



## Online Brand Standards

As a Progressive agent, you have access to one of the most powerful and recognized brands in the insurance industry. We strongly encourage you to use that brand in your online communications to help you attract and retain customers.

These standards will guide you in your use of our logo and other brand assets online. They're designed to help you understand and comply with the terms of your Producer's Agreement regarding the use of our trademarks and other content.

They were carefully constructed to ensure the Progressive brand is portrayed accurately and consistently without unnecessarily limiting the ways you can promote your agency and the Progressive products you sell. You play a big part in helping us preserve and grow the power of Progressive. A carefully managed brand is a stronger brand for both you and for Progressive.

Please reference Progressive and its products in a way that presents the company in a positive manner. When in doubt, ask first.

**Share this document with whoever manages your Website and online marketing activities.**

If you have any questions about your online activities, contact us at [agentads@progressive.com](mailto:agentads@progressive.com). Thank you in advance for adhering to these standards and for choosing to sell Progressive.

### Use of Progressive Marks and Content on an Agency Website

- If you use Progressive brand assets on your Website, the site must make clear that your business is an independent agency that sells Progressive. If a consumer might be confused about whether the Website belongs to your agency or Progressive, you will need to edit your site to eliminate the confusion.
- You may not use Progressive logos, functionality and/or content on your site unless you have received those materials from us, or have our prior written permission to use them. Don't copy and paste images, logos or any other content directly from a Progressive Website, or from any other Progressive sources, for use on your agency's Website or advertisements.
- You may not register or otherwise use a domain name that contains a Progressive trademark,
  - *Unacceptable:* [www.progressiveagentinohio.com](http://www.progressiveagentinohio.com)
  - *Acceptable:* [www.anytowninsurance.com/progressive](http://www.anytowninsurance.com/progressive)
- You may not use Progressive trademarks in the title of your Website or the title, description or Meta tags for your site, other than the term "Authorized Progressive Agent" or "Progressive Authorized Agent" **(See Exhibit A for examples)**
  - *Unacceptable title tag:*
    - Progressive Insurance | Insurance Agency | Cleveland, OH
  - *Acceptable title tag:*
    - "Sample Agency | Authorized Progressive Agent | Cleveland, OH



### **Use of Progressive Marks and Content on an Agency Website (cont.)**

- You may not use or publish any unauthorized text or other content that describes Progressive or its products and services. If you wish to include that kind of information, please link to the product/service information pages on progressiveagent.com or request written permission prior to posting content from someplace other than progressiveagent.com.
- Do not copy and paste content you find on Progressive Websites. Instead, link to such copy on our sites to ensure compliance. Posting inaccurate information on your Website can create customer confusion, an implication of coverage where none exists, and legal headaches for both you and Progressive. When in doubt, ask first.
- Upon Progressive's request, you must remove Progressive-related content from your Website or blog that we deem inaccurate or misleading.
- You may not frame the Progressive Website within your Website.
  - Framing is placing the content and functionality of another site within a framed box on your Website. Framing portions of the Progressive Website can create customer confusion and an inaccurate presentation of the Progressive Website.

### **Use of Progressive Trademarks in Paid Search Advertising**

- Any reference to Progressive in Paid Search Advertising must have prior written approval from Progressive.
- Without prior written consent, do not use Progressive marks in the title, description or Display URL of your ad.
- Do not bid on Progressive marks, phrases containing Progressive marks, or confusingly similar versions of our marks, for your paid search advertising **(see Exhibit B for sample list)**.
- Do not use Progressive marks, or phrases that contain Progressive marks, e.g. "Progressive Agent", "Progressive Auto Insurance", within keywords for the purposes of keyword advertising.
- Do not use commonly misspelled or mistyped versions of Progressive marks, or phrases that contain Progressive marks, e.g., "pogressive" **(see Exhibit B for sample list)**.
- When selecting your Paid Search advertising terms, select "Progressive" as a negative keyword/phrase match, as well as all keywords from the list in **Exhibit B**. For example, if you bid on the phrase "motorcycle insurance," list "Progressive" as a negative keyword match to avoid appearing on searches for the phrase "progressive motorcycle insurance".

### **Use of Progressive Trademarks in Social Media (e.g., Facebook, YouTube, etc.), Local Directories or other forms of Internet Marketing**

- For any approved Internet advertising elements, local listing content, or social media content, clearly indicate that the ad is for your independent agency and not Progressive itself. In other words, such usages must feature your agency more prominently than the Progressive brand. When in doubt, contact us at [agentads@progressive.com](mailto:agentads@progressive.com)



**Use of Progressive Trademarks in Social Media (e.g., Facebook, YouTube, etc.), Local Directories or other forms of Internet Marketing (cont.)**

- Do not use Progressive marks in the title of your directory listings. However, it is acceptable to include the term “Authorized Progressive Agent” or “Progressive Authorized Agent” in the description or business listing categories.
- Any Progressive logos or other Progressive content you use in your advertisements must be obtained through the Brand Express on [foragentsonly.com](http://foragentsonly.com). Your use is subject to Progressive’s prior written consent.
- When using a Progressive logo in your advertisements, your agency name or logo must be at least as large as the Progressive material contained in your ad.
- Do not place a Progressive banner ad on any Website other than your agency Website without first obtaining written permission from Progressive.
- Do not intentionally place an approved Progressive co-branded banner ad on the same site as another Progressive advertisement without the prior written consent of Progressive.

**Data Scraping and the Use of Spyware or Adware**

- Do not advertise your Progressive products using any spyware, adware or any other application that downloads or installs anything on the consumer’s computer without their consent.
- Do not create or use data scrapers or any other tools that systematically retrieve data from Progressive Websites, including FAO, without the prior written consent of Progressive.



## EXHIBIT A – Website title tag examples

### Unacceptable title tag example:

**Progressive Insurance | Insurance Agency | Cleveland, OH**

[www.sampleinsurance.com/progressive](http://www.sampleinsurance.com/progressive)

Progressive Insurance in Cleveland, OH. We can handle all of your insurance needs and have been serving the Cleveland area for over 40 years. We are conveniently located at...

### Acceptable title tag example:

**Sample Insurance | Authorized Progressive Agent | Cleveland, OH**

[www.sampleinsurance.com/progressive](http://www.sampleinsurance.com/progressive)

Insurance agency in Cleveland, OH. We can handle all of your insurance needs and have been serving the Cleveland area for over 40 years. We are conveniently located at...

## EXHIBIT B – List of unacceptable keywords and negative keyword matches:

- -“progressive”
- -“progressive.com”
- -“www.progressive.com”
- -“progressive” (*most common misspelling*)
- -“progresive” (*second most common misspelling*)
- -“snapshot”
- -“flo”

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