



Family of Women Logo Use Policy

I. GENERAL

The following are Board pre-approved uses of the Family of Women (FOW) logo. Any other use of the Family of Women logo must be approved in advance.

A. COMMUNICATIONS FOR FOW BUSINESS TO AND WITHIN A CHAPTER.

Examples include communications:

1. from leaders to their teams
2. from Chapter leaders to women in their Chapters or other Chapters
3. from Chapter leader to women in the Chapter
4. for FOW meetings

B. FLIERS/BROCHURES/BUSINESS CARDS:

1. that announce approved FOW events. Examples are registration, open programs, workshops, etc.

2. that advertise FOW events in Chapters
3. that provide basic FOW info to use in marketing. Examples are FOW mission statement and website.

C. SOCIAL MEDIA.

Examples include:

1. FOW Facebook pages, blogs and groups
2. Nextdoor.com, meetup.com, etc.

D. NEWSLETTERS

1. to FOW members
2. to share with new women as part of marketing strategy

Approved by the Family of Women Board of Directors

February 1, 2019