficient contrast.



Do not place the full-color logo on a busy photographic background.



Do not stretch, distort or otherwise modify the logo.



Do not separate the emblem from the logo.



Do not use the logo in text.



Do not link agent names or any other copy to the logo.



Do not add effects such as gradients, emboss or drop shadow to the logo.



Do not alter the proportion between the shield and FARMERS.



Do not use a full-color logo on a darker colored background. FARMERS and INSURANCE should be white on darker colors.



Do not alter the logo by removing elements (INSURANCE has been removed).



Do not replace INSURANCE with agency names or product lines (e.g., INSURANCE and FINANCIAL SERVICES).



Do not place any other elements within the clear space of the logo. The height of the F must surround the logo.

Typography

Typography plays a subtle but highly visible role in establishing the Farmers Insurance voice, look and feel. Slate Pro is our primary typeface. Its consistent use will make our communications recognizably Farmers. Though this typeface is available in a range of weights, use has been limited to two of those weights — Slate Pro Book and Slate Pro Medium (plus italics) for greater consistency and simplicity.

Slate is the font to be used in web applications.

For legal/notice copy in applications that require extensive amounts of legal copy use Slate Pro Condensed — also available in Book and Medium.

Note:

- For desktop applications such as Microsoft PowerPoint® or Word®, use Arial and Arial Bold.
- Do not substitute any other typeface for the approved Farmers Insurance typeface.
- Italics are reserved for use only in body copy, do not set headlines in italic type.
- Do not use Slate Pro Condensed for primary messaging or body copy.

SLATE PRO

Slate Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Slate Pro Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Slate Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Slate Pro Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For legal copy only

SLATE PRO CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For desktop use only

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECTION 2

These trademark and logo guidelines are designed to help you determine how to use Farmers® service marks, trademarks and/or logos correctly when creating materials that use Farmers trademarks. Any materials not supplied or pre-approved by Farmers that use the Farmers name, service marks and trademarks must be approved by Agency Marketing before they're published, produced, broadcast or manufactured. The word "Farmers" when used in relation to Farmers Insurance Group is a federally registered trademark that is owned by Farmers Group Inc. Permission must be obtained to be used — even if it's used as text only and without artwork or creative design.

Note: The Cost Share Requirements section applies when Cost Share is intended to be requested

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INTRODUCTION

These guidelines are intended to protect the following:

- Farmers trademarks, service marks and brands from improper use and from becoming classified as "public domain"
- Agents from making misstatements about Farmers products and services
- Consumers from misrepresentation and confusion

OFFICE SIGNS

Our office sign layouts have been designed to maximize visibility of both the Farmers brand and agent/agency name as well as to convey professionalism and expertise. Additionally, our brand attributes of contemporary, confident, knowledgeable, and approachable were also included in the design approach.

Exceptions to these design guidelines can be made, with approval, when architectural restrictions exist (either by city ordinance or property CC&Rs). Submit appropriate documentation when requesting exceptions based on architectural restrictions.

The contact information for preferred and turnkey sign vendors can be found on the Agency Marketing page of the Agency Dashboard. Signs can also be ordered through the Agency Marketing Store.

Exterior office sign overview

All exterior signs are to be professionally built and well maintained and follow our trademark and logo guidelines. Exterior signs must be permanent in nature. Banners and posters are considered temporary and cannot be used on a long-term basis.

For window graphics, white graphics are to be used, as shown in the examples on the following pages. The only exception to this is when an office does not have any sign space other than on its windows. In these instances, approval may be obtained to use a color symbol (i.e. full color reverse logo).

General sign rules:

- The font that is to be used for all signs is Slate Pro Medium.
- The registered trademark symbol ® is to be omitted from exterior and interior signs.
- The number of signs should be kept to a minimum. Only one logo/sign is to be used per level/view. In other words, one primary and one window level sign per side on a building. Each additional signs reduces the visibility of other signs and looks cluttered.
- If any landlord or city code restrictions conflict with any of the guidelines, contact the agency marketing team for alternatives that fall within the guidelines.
- Signs may not include any logos other than the Farmers Insurance logo. Per Farmers “General Advertising Policies” (see page 3.2 in Section 3), individual agent or agency logos may not be used.

- **Lines of business (auto, home, life, etc.) are not to be used on exterior signs, including windows.** To increase overall visibility, the amount of information on windows and signs is to be kept to a minimum. As well, Farmers offers far more products than simply auto, home, life and commercial. Including only these lines is self-limiting. Information about lines of business can be communicated in other forms of marketing and advertising. The primary purpose of an office sign is to notify consumers of your location and your business presence.
- Signs may not include services not offered by Farmers such as
 - Income Tax
 - Notary Service
 - Mortgage
 - Drivers Training
 - Etc. (this list is not comprehensive of all examples)
- Vinyl decals of the logo are to be used on windows only. They should not be used on walls or surfaces other than windows.
- Including “hours of operation” along with agency phone number and web or email address on the agency door is a customer best practice. However, it is not workable in all situations and is not mandatory.

Sign materials & manufacturing specifications

- Pan formed (thermoformed) panels are not be used
- Raceway & Channel Letter signs are to be placed on a flat surface and need to have a backing. Raceways must match the color of the building.
- In general, do not use digital prints on external signs as they fade fast when exposed to external elements and the colors are not always consistent. The only exception to this is Miratec Systems™ Printed Translucent Vinyl with PureColor Technology™. This is the only approved printed construction. For pricing and turn-around-time, sign companies should contact Miratec Systems. Color specifications, material specifications, and warranties have already been determined and communicated to our approved wholesale graphics manufacturer, Miratec Systems 640 Olive St. Saint Paul, MN 55130, 800-336-1224.
- Non-Illuminated letters should be at least ½" thick and stud mounted (this is whether only INSURANCE is non-illuminated or entire sign is non-illuminated).
- For non-illuminated signs, use the same 3M translucent vinyl colors that are specified for illuminated signs, but first apply a layer of 3M white non-translucent vinyl to the entire surface of the sign. Then apply the translucent cut vinyl colors over the white to achieve the appropriate color.

Agency names on signs





- Omit the word “insurance” as part of the agency name on signs to increase visibility and avoid redundancy. “Insurance” is now featured very prominently in the logo and using it twice is redundant and reduces overall visibility of the sign. Eliminating “insurance” from the agency name also allows the name to be a larger font size on the sign, which also increases the visibility and prominence of the agency name.
- On exterior signs, agent/agency name should be at least the size of INSURANCE in the logo and not be larger than the 80 percent of the font size of the word FARMERS in the logo.
- A person’s name may only be used on signs if that person is currently a licensed agent who is appointed with Farmers Insurance.
- When more than one agent is listed on a sign, “agency” should be omitted from each name. It is redundant to include “agency” after each name and reduces the visibility of the sign.
- No more than four agent names are to be listed on primary exterior signs. District managers may list up to seven names on the exterior window vinyl (see District manager guidelines on page 2.22).

Building exterior – channel letter signs

The following specifications are to be used when using channel letter signs:

- When creating channel letter signs, the individual channel letters; FARMERS and INSURANCE are to use the 3M vinyl colors specified below. The blue letters of FARMERS should have a 1/8" reveal to increase visibility.
- Returns and trim caps are white.
- If the size of the sign prohibits illumination of INSURANCE, and/or agency name, cut-out aluminum letters that are painted to match the corresponding PMS colors (INSURANCE = Farmers red, AkzoNobel 408A5 or match PMS 186; Agency name = Farmers Blue, AkzoNobel 483E5 or match PMS 287) are the recommended material. Cut out painted acrylic letters with a flat face are also acceptable. The letters are to be at least a 1/2" thick and stud mounted.
- The symbol (shield) is to be produced using cut 3M vinyl in the colors specified below. Digital prints of the emblem are not be used externally.
- White LEDs should be 6500 Kelvin (such as AgiLight SignRayz product). This is a clean white light, not too warm and not too cool.
- Minimum of the height of "I" in INSURANCE is to surround the logo. Logo should not be closer than the I to roofline or other architectural elements.
- Channel letter signs are to be placed on a flat surface with a backing. They should not be placed above a roof line without backing. If the building is a dark red or darker color, contact Agency Marketing Support for further guidance.
- If a raceway is necessary, the raceway is to be painted to match the building.

Channel letter 3M vinyl colors

	3M European Blue 3630-137		3M Red 3630-43
	3M Evening Blue 3630-317		3M Dark Red 3630-73







Standard sign
Optional white window vinyl using logo and agent name

See pages 2.13 to 2.15 for **window vinyl** specifications.

Building exterior - channel letter sign with agency name

If space allows, the agency name may be added to a channel letter sign. The agency name is placed to the right of the logo at a space equal to 4 times the F in FARMERS or greater. The logo is placed on the left and the agency name is stacked, left aligned on the right side of the building fascia.

Channel letter 3M vinyl colors

	3M European Blue 3630-137		3M Red 3630-43
	3M Evening Blue 3630-317		3M Dark Red 3630-73



Agent name included on primary signage area
Optional white window vinyl using supergraphic

See pages 2.13 to 2.15 for **window vinyl** specifications.

Building exterior - one color signs

When required to meet lease or other architectural requirements, the one color logo artwork can be used to create a tone-on-tone sign. The white areas are not to be left hollow, but are a light tone of the primary color. These styles may be used **ONLY** when required to meet architectural standards. Contact Agency Marketing Support for further guidance.







Building exterior – cabinet sign (illuminated and non-illuminated)

The specifications below are to be used when producing cabinet signs as well as other non-illuminated signs. Layouts for common sizes are shown on the following pages.

- Cabinet signs are to use only rigid flat acrylic faces or flex faces. Do not use thermoformed panels.
- The faces are to be produced using cut 3M vinyl in the colors specified below. Digital prints are not to be used externally as they fade fast when exposed to the elements.
- The casing of cabinet signs is to be a neutral color, preferably silver or light gray. A good choice is AkzoNobel Metallic Silver 353A2.
- If the sign is not illuminated, use the same 3M translucent vinyl colors that are specified for cabinet signs, but first apply a layer of 3M white non-translucent vinyl to the entire surface of the sign. Then apply the translucent cut vinyl colors over the white to achieve the appropriate color.

Channel letter 3M vinyl colors

	3M European Blue 3630-137		3M Red 3630-43
	3M Evening Blue 3630-317		3M Dark Red 3630-73



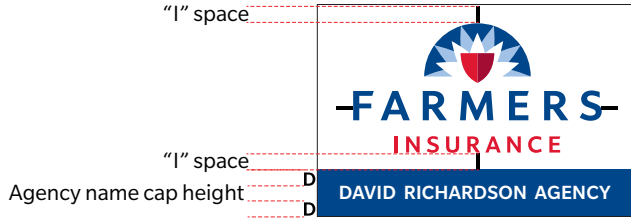
Cabinet sign using rigid flat acrylic face or flex face (do not use thermoformed panels)
Agent name included on cabinet sign
Optional white window vinyl using logo and agent name

See pages 2.13 to 2.15 for **window vinyl** specifications.

Building exterior – cabinet sign face layouts

The examples below are layouts for standard sign sizes. Note that the size of the logo and the size of the blue area may be adjusted depending on the size of the sign and the length of the agency name (i.e., if the agency name is longer, the space can be increased; if shorter, the blue area can be decreased). The following spacing requirements are to be followed:

- The layout should maximize the size of the logo as well as the agency name
- Height of “I” in INSURANCE must surround the logo
- Agency name should be at least the size of INSURANCE and not greater than 80% of the font size of FARMERS.
- Space at least the cap height of the AGENCY NAME is to surround the agency name.



Cabinet style 10



Cabinet style 45



Cabinet style 30



Cabinet style 50



Cabinet style 40



Cabinet style 70

Building exterior – cabinet sign with phone numbers

Below are the layouts for cabinet signs with phone numbers. Note that adding additional elements to a sign decreases the overall visibility of the sign. For maximum visibility and exposure, include only the logo and agency name.

- Phone number is the same font size as the agency name.
- Phone number is spaced one half space below the agency name, when space allows.



Cabinet style 10



Cabinet style 45



Cabinet style 50



Cabinet style 30



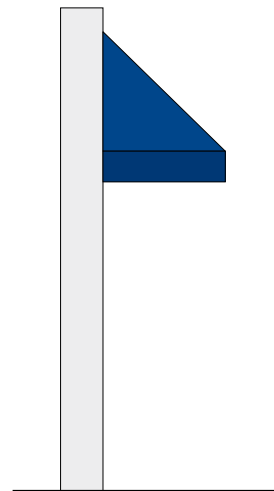
Cabinet style 40



Cabinet style 70

Building exterior – awning

The color and fabric used for awnings should be Trivantage Sunbrella Ocean Blue. However, exceptions can be made when lease requirements specify other fabrics or colors. If the awning style is different than what is shown below, other layouts (similar to cabinet sign layouts) can be approved.

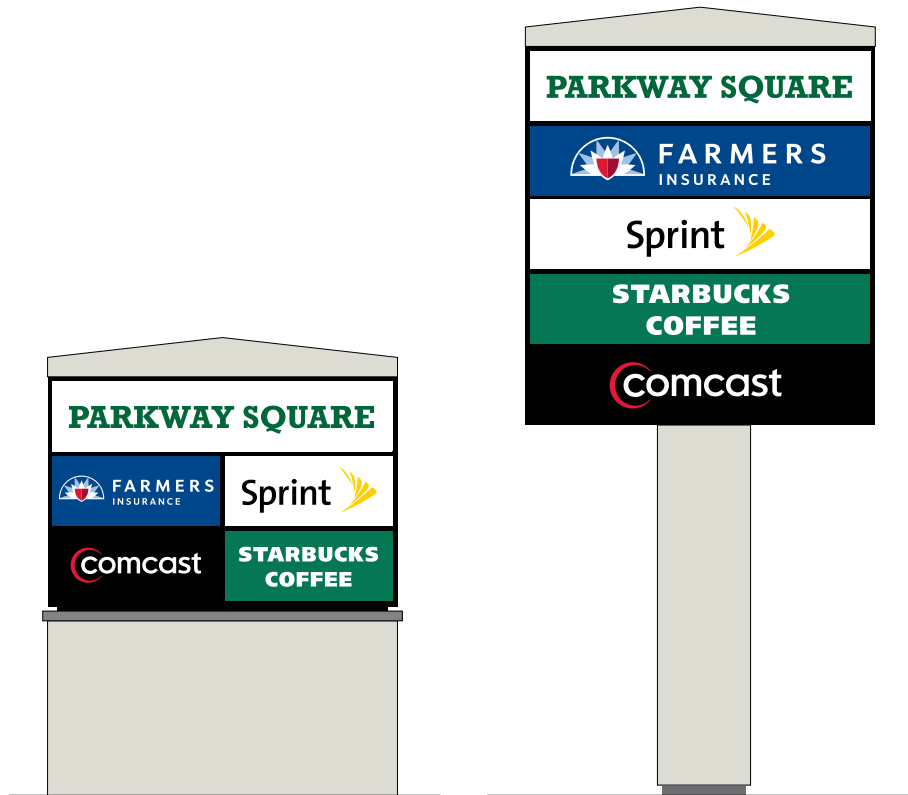


Agent name included on awning valance
Optional white window vinyl using logo and agent name
For awning fabric, use Trivantage Sunbrella Ocean Blue

Profile view

Multi-tenant signs – face inserts

To provide maximum visibility, multi-tenant signs are to use a blue background with a reverse, full-color Farmers logo. Exceptions can be made based on architectural requirements that require other backgrounds (e.g., white, black or one color). To provide maximum exposure on multi-tenant signs, only the logo should be used.

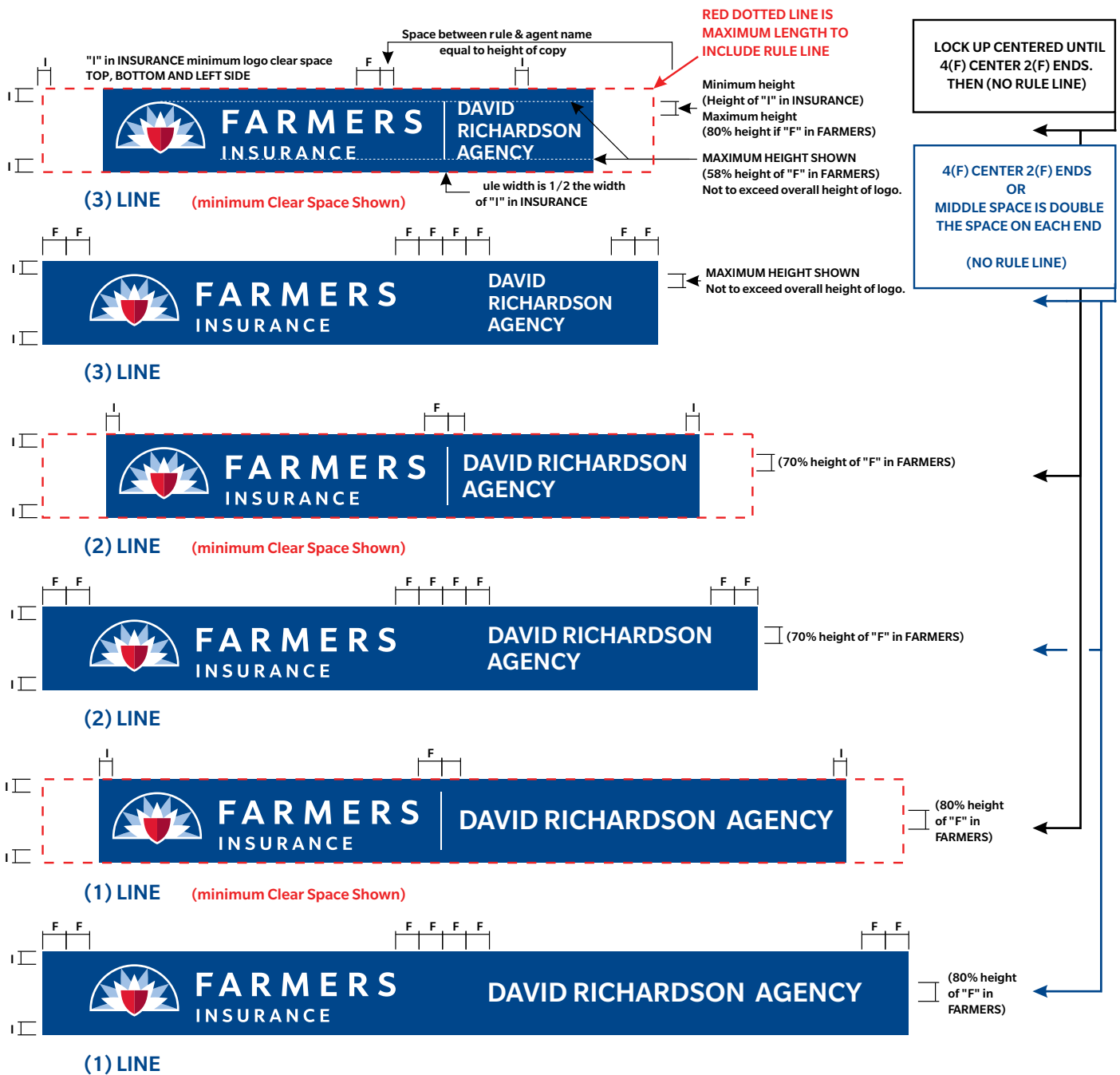


In rare situations, when the sign is extremely narrow, FARMERS INSURANCE in text should be used instead of the logo. The text is Slate Pro Medium, all caps, and spaced apart by +75 spacing. Spacing in between FARMERS and INSURANCE is +100.

Multi-tenant signs – extreme horizontal sizes

If a multi-tenant sign is extremely horizontal in length and there is still a significant amount of space remaining when the height of the logo has been maximized, an exception can be granted and the agency name may be included. The phone number is not to be used on multi-tenant signs. A keyline is to be included if there are fewer than four F-heights between the logo and the agency name. See layout examples and specifications below.

NOTE: In most cases, only the logo is to be used on multi-tenant signs. These layouts are approved ONLY when the size of the logo has been maximized and significant space remains.

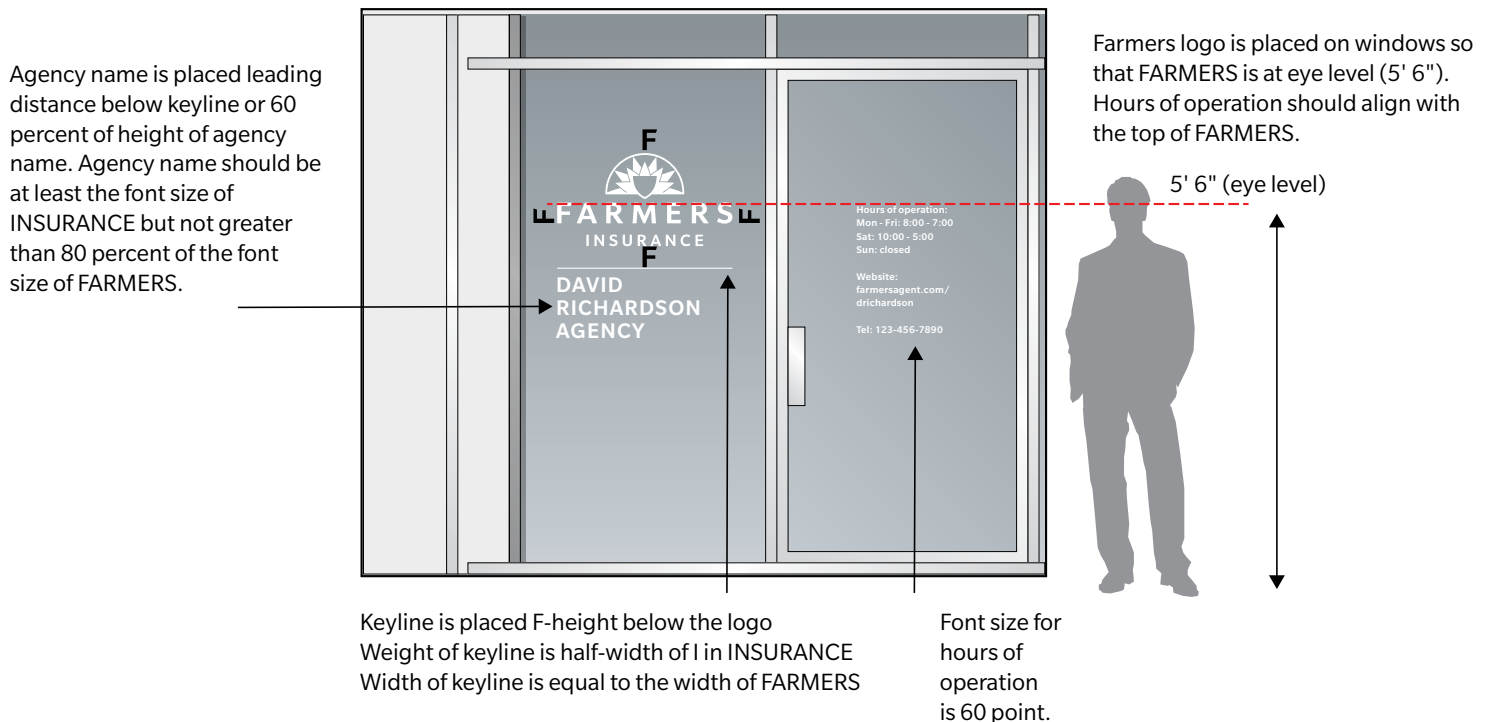


Window vinyl

To convey professionalism and expertise and to increase the overall visibility of the signs, window graphics are to be kept to a minimum. Window graphics should include a Farmers logo, agency name, and key business information. The Farmers supergraphic may only be used when sufficient window space is available.

- White graphics are to be used on windows. The symbol of the logo can be full color if there is no other primary level sign or if the primary sign is not adjacent to the windows. Lines of business (auto, home, life, etc.) are not to be used on windows.
- A space at least the height of the F in FARMERS must be between the logo and the window frame.
- Logo + keyline + agency name goes on window next to the door. The top of FARMERS is to be at a height of 5'6". The hours of operation are placed on the door and the top is aligned with the top of FARMERS in the logo.
- When window vinyl is a secondary sign, logo is to be no more than 3' wide.
- When logo vinyl is the primary sign, logo is to be no more than 4' wide.
- Agency name as well as hours of operation are not mandatory, but are highly recommended.
- Perforated vinyl (full or partial) is not to be used on windows.

NOTE: The keyline, font sizes, and spacing specified below are important visual devices. When too much text is used together on signs, the overall sign is less visible. The keyline and relative sizes provides a visual distinction between the text, helps guide the eye, and increases overall visibility.



Window vinyl - hours of operation

The following are the specifications for the hours of operation:

- The font size for hours of operation is 60 pt. (1/2" high).
- The hours of operation are left justified, as shown. The copy block is then centered on the door.
- There is no space between Mon – Fri and the weekend days.
- The space between the hours and the website/email address is 120 pts. (or 1").
- The space between the website address and the telephone number is 120 pts. (or 1").
- Either a farmersagent.com email or website address may be used. However, a website address is recommended.
- "After hours by appt." can be placed under weekend days. Similarly, "by appt." can be used in place of hours for Saturday and Sunday.
- The abbreviation for telephone, "Tel" is capitalized. Use only numbers for the phone number (i.e., do not use 123-456-AUTO). Dashes on phone number (no parentheses or periods/dots)
- Top of "hours of operation" are aligned with the top of FARMERS in the logo on the window vinyl (i.e., top of FARMERS should be at 5' 6" and top of "hours of operation" should also be at 5' 6").



Window vinyl - limited window space

- If the door is the only "glass" on the office front, then logo + keyline + agency name can go on the door with the hours of operation. In this situation, hours of operation should be placed 2xF-height below agency name.
- All other window vinyl specifications remain the same.



Do not use colored text on windows

ONLY use colored symbol when there is no primary sign. .





Window vinyl - horizontal windows

- If the window is more horizontal than vertical, the agency name can go on one line under the logo. Spacing between logo and keyline as well as keyline and agency name is the same. This layout is ONLY used for horizontal windows.
- If agency name is wider than FARMERS in logo, the keyline is extended to width of agency name (see example above).



Window vinyl alternative - agencies with no exterior glass

If an agency has no exterior glass, a panel may be used with an agency name and hours of operation. It should be placed in close proximity to the main door of the agency. The spacing follows the **Window vinyl - limited window space** specifications on page 2.14.

Use the same 3M translucent vinyl colors that are specified for cabinet signs, but first apply a layer of 3M white non-translucent vinyl to the entire surface of the sign. Then apply the translucent cut vinyl colors over the white to achieve the appropriate color.

Exterior signs – in language layout specifications

A second language that is spoken in the agency may be highlighted on the window vinyl under the agency name. The translation should be the equivalent of “[language] spoken here” (e.g., Se habla español). The font size is the same size as the agency name, but sentence case instead of upper case.



If the language is a non-roman alphabet (e.g., Chinese, Korean, Vietnamese, etc.), the non-roman language agency name may be added to the primary sign as well as to the window vinyl.



Directional signs – arrow style

In most cases, direction can be achieved by strategic placement of basic signs without arrows. In the rare situation when an arrow is needed to provide direction, a simple arrow style is used. Our arrow style is shown below.



Office interiors

Using interior colors that are consistent with the Farmers color palette will help tie an individual agency to the Farmers brand. A flexible palette of interior wall colors has been specified to enhance the Farmers Insurance identity and create a consistent yet modulated presentation of our brand.

Interior signs

- Banners and other temporary signs should not be used inside an office.
- Exterior signs, such as cabinet signs or signs that are illuminated, including window box signs are not to be used in office interiors and/or in windows.
- Vinyl logos are not to be applied to walls, furniture, or other non-glass surfaces.
- Interior logos are to be displayed in a way that showcases the logo.

Interior wall colors

A flexible palette of interior wall colors has been specified to enhance the Farmers brand. Light walls (or Farmers Blue wall) create a professional appearance and the unique hues provide ideal staging backgrounds for the logo. Accent walls are vibrant and optimistic, and can be used to add visual interest to enhance the office experience. These carefully selected colors are recommended to be used whenever possible.

NOTE: Always place an interior 3D cut out full color logo sign on one of the five specified wall colors — never place it on an accent wall color. Interior full color wall logos may also be placed on light neutral colors such as light beige or light gray colors. The full-color reverse (color symbol with white letters) may be placed on dark neutral walls (i.e., darker beige/browns and gray). If the logo is to be placed on a color other than a neutral or one of the colors specified below, the silver version of the cut-out logo must be used.



Blue-white wall
Sherwin Williams® SW7135T Winkle (matte, eggshell or satin finish)



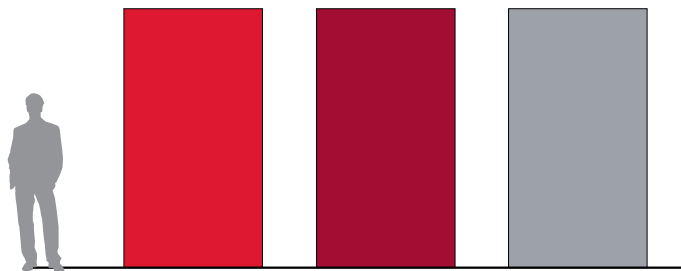
Light blue wall
Sherwin Williams® SW6806 Rhythmic Blue (matte, eggshell or satin finish)



Gray-white wall
Sherwin Williams® SW6252 Ice cube (matte, eggshell or satin finish)



Gray wall
Sherwin Williams® SW6254 Lazy Gray (matte, eggshell or satin finish)



Accent wall (not logo background)

Sherwin Williams® SW6868 Real Red (matte, eggshell or satin finish)

Sherwin Williams® SW6594 Poinsettia (matte, eggshell or satin finish)

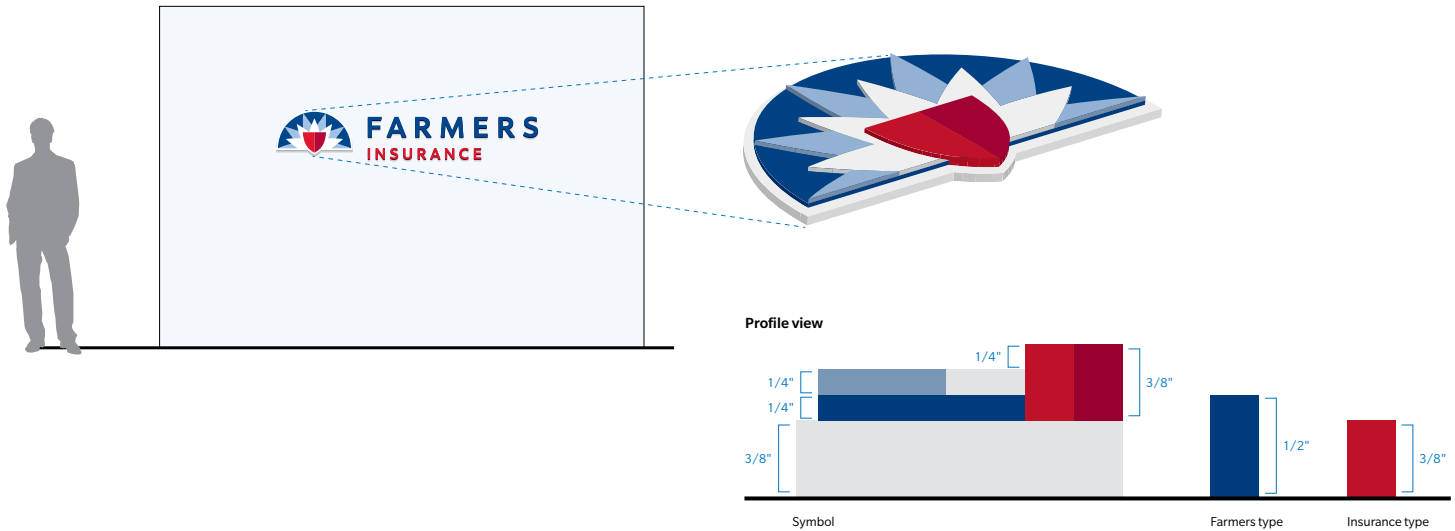
Sherwin Williams® SW6255 Morning Fog (matte, eggshell or satin finish)



Farmers Blue wall

Sherwin Williams® SW6811 Honorable Blue (matte, eggshell or satin finish)

Interior dimensional logo signs - full color



Full Color Logo Sign - Dimensional Symbol

When creating interior signs that use multiple levels of extrusion, observe the following specifications:

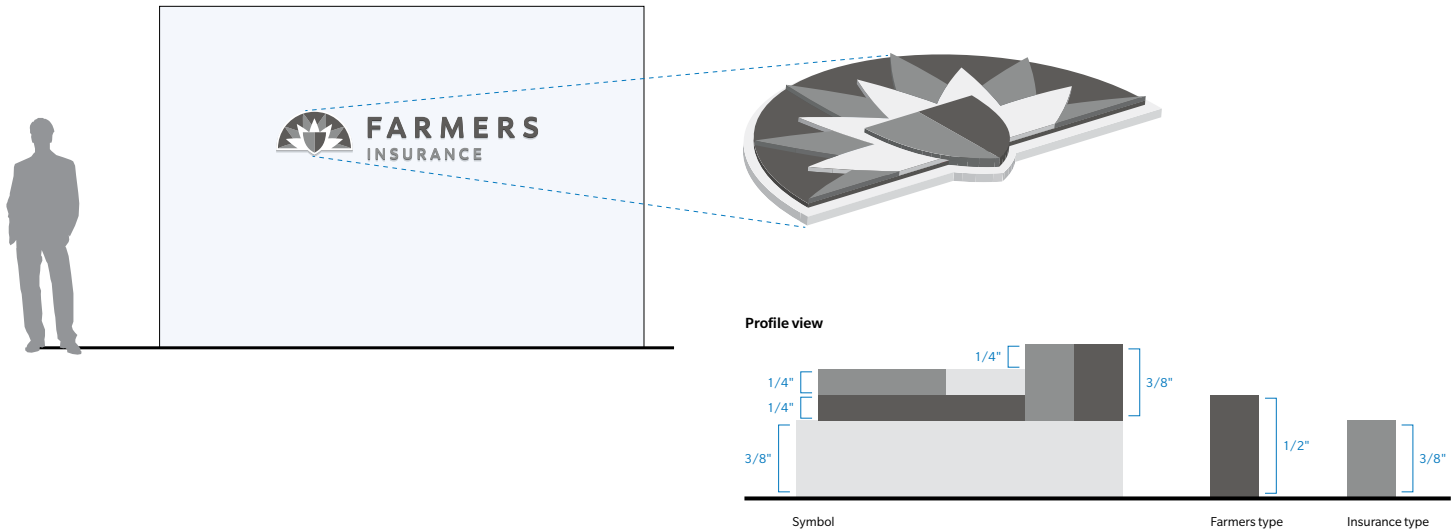
- First Level (Base/Carrier) - 3/8" thick acrylic, painted white
- Second level (Dark Blue Horizon) - 1/4" thick acrylic, painted to match Farmers Blue (PMS 287C)
- Third level (Light blue rays) - 1/4" thick acrylic, painted to match Farmers Light Blue (PMS 2717C)
- Fourth level (white rays) - 1/4" thick acrylic, painted white.
- Fourth level (left side of shield) - 3/8" thick acrylic, painted to match Farmers Red (PMS 186C)
- Fourth level (right side of shield) - 3/8" thick acrylic, painted to match Farmers Dark Red (PMS 201C)
- FARMERS letters - 1/2" thick acrylic, painted to match Farmers Blue (PMS 287C)
- INSURANCE letters - 3/8" thick acrylic, painted to match Farmers Red (PMS 186C)

Full Color Logo Sign - Flat Symbol

When creating interior signs that are a digital print on a single layer, observe the following specifications:

- First Level (Base/Carrier) - 1/2" thick white sintra
- Symbol created with digital print applied to white sintra base
- FARMERS letters - 1/2" thick sintra, painted to match Farmers Blue (PMS 287C)
- INSURANCE letters - 1/4" thick sintra, painted to match Farmers Red (PMS 186C)

Interior dimensional logo signs - silver



Silver Logo Sign - Dimensional Symbol

When creating interior signs that use multiple levels of extrusion, observe the following specifications:

- First Level (Base/Carrier) - 3/8" thick acrylic, painted white
- Second level (Horizon) - 1/4" thick acrylic, dark silver - Chemetal 916. Returns painted to match.
- Third level (Silver rays) - 1/4" thick acrylic, light silver - Chemetal 720. Returns painted to match.
- Fourth level (white rays) - 1/4" thick acrylic, painted white.
- Fourth level (left side of shield) - 3/8" thick acrylic, light silver - Chemetal 720. Returns painted to match.
- Fourth level (right side of shield) - 3/8" thick acrylic, dark silver - Chemetal 916. Returns painted to match.
- FARMERS letters - 1/2" thick acrylic, dark silver, Chemetal 916. Returns painted to match.
- INSURANCE letters - 3/8" thick acrylic, light silver, Chemetal 720. Returns painted to match.

Silver Logo Sign - Flat Symbol

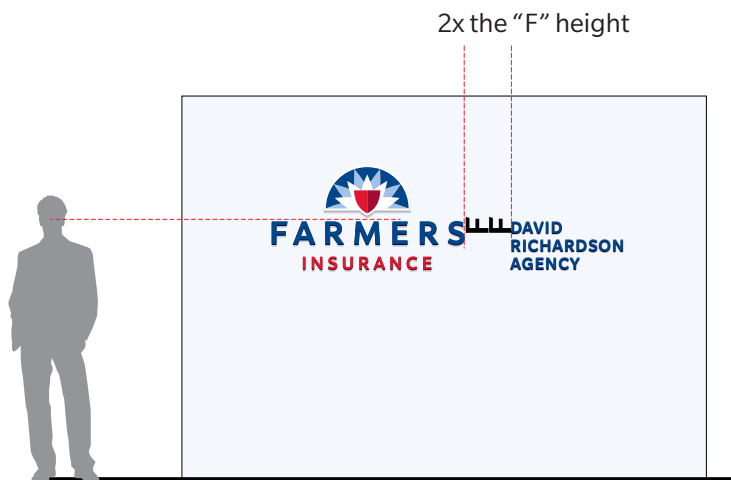
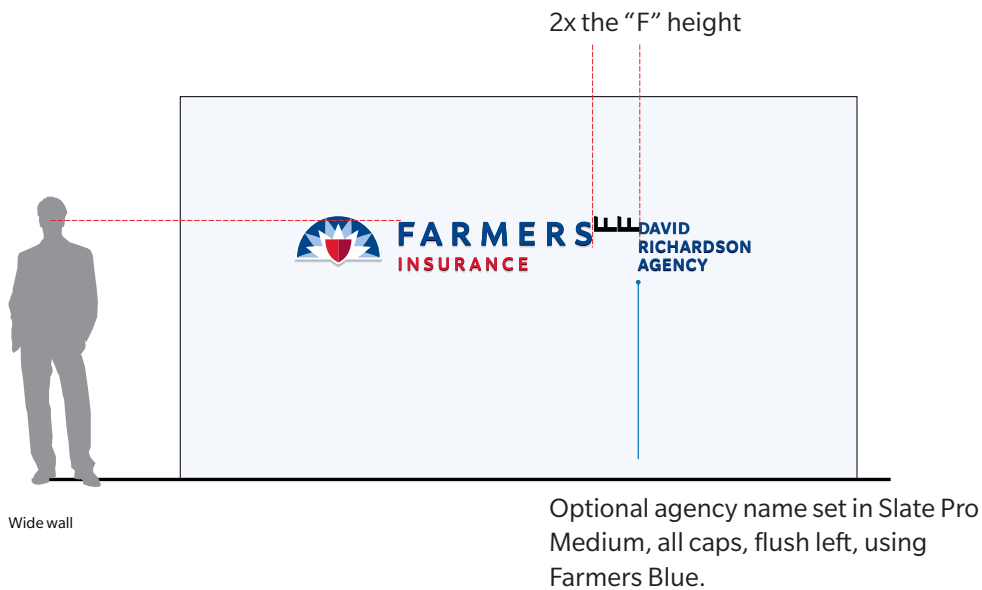
When creating interior signs that are a cut vinyl on a single layer, observe the following specifications:

- First Level (Base/Carrier) - 1/2" thick white sintra
- Symbol created with metallic cut vinyl applied to white sintra base -
- Horizon (dark silver) - Universal 062 Dark Charcoal Metallic 1st Surface applied
- Silver Rays (light silver) - Universal 064 Silver Metallic 1st Surface applied
- Left side of shield (light silver) - Universal 064 Silver Metallic 1st Surface applied
- Right side of shield (dark silver) - Universal 062 Dark Charcoal Metallic 1st Surface applied
- FARMERS letters - 1/2" thick sintra letters painted to match Universal 062 Dark Silver Metallic
- INSURANCE letters - 1/4" thick sintra letters painted to match Universal 064 Silver Metallic

Interior cut-out letter layout

The interior wall sign layouts have been developed to provide maximum prominence to both the agency name and the Farmers brand. The sign size will depend on the site conditions at a particular location. To ensure proper visibility, the logo is to be placed on the wall so that the top of FARMERS is at 5'6". Horizontal clear space between logo and agent name must be set to at least 2 times "F" height from FARMERS.

For interior signage, the logo can be fabricated in a three-dimensional form. In this form the logo can be in full color (red, white and blue), or silver. These signs can be ordered from the preferred vendors listed on the Agency Marketing page and also from the Agency Marketing Store. These interior signs should only be used with the interior wall colors specified.



Interior suite signs for multi-tenant buildings

Multi-tenant building interior signs are designed to clearly identify agent office locations and help direct people. Using these signs will ensure that the “look and feel” of our signs is consistent and fresh.

Make sure the logo is prominently displayed, centered horizontally on the panel. Use the cap “F” from FARMERS as minimum clear space around the logo. For the keyline and agency name, follow the window vinyl specifications on page 2.13.

Agency name



Farmers colors

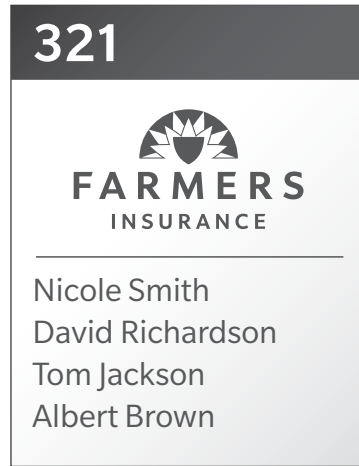


Neutral

Agent names



Farmers colors



Neutral

District office signs

District offices follow the same formats used for agent offices. The only change is that “District Office” replaces the agency name.

- Descriptions such as “Recruiting Center” or “Training Center” are not to be used.
- District numbers are not to be used on external signs.



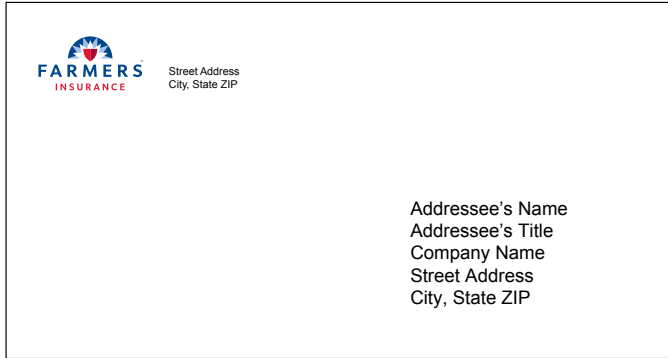
Window vinyls for district managers

District managers have the option of including their names, in addition to DISTRICT OFFICE on the window vinyl. They may also list the agents that work out of their office as shown below. No more than seven agent names are to be listed.



STATIONERY

Letterhead



#10 envelope



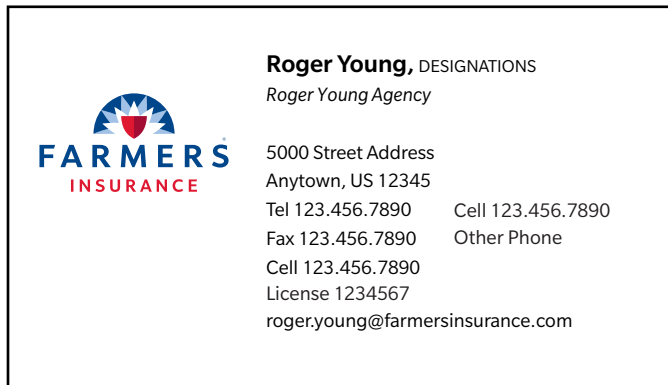
Letterhead

Our stationery is one of our most widespread forms of contact for business and corporate communication. It is clean, simple and confident. It is designed in a unified and functional way to communicate that the correspondence is from Farmers Insurance.

The font for all stationery copy is Arial, 100 percent black.

Note: Electronic templates are available in the asset library of the Ad Builder.

Business cards



Agent card

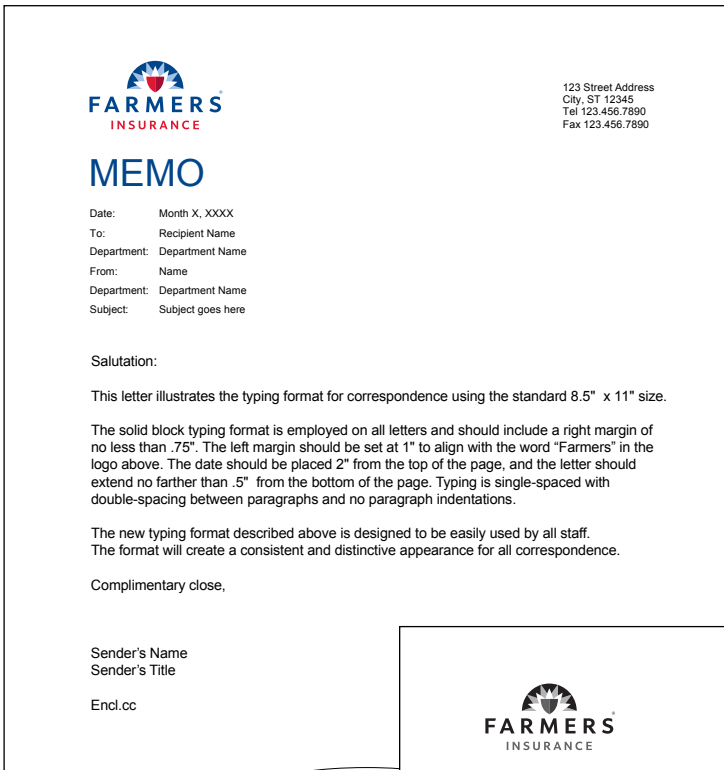


Financial Services card

Memo and fax sheet

Our stationery is one of our most widespread forms of contact for business and corporate communication. It is clean, simple and confident. It is designed in a unified and functional way to communicate that the correspondence is from Farmers Insurance.

Note: Electronic templates are available in the asset library of the Ad Builder.



The memo template features the Farmers Insurance logo at the top left. To the right of the logo is the address: 123 Street Address, City, ST 12345, Tel 123.456.7890, Fax 123.456.7890. Below the logo is the word "MEMO" in large blue letters. The header information includes: Date: Month X, XXXX; To: Recipient Name; Department: Department Name; From: Name; Department: Department Name; Subject: Subject goes here. The body of the memo contains a salutation, a paragraph explaining the typing format, and a complimentary close. At the bottom left, there are fields for Sender's Name, Sender's Title, and Encl.cc.

Memo



The fax template features the Farmers Insurance logo at the top left. To the right of the logo is the address: 123 Street Address, City, ST 12345, Tel 123.456.7890, Fax 123.456.7890. Below the logo is the word "FAX" in large blue letters. The header information is split into two columns: To: Recipient Name, Company: Company name, Fax: 123.456.7890, Total pages: X, Subject: Subject goes here; and From: Sender Name, Company: Company name, Fax: 123.456.7890, Phone: 123.456.7890. The body of the fax contains a salutation, a paragraph explaining the typing format, and a complimentary close. At the bottom left, there are fields for Sender's Name, Sender's Title, and Encl.cc.

Fax

PROMOTIONAL PRODUCTS

The selection and quality of promotional items say a lot about our brand. Therefore, it is important to select items that align with our brand positioning and personality. Items should be relevant, modern, authentic and of quality. When applying the Farmers Insurance logo to promotional items, please follow these rules:

- Always apply the logo in one of the approved logo versions
- Maintain the quality and resolution of the logo regardless of the production method (e.g., printing, embroidery)
- Never place the logo in a shape or on a patterned background
- Size the logo appropriately in relation to the item for maximum visibility
- Use material colors according to our color palette (e.g., do not use colors such as green or orange also no khaki or gold metallics.)



Recommended light material colors



Recommended dark material colors



Avoid use of red and white

Note: The registered trademark symbol (®) can be omitted from promotional products.

SECTION 3

These trademark and logo guidelines are designed to help you determine how to use Farmers® service marks, trademarks and/or logos correctly when creating materials that use Farmers trademarks. Any materials not supplied or pre-approved by Farmers that use the Farmers name, service marks and trademarks must be approved by Agency Marketing before they're published, produced, broadcast or manufactured. The word "Farmers" when used in relation to Farmers Insurance Group is a federally registered trademark that is owned by Farmers Group Inc. Permission must be obtained to be used — even if it's used as text only and without artwork or creative design.

Note: The Cost Share Requirements section applies when Cost Share is intended to be requested

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INTRODUCTION

These guidelines are intended to protect the following:

- Farmers trademarks, service marks and brands from improper use and from becoming classified as "public domain"
- Agents from making misstatements about Farmers products and services
- Consumers from misrepresentation and confusion

GENERAL ADVERTISING POLICIES

Text and copy

1. It is not necessary to use “Farmers Insurance Group” in text. However, in non-sentence contexts (signs, business cards, etc.), “Farmers Insurance” or “Farmers Insurance and financial services” better defines the organization to customers. Only FFS-registered agents can use the words “and financial services.”
2. The registered trademark symbol – ® – must be used with the word “Farmers” in a headline and the first time the word “Farmers” is used in the text. 
3. Only the Farmers Insurance logo may be used in advertising. The logos of Bristol West, Foremost, 21st Century, and individual agents or agencies may not be used.
4. Competitors’ brand names, logos and products may not be used in advertising.
5. Theme lines or advertising slogans other than the current Farmers theme and tagline may not be used. The Farmers mnemonic, is “We Are Farmers” is not a tagline and should not be used as a copy point or advertising message.
6. Any advertising that has any purpose other than to sell the products and services of Farmers and its agents is unacceptable (e.g., a political position or an opinion).
7. The name of the agency used must comply with the terms of the Agency Appointment Agreement. Specific requirements are listed in the appendix of this document.
8. Ads may not denigrate other Farmers agents.

TV and Radio Advertising

Farmers must be mentioned at least once in a 30-second ad and twice in a 60-second ad for radio and television advertising.

Showing the logo on screen for at least 5 seconds at the end of a television commercial also satisfies this requirement.

GENERAL ADVERTISING POLICIES CONT.

Internet

Websites - References or links may not be made to any Web site other than **farmers.com** or the agent's **farmers agent.com/agentname** Web site.

E-mail Addresses - If an e-mail address is used in advertising, it must be the agent's **agentname@farmersagent.com** address.

Paid Search – Agents may not target or bid on Farmers trademarks (e.g., Farmers, Farmer's, Farmers Insurance, Farmers and Insurance, California Farmers Insurance,) for paid search advertising (i.e., Yahoo, Google, Bing, etc.)

Yellow Pages

Yellow Pages ads are to be designed and developed exclusively by YPM Advertising. Yellow Pages ads must be placed by YPM, and ads must be designed and developed by YPM.

Agent photo requirements

The following are guidelines for agent head shots:

- Only the agent is to be included in an agent head shot. The photo should not include other individuals (e.g., family members, staff, pets, etc.).
- Professional attire or Farmers-logo wear is required. Bright colors photograph best and provide a contrast against the background (especially important as photos are often used in black and white). A pleasant look or smile is recommended. Agents should not be wearing a uniform (police, military, sports, etc.).
- A neutral background of a solid color such as white or light gray is recommended. Avoid outdoor shots and dark backgrounds.
- Crop the photo at the shoulders with hands out of sight and the agent at the center of the image.
- The photo is to be clear and in focus. Digital photos should have a resolution of 300 dots-per-inch (dpi) or greater. If the photo will be uploaded to the Agency Marketing Ad Builder, the file should be 300-dpi resolution at a size of 5" x 7" (1500 x 2100 pixels). The absolute minimum size is 1¼" x 1⅓" at 300-dpi resolution (or 375 x 400 pixels). To determine the size of a photo, right-click on the image file, then select "properties," then click on the "details" tab and scroll down to "dimensions."
- Photo is to be portrait orientation (taller than wide).



The following are guidelines for non-headshot photos that may be used in marketing and advertising:

- Photos may include the agent, staff, or agent and family. However, if anyone other than the agent is shown, his or her role or title must be identified.
- It's the agent's responsibility to ensure that the person(s) in photos (other than the agent or agent's family) have signed a model release as proof of permission to use their likeness in advertising. A standard model release can be found on the Agency Marketing Website's Resources page.
- The agent or agents shown must be clearly identified as agents and not represented as Farmers or an employee of Farmers.

LEGAL CONSIDERATIONS AND REQUIREMENTS

1. Advertising may not be misleading in any way.
2. Ads may not indicate that Farmers will provide the “right coverage” or that Farmers will protect customers or their belongings. See the How to Say It section for alternative phrases.
3. Ads may not offer something of value for completing a quote or visiting agents’ offices (e.g., complete a quote to receive a gift card, receive a car wash or be entered into a drawing). These offers are illegal in most states and generally do not attract serious customers.
4. Specific household information should not be used on postcards (e.g., square footage of home, year sold, month when Homeowners policy renews, etc.). Although this is public information, consumers are extremely concerned about privacy and seeing this information on a postcard has proven disconcerting to them.
5. Agents may not offer or provide legal advice/recommendations in advertising or communications with customers.
6. The word “free” may not be used in relation to insurance coverage that is provided as part of a policy — for example, free Pet insurance with an Auto policy.
7. Agents in California and Arkansas must include their license number prominently in print advertisements for insurance products. It is sufficient to show one license number if multiple agents are shown in the ad.

HOW TO SAY IT

What not to say	What to say
We cover all of your insurance needs.	We cover a wide range of insurance needs.
If you call today, we can issue you insurance.	If you call today, we can provide answers to your questions.
Farmers knows what matters to you most.	Farmers understands what matters to you most.
We specialize in providing Auto, Home and Life insurance policies based on your specific needs.	We offer a wide range of Auto, Home and Life insurance policies to help you meet your specific needs.
Law-enforcement officials deserve a discount on insurance.	As a law-enforcement official, you may be eligible to receive a discount.
My first obligation to you as your agent is to see that you and your family are fully and properly insured so you can attain your family's goals	My commitment to you is to help you understand your coverage options so you can make informed decisions.
Free! Pet injury protection	Pet injury coverage is now included.
Farmers can protect everything you've worked so hard to achieve.	Farmers can help you protect everything you've worked so hard to achieve.
Trust me to protect your assets.	I can show you the options to consider when it comes to insuring your assets.
Protect your largest investment with the right coverage and right price.	Your home is your largest investment. Insure it with coverage you can tailor to meet your needs.
It's my job to make sure that you have the right insurance package to protect your assets.	It's my job to show you the options to consider when it comes to insuring your assets.
We offer a great product, and we'll make sure that you're fully protected.	We offer great products you can tailor to meet your insurance needs.
You've worked too hard not to be properly protected.	You've worked hard to build your assets. Be sure to insure them.
We offer the best price.	We offer competitive pricing. We offer excellent value for your money.
Farmers gives you peace of mind.	I can help you understand your coverage options so you can have peace of mind.

AGENCY NAMES

The agency name used must comply with the following (see page 2.4 for name use on signs):

- Agency name must include at least your last name. First name or first initial may also be used (e.g., Joe Smith Agency, J. Smith Agency or Smith Agency).
- Agent or agency may be used (e.g., Joe Smith Agent, Joe Smith Agency, Joe Smith Insurance Agent, or Joe Smith Insurance Agency).
- The words “associates,” “group,” “advisors,” or “brokerage” may not be used (e.g., Joe Smith & Associates, Joe Smith Associates or Joe Smith Insurance Group).
- “Services” may only be used with “insurance” (e.g., Joe Smith Insurance Services).
- Two names may be used if both are appointed Farmers agents (e.g., Joe & Jane Smith Insurance Agency, J. & J. Smith Insurance Agency or Joe Smith & Jane Johnson Insurance Services).
- Nicknames may be referenced if they are not offensive. Examples of acceptable nicknames are Joe (Skip) Smith and Joe (Bulldog) Smith.
- Farmers Insurance or Farmers may be used as part of an agency name (e.g., Joe Smith Farmers Insurance Agency) as long as it is clear that the agent is not an employee of Farmers (e.g., “Joe Smith – Farmers Insurance” could be misleading).
- The term financial services may not be used as part of an agency name (e.g., Joe Smith Insurance and Financial Services). However, Insurance and Financial Services may be used after or below the name as long as the broker/dealer disclosure is used (e.g., Joe Smith Agency, Insurance and Financial Services. Securities offered through Farmers Financial Solutions, LLC. Member FINRA & SIPC. Note: The Member FINRA & SIPC portion of logo must be at least 2 point sizes smaller than the rest of the logo. The agent’s name, full address, ZIP code and phone number must also be used.) NOTE: The broker/dealer disclosure is not required on signs.
- The word “incorporated” or “Inc.” (e.g., Joe Smith Insurance Agency, Inc.) may be used after an agency name only if the agent has a corporate appointment agreement.