



## Chapter Nickname & Branding Policy

Although chapter nicknames are fun and can identify a chapter's personality, Woman's Life Insurance Society has specific branding and it is important and beneficial for chapters to establish the visible connection to Woman's Life Insurance Society. This builds credibility for chapters in their communities, and helps the public understand the connection between Woman's Life Insurance Society and its subsidiary chapters, and how that connection enhances chapter donations and community outreach projects.

Woman's Life chapters must use their legal name of charter on all advertising and promotions. This includes all print or digital flyers, posters, banners, ads, apparel, promo items, and any other form of event and/or chapter promotion. As a life insurance provider and Fraternal Benefit Society, we are subject to legal rules and regulations that we must follow to stay in compliance.

The official name of charter includes the chapter number, city and state. This means that a chapter must use: "Woman's Life Chapter ###, City, ST" on all materials.

Woman's Life provides a branded chapter logo, which can include a chapter nickname, to each approved chapter (for use with approval for each instance). Adding an additional logo to reflect the chapter nickname conflicts with the Woman's Life branding. A Chapter is not to be solely referred to by its nickname, as this can lead to confusion and could be misleading to the public. Hence, an additional logo, not created by Home Office, is not approvable.

Consistent Woman's Life branding benefits multi-chapter functions as well. For such large and coordinated events, Woman's Life can provide a custom, cohesive logo showcasing each chapter involved and maximizing valuable promotional space.

For additional information and guidelines, refer to the Woman's Life Logo Usage Policy (C-99). If you have any additional questions, please contact the Chapter Development & Support Department at 800.521.9292 extension 281.