

Congratulations on being named a 2010 FIVE STAR Home/Auto Insurance Professional. The FIVE STAR Award is truly an honor. The award is only awarded to home/auto insurance professionals who have scored highest in client and industry professional based research conducted by a national independent research company under the direction of Crescendo Business Services. The award is awarded to just 7 percent of home/auto insurance professionals in any market area. Home/Auto Insurance Professionals are not able to "buy" their way onto the list, and the award is not based on sales volume but solely on how consumers and industry peers have evaluated their experience in working with that professional.

Because this is awarded to such a small percentage of home/auto insurance professionals, it is critical for Crescendo Business Services, the owners of the program, and the participating publications to manage all applicable rights and usages of its marks.

For any home/auto insurance professional to use the 2010 FIVE STAR Home/Auto Insurance Professional logo they must meet all of the following criteria:

- (1) Have scored highest in overall satisfaction as determined by a client and industry professional focused survey conducted under the direction of Crescendo Business Services.
- (2) Appear in the magazine's published listing of 2010 FIVE STAR Home/Auto Insurance Professional.
- (3) Must have purchased a logo license from Crescendo Business Services.

Should you meet all of the above criteria, the proper use of the FIVE STAR Home/Auto Insurance Professional logo will be a crucial part of your communications to current and prospective clients. When used properly the logo shows an independent third party has identified you as providing overall satisfaction and demonstrates your commitment to providing this high standard of overall satisfaction.

Additionally, there is another reason why proper usage of these marks is important: **it's the law**. Unlike state licenses or educational credentials, the FIVE STAR Home/Auto Insurance Professional marks are trademarks, and as such must be used in compliance with trademark law. If trademarks are used improperly, they can eventually lose their trademark status. If this were to happen the FIVE STAR Home/Auto Insurance Professional marks you would lose the value of its differentiation.

Usage 

NOTE: Use of the magazine publication logo is NOT covered under the FIVE STAR Home/Auto Insurance Professional logo license.

Ownership: Crescendo Business Services retains the ownership of the 2010 FIVE STAR Home/Auto Insurance Professional logo. The logo license provides an individual professional awarded the award use of the logo. Use of the logo is not extended to offices, brokerages, or firms without express written permission from Crescendo Business Services.

Timing: The 2010 FIVE STAR Home/Auto Insurance Professional logo cannot be used in print, in a local, city or national publication, prior to the publication date of the magazine.

Size: The minimum size of the FIVE STAR Home/Auto Insurance Professional logo is .25"H X .25"W.

Color: Do not change the colors of the logo.

SM: Do not remove the SM from any logo. Always use the superscripted SM the first time FIVE STAR Home/Auto Insurance ProfessionalSM appears on a page.

Your Files: The logo is provided in both color and black and white and in both .eps and .jpg formats.

Writing it out: When writing always use the following: FIVE STAR Home/Auto Insurance ProfessionalSM

Print Applications: For print applications you should use the Encapsulated Postscript (EPS) version of the logo. This file was created in Adobe Illustrator and can be reproduced at any size without compromising quality.

On Screen Applications: When using a logo on the Web or in any other program where the logo will be viewed on a screen you may use either the color or black and white JPG file. This size of the logo can be resized in most photo editing applications.

Website: When using the logo on your website we request you hyperlink the logo back to the FIVE STAR Web site at <http://www.fivestarprofessional.com>