

Together, We Are Trusted Choice®

It's more than just a logo;
it's a symbol of trust and reliability.



In today's competitive insurance landscape, being a Trusted Choice Independent Insurance agent isn't just a badge – it's your competitive edge. The national brand and pledge of performance unifies more than 25,000 Big “I” independent agency locations showcasing their commitment to service. Amplify your marketing, proudly display the consumer-tested logo on your website, social media profiles, office signage, and advertising materials.

The Trusted Choice logo can be accessed and used exclusively by Big “I” members

Begin Using the Logo at Your Agency Today!

trustedchoice.independentagent.com/logos

BIG i®