



## **LOGO & SIGNAGE STANDARDS USAGE MANUAL**

Standards, Guidelines and rules for using the Fiesta Auto Insurance and Fiesta Tax Services logo, signage and related materials.

*Second edition - March 2010*

## To Fiesta Insurance Franchisees:

It gives us great pleasure to introduce the Fiesta Auto Insurance and Fiesta Tax Service *Logo and Signage Usage Manual* which will guide us in presenting Fiesta Auto Insurance and Fiesta Tax Service to our clientele.

The *Logo and Signage Usage Manual* is a critical part of our strategy to connect with our clientele, to explain who we are and what valuable services we offer. Our look plays a key role in establishing Fiesta Auto Insurance & Fiesta Tax Service as a professional, high caliber business. Our logo and its related elements bind us to target clientele visually, and help to create understanding of the services we provide.

This manual will guide those who produce printed, constructed, (clothing, ribbons, coffee cups, etc.) or new-media communication materials (Web, PDF, PowerPoint, etc.) for Fiesta Auto Insurance or Fiesta Tax Service. It contains standards and guidelines: rules for consistent use of our logos.

Please join us in supporting this program and work with us to produce materials of which we can all be proud of. This is a living document. When appropriate, we will modify and update these guidelines.

Thank you for your support and enthusiasm in using this manual.

## OVERVIEW

The Fiesta Auto Insurance and Fiesta Tax Service *Logo & Signage Usage Manual* has been developed to aid those involved in producing communications materials for Fiesta Auto Insurance and Fiesta Tax Service . This includes, but is not limited to, printed materials, signage and Web pages. The manual should be regarded as a valuable reference tool to enable adherence to the standards as presented.

The system of logos and applications is designed to unify the Fiesta Auto Insurance and Fiesta Tax Service brands and present a clear, consistent image to our clientele and the community. Consistent and widespread use of our identity materials will help ensure we are easily remembered and valued as a premier resource of insurance and tax preparation services.

The identity elements (the logo, its layout, and font style) and their organization are the foundation of our image. Altering them diffuses our image and integrity. This manual will specify what can and cannot be done with identity elements.

The manual starts with a presentation of the logo, accompanying type, rules for its use, and typeface samples. It continues with the layout of signage, stationery and primary communications items, other printed items and color and Web guidelines.

For Fiesta Auto Insurance and Fiesta Tax Service Franchisees, electronic versions of the Fiesta Auto Insurance and Fiesta Tax Service logos and signage designs are available from Jermaine Garcia at (714) 842-5420 Ext. 243 or [jjgarcia@fiestainsurance.com](mailto:jjgarcia@fiestainsurance.com).

**Vendors doing business with Fiesta Auto Insurance and Fiesta Tax Service should contact Jermaine Garcia at (714) 842-5420 Ext. 243 or [jjgarcia@fiestainsurance.com](mailto:jjgarcia@fiestainsurance.com) to obtain logos.**

## LOGO USAGE:

### Fiesta Auto Insurance

The Fiesta Auto Insurance logo has four basic components: "FIESTA" our logo mascot, "AUTO INSURANCE" and a ® "Registered" trademark. The four components are specifically aligned and are the formal or primary identity of Fiesta Auto Insurance and should be used whenever possible.

As a general rule, our logos should be applied to all Fiesta Auto Insurance materials as described above.



### Fiesta Tax Services

The Fiesta Tax Service logo has four basic components: "FIESTA" our logo mascot, "TAX SERVICE" and a ™ Trademark. The four components are specifically aligned and are the formal or primary identity of Fiesta Tax Service and should be used whenever possible.

As a general rule, our logos should be applied to all Fiesta Tax Service materials as described above.



Under no circumstances should the components of the identity be separated, distorted, or altered.

When enlarging or reducing the identity, all components should be re-sized proportionally.

## Fiesta Auto Insurance LOGO VERSIONS:

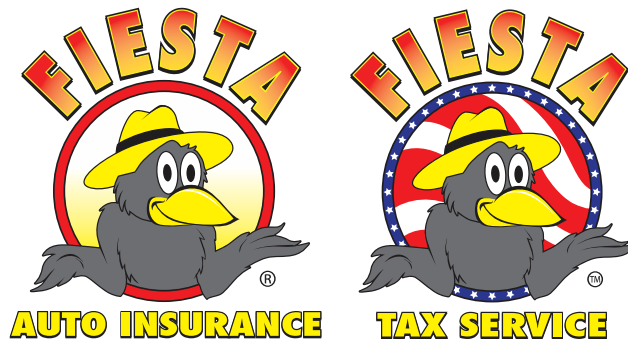
### PRIMARY VERSION

This version is the default version of the Fiesta Auto Insurance logo and should be used at all times. The SECONDARY, TERTIARY and QUATERNARY versions may only be used where the Primary version is not an effective application.



### SECONDARY VERSION

This version may be used in situations where the primary version is against a reddish hue and there is not enough contrast between the logo and the background.



### TERTIARY VERSION

This version may be used in situations where the publication is to be printed in monochrome.



### QUATERNARY VERSION

This version may be used in situations where only one color is available. Only approved colors may be used in single color applications. Please refer to the color guide for allowed colors.



## Fiesta Tax Services LOGO VERSIONS:

### PRIMARY VERSION

This version is the default version of the Fiesta Tax Service logo and should be used at all times. The SECONDARY, TERTIARY and QUATERNARY versions may only be used where the Primary version is not an effective application.

### SECONDARY VERSION

This version may be used in situations where the primary version is against a reddish hue and there is not enough contrast between the logo and the background.

### TERTIARY VERSION

This version may be used in situations where the publication is to be printed in monochrome.

### QUATERNARY VERSION

This version may be used in situations where only one color is available. Only approved colors may be used in single color applications. Please refer to the color guide for allowed colors.

Under no circumstances should the components or the colors of the identity be separated, distorted, or altered.

When enlarging or reducing the identity, all components should be re-sized proportionally.

## COLOR

To assist commercial printers, the colors used for the Fiesta Auto Insurance and Fiesta Tax Service logos are specified below to maintain consistency. Formal applications of the Fiesta Auto Insurance and Fiesta Tax logos are reproduced in four basic colors, using the Pantone Matching System (PMS) or CMYK colors.

Red:  
PMS 1805C  
C 0, Y 91, M 100, K 23

Yellow:  
PMS Process Yellow  
C 0, Y 100, M 0, K 0

Grey:  
PMS Cool Grey 11c  
C 0, Y 0, M 0, K 70

Black:  
PMS Process Black  
C 0, Y 0, M 0, K 100

In less formal applications a one-color version using our approved RED, YELLOW, GREY, BLACK, or its CMYK equivalent is acceptable. The identity should be used against a background (the area surrounding the identity) that is white or of a neutral color.

Applications of the Fiesta Auto Insurance and Fiesta Tax Service logos in a Web-based environment use the RGB equivalent of the PMS colors above. The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. **Use PMS and CMYK values as identified.**

CMYK: Cyan, Magenta, Yellow, Black –  
the color system used in offset printing for full-color documents.

PMS: Pantone Matching System –  
an industry standard color ink system, frequently used for matching colors.

RGB: Red, Green, Blue –  
the color system used for computer screens, Web sites and TVs.



## SIGNAGE

To assist signage companies in properly designing and manufacturing of signage for our franchise locations please provide the signage company of your choice with this page.

### APPROVED LAYOUT OPTIONS

Fiesta franchisees may chose from the 4 approved layouts on the right as application, landlords or city ordinances permit.

Exhibit A & B are approved for channel lettering applications.

Exhibit C is approved for light box applications

Exhibit D is only displayed as an alternative and guideline to the first three exhibits and is to be used only as a last recourse. It is a combination of channel lettering and a small square box with digitally printed vinyl on a white face substrate.

Under no circumstances should the components of the these approved layouts be separated, distorted, or altered without consent from corporate.

### COLORS

the colors used for the Fiesta Auto Insurance signage are specified below to maintain consistency. Formal applications of the Fiesta Auto Insurance signage are reproduced in four basic colors, using the Pantone Matching System (PMS) or CMYK colors.

Red:  
PMS 1805C  
C 0, Y 91, M 100, K 23

Yellow:  
PMS Process Yellow  
C 0, Y 100, M 0, K 0

Grey:  
PMS Cool Grey 11c  
C 0, Y 0, M 0, K 70

Black:  
PMS Process Black  
C 0, Y 0, M 0, K 100

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors.

\*Contact Jermaine Garcia at (714) 842-5420 ext. 243 or email sample proofs of signage to [jjgarcia@fiestainsurance.com](mailto:jjgarcia@fiestainsurance.com). Before going into production, approval MUST be received from Fiesta Insurance Franchise Corporation.



Exhibit A\*



Exhibit B\*



Exhibit C\*



Exhibit D\*

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