



## General Advertising and 1Life Logo Usage Guidelines



Accredited Independent  
Financial Adviser  
1Life is a Licensed Life Insurer & FSP

1. Please use our name, 1Life Insurance, or the logos below if you are:
  - An accredited Independent Financial Adviser, contracted to sell our 1Life products.
  - Together with your own business logo.



Accredited Independent  
Financial Adviser  
1Life is a Licensed Life Insurer & FSP



Accredited Independent Financial Adviser  
1Life is a Licensed Life Insurer & FSP

You can obtain high-resolution image files of the logos from your 1Life Business Consultant.

2. Always advise that you “market” or have an agency” with us, because you need to showcase your independence and the client should never be left confused that they are dealing with an independent entity and not 1Life Insurance directly.
3. If you love our pay-off line – “Changing Lives”, then all we ask is that you always use it in conjunction with the logo above.
4. If you would like to promote any of our products, then speak to your 1Life business consultant who will provide you with material already created and approved for these purposes, and please do not duplicate any of our ads unless approved through your 1Life consultant.
5. If you want to create your own advertising material or mention us in a press release, you are welcome, but please advise us and give us the opportunity to give input in accordance with our written agreement.
6. Unfortunately, our contracted independent financial partners are not allowed to bid on keywords containing the intellectual property of the 1Life brand in Google AdWords or any other search engine marketing programs; may not use the 1Life brand name/s or variations thereof within the title, content or URL of a Google AdWords advertisement and may not direct clicks from a Google AdWords advertisement to any 1Life website.
7. When you use our name, all we ask is that you use it in the body or text and not as a heading.
8. When using these logos, please ensure they are not larger than the name/or logo of your own business, because you are always more important and we want to be seen as supportive.
9. Social Media
  - Our Marketing Team releases 1Life branded social media posts on a regular basis. You can obtain these via your business consultant. You have to include your intermediary house’s FSP line on the posts and you have to keep the wording as per the approved copy version.
10. POPIA
  - A reminder to abide by the rules in the Act, especially taking care to ensure that the client understands who will be processing the information and that you obtain consent to do so.
11. Sending material for approval
  - All 1Life branded material needs to please be sent to your 1Life business consultant for approval.