

# Woman's Life®

*A Trusted Fraternal Life Brand*

## Woman's Life Advertising and Logo Usage Guidelines for Chapters

As a fraternal benefit society and a life insurance and annuity provider, Woman's Life®, a Trusted Fraternal Life™ brand, must follow legal rules and regulations related to advertising. This includes advertising and promoting Woman's Life chapters and chapter events. To help ensure we remain in compliance, please keep the following in mind:

- Usage and placement of the Woman's Life logo is determined by Home Office.
- All chapter advertising using the Woman's Life name must be approved by Home Office in advance of placement, whether it includes the Woman's Life logo or not.
- The Woman's Life logo cannot be used to promote your chapter or chapter events without express consent from Home Office for each instance. This includes (but is not limited to) any ads placed online or in programs or newspapers, posters, banners, flyers, or apparel.
- The Woman's Life logo should not be used on its own on Chapter social media pages or other websites created to promote your chapter and/or chapter events.

If your chapter is considering using the Woman's Life name or logo in any form of advertising, or if you have questions about these guidelines, please contact Heather Gaffney in the Communications Department ([hgaffney@womanslife.org](mailto:hgaffney@womanslife.org); 810-985-5191 ext. 281).

If your chapter is currently using the Woman's Life logo without specific approval, please remove the logo from use, or contact us so we can help ensure the usage is compliant.