Anyone using Federated Logos, marks, or designs (collectively, the “Logos,” and individually, each a “Logo”), must comply with the following guidelines:

- Federated-owned marks are to be used for authorized Company business only. In using any Federated Logo, you must consider what is appropriate for your application.

- Marks **cannot** be altered or modified (except for proportional re-sizing). This means you can use the Logos only as they are provided. This is so Federated can maintain the protected and/or registered status of the marks. **If modifications or alterations are necessary for some reason, they must first be approved via e-mail by the Federated Corporate Advertising Department at Advertising@fedins.com.**
The Logo and Tagline

The Federated Insurance Logo consists of the words Federated Insurance and the shield. The registered Logo variations are the stacked Logo with and without the tagline “It’s Our Business to Protect Yours,” and the horizontal Logo with and without the tagline.

Stacked Logo (Preferred)

The stacked Logo is the preferred format. The Logo without the tagline may be used when the ID line (containing the Logo with tagline) is also being used on the same item.

The Logo with tagline should appear on every piece, either within the ID line or as a stand alone Logo if it is shown only once on an item. Co-op premiums and signage are exceptions to this and the Logo without tagline may be used as dictated by available space.

Horizontal Logo

In applications that are wider than they are tall, the horizontal Logo format may be used. The horizontal Logo with the tagline has a slightly larger shield to balance the tagline wording.

Tagline

It’s Our Business to Protect Yours®

Font and capitalization should remain consistent as shown above. ITC Franklin Gothic Std Demi with initial caps. This slogan is registered. The (®) mark should be used when this wording is used alone.

The Shield

The shield icon may be used as a graphic element.
The Logos shown on this page are “vector” .eps files. These files do not feature the silver “photo” look shield. These are to be used only when full color (four color process) is not an option. The left side of the shield should not be “see-through.”

One-Color Logo Usage

The black, one-color Logo should be used when only one color may be used to reproduce the logo.

This Logo is to be produced only as black with a 10% black fill on the left side of the shield. It should NOT appear as any other solid color, including Federated Red (PMS 484). If the Logo is being produced with other Logos and there are limited ink colors, the Logo should remain black or white.

Two-Color Logo Usage

The two-color Logo is intended for use when four color process is not an available option and you have the opportunity to use two spot colors. Two options are available—the Federated Red (PMS 484) and Black with 10% black in the shield, and the white with 25% black in the shield.

Three-Color Logo Usage

The three-color Logo is intended for use when four-color process is not an available option and you have the opportunity to use three spot colors. The three Logo colors are Federated Red (PMS 484), white, and 25% black in the shield.
Color Palette

The preferred Logo is four color process CMYK due to the shield icon within the Logo.

The use of color is an important aspect of the Federated identity. Federated Red (PMS 484) should be used for the word Federated whenever possible.

The word Federated should never be shown in any color other than Federated Red (PMS 484), black, or white as appropriate for use.

Federated Red (PMS 484) is used in the Federated Insurance Logo and as an accent color in design.

Black is the other primary corporate color and should be used for the majority of the body text.

The two color Logo is either Federated Red (PMS 484) and black, or Federated Red (PMS 484) and white.

The one color Logo is either black or white, NOT solid Federated Red (PMS 484) or any other color (especially NOT blue).

PMS 484 color breakdown

<table>
<thead>
<tr>
<th>C</th>
<th>8%</th>
<th>R</th>
<th>154</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>92%</td>
<td>G</td>
<td>51</td>
</tr>
<tr>
<td>Y</td>
<td>100%</td>
<td>B</td>
<td>36</td>
</tr>
<tr>
<td>K</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Web Equivalent

9A3324
Logo Size and Positioning

On an 8.5" x 11" letter-size paper, the Logo should ideally measure at least 2.25" in width. Adjust the size of the Logo up or down according to page size and design.

The Federated Logo should be positioned at least .375" from the top, bottom, left, or right side of the page. It is acceptable to place the Logo elsewhere on the page as long as it is clearly readable and adheres to all other standards.

In order to maintain legibility, the absolute minimum width the Logo should appear is 1.25".

Logo Clear Zone

The clear zone is the protected area surrounding the four sides of the Federated Logo on all printed and electronic materials. No visual elements, including the edge of the piece, may violate the clear zone. The clear zone distance is equal to 1/2 the height of the word FEDERATED. But, in no event shall the edges/sides of the page be closer than the clear zone or .375" from the Federated Logo, whichever is greater.

X = The height of the word FEDERATED
CLEAR ZONE = 1/2 of X
Proper Usage

For visibility, impact, and overall integrity, it is important to maintain a consistent use of the Logo. The Logo is fundamental to communications and should never be compromised. Protect the integrity of the Federated identity by being aware of the improper Logo usage illustrated here.

To maintain a consistent quality level in the reproduction of our Logo:

- Do not recreate the Logo.
- Do not change the color of the Logo.
- Do not stretch or alter the dimensions of the Logo. Always enlarge/reduce proportionally.
- Do not use old versions of the Logo not specifically approved in these Guidelines.
- Do not form shapes around the Logo to imply new dimensions.
- Always reproduce the Logo from original electronic artwork.
- Always include the proper registered mark or service mark symbols provided with a Logo.
- Do not disclose, share, copy, or distribute the Logos to any other party without the prior written approval of Federated Insurance or unless specifically permitted under these Guidelines.

For any special circumstances not outlined in these Guidelines, please contact Advertising@fedins.com to discuss and/or provide a solution to best fit your needs.

Logo Usage Examples

Improper Usage
Logo Usage on Premium Items

If four-color process printing is not available, then the two-color (Federated Red (PMS 484) and black) vector Logo should be used. If only one color is available, use the solid black or white Logo based on the color of the item on which it is being used.

If the Federated Red (PMS 484) logo clashes with the color of the material or item on which it is being printed, then use the black or white Logo.

It is acceptable to reproduce the Logo as “blind” embossed or embroidered. This indicates the Logo color is exactly the same color as the items it appears on, producing a subtle, classy treatment of the one-color Logo.
Co-Marketing/Co-Branding

This refers to occasions where Federated Insurance co-sponsors a program or activity with one or more other entities.

Below are rules to follow in these situations:

- When Federated co-sponsors a program with another entity, the use of the Federated Insurance Logo with additional Logos is acceptable.
- If the Federated Insurance Logo is not equal to the size of the co-branding partner Logo(s), its use must be reviewed and approved by the Federated Corporate Advertising Department.
- The Federated Insurance Logo should always appear first and larger than all other Logos.

These Corporate Identity Guidelines govern the use of any and all Federated intellectual property, including but not limited to names, trademarks, service marks, logos, and graphics using Federated’s name. Federated owns all proprietary rights to the intellectual property herein. Use of Federated intellectual property by third parties is strictly prohibited unless such use is granted prior written authorization from Federated. These Guidelines are accurate as of October 2016 and subject to change by Federated at any time. Nothing herein should be considered legal advice. Distribution or copying of these Guidelines to parties outside of the Federated Insurance Companies is strictly prohibited unless approved by Federated’s Corporate Advertising Department.