



America's Foremost Insurance Brokerage Network

Carrier Logo Use Guidelines

CARRIER	GUIDELINES
<p>Accordia Life As of 4/2016</p>	<p>Any use of the company's logo or image must be sent for review and approval prior to use to: adreview@gafg.com Learn more</p>
<p>AIG As of 4/2016</p>	<p>Logo use is allowed. Click to view Logo Usage & Placement Guidelines.</p>
<p>Fidelity Life As of 4/2016</p>	<p>No specific guidelines to use Fidelity's logo as long as it is used in an appropriate manner.</p>
<p>Legal & General America As of 4/2016</p>	<p>Guidelines for Advertising Compliance Review Guidelines for Social Media Compliance Review Guidelines for Website Compliance Review Request for Advertising Approval Request for Website Approval</p> <p>Visit LGA's Brand microsite (www.lgamerica.com/marketing/2011/Brand/index.htm) to see the complete collection of marketing materials designed to promote the Legal & General America brand.</p>
<p>Lincoln National As of 4/2016</p>	<p>Must complete a Third Party Logo Agreement form and email it to LincolnListens@lfg.com. Since third party use of the Lincoln Financial logo could inadvertently expose Lincoln Financial to legal liabilities, the form helps the company manage those risks. Also, to maintain a consistent presentation, it is essential that all Lincoln Financial Group corporate and operating unit logos always be produced as whole pieces of art. Logo elements must remain intact and should not be altered in terms of style, proportion, spacing or otherwise. Click here to view Lincoln National Logo System and Brand Guide.</p>

This information is for general comparative purposes only. If you have a specific case or question for a specific carrier, you are encouraged to contact the carrier or TMA's Support Desk for confirmation. This information is believed to be accurate as of the date listed. Carriers can make changes without notifying TMA or other distribution.

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<p>MetLife As of 4/2016</p>	<p>Logo use must be approved by MetLife compliance department via Logo Use Form signed-off on by the GA. All logo placement must live behind a password protected site. This includes stand-alone and on-line materials. Anytime their logo is used on content, they must see the content and where the logo will live (confirming that it will live behind a password). Return the Logo Use Form to Kim Mirabile for final approval. Each and every instance of usage requires a separate approval.</p>
<p>Minnesota Life As of 4/2016</p>	<p>Logo use is allowed if it's on a page that only displays logos of carriers the agency is affiliated with. A screen shot of the website page must be submitted for final approval to Christine Tonkin.</p>
<p>North American As of 4/2016</p>	<p>Approval to use logo must be given by North American's compliance department. Email inquiries to pfiling@sfgmembers.com</p> <p>Upon approval, logo will be furnished.</p>
<p>OneAmerica As of 5/2016</p>	<p>Click here for OneAmerica brand book. See pages 21-23 for logo use information.</p>
<p>Protective Life As of 4/2016</p>	<p>The use of Protective's logo is allowed for contract holders at the BGA level or higher.</p>
<p>Prudential As of 4/2016</p>	<p>Prior to use, a logo agreement must be on file. Upon approval, logo will be furnished.</p> <p>Contact your Regional VP</p>

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<p style="text-align: center;">SBLI As of 4/2016</p>	<p>Use of SBLI's logo is permitted. Once the logo is launched on the agency website, provide a screen shot for final approval. Submit to Tracey DiMambro.</p> <p>Logos: black gif image, jpg image, blue gif image</p>
<p style="text-align: center;">Symetra As of 4/2016</p>	<p>The standard logo is a model for all logo specifications. All specifications apply to the New York version of the logo as well. Click to view Corporate Logo Guidelines.</p>
<p style="text-align: center;">Transamerica As of 4/2016</p>	<p>Transamerica has strict guidelines regarding the use of its signature logos. Any proposed use of Transamerica logos must be approved by the company prior to use. All requests should be sent to marketingservices@transamerica.com. Please refer to AMB 3887 for more information.</p> <p>Log onto Transact and click on the marketing tab. You will see a link under Transamerica Resources "Our Logos" click on it and you will see information below. You can pick the logo and click on the referenced link to get approval.</p> <p>To save a Transamerica logo:</p> <p>Right click on the selected logo image. Choose 'Save Picture As' from the drop-down menu and save the image in a file of your choice. From within your Web site design editor (e.g. FrontPage), Word, or PowerPoint document, position your cursor at the point where you'd like the image, select 'Insert,' then 'Image' and choose the saved file. The logo image will be copied into your document. Re-size the logo by clicking on it and dragging the corner boxes to reach your required size.</p> <p>Note: While these logos may be suitable for online use, they are not the high quality resolution required for printing.</p>

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<p data-bbox="275 282 625 363">United of Omaha As of 4/2016</p>	<p data-bbox="835 240 1995 305">Logo use is permitted as long as it is sized with equal prominence to any other carrier logos and NO blue box appears around the logo.</p> <p data-bbox="835 341 1816 373">Once the logo is placed on the agency's website, submit for final approval to Tammy Lanum.</p>

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