



## **SHEWOLF: AUTHORIZED USER BRAND GUIDELINES**

As a member, you are approved as an Authorized User of the SheWolf® certification mark! We are honored to count you and your female driven business among the highly-vetted list of users.

**DESCRIPTION OF THE CERTIFICATION MARK:** This certification mark is intended to be used by Authorized Users only. Authorized Users may use the certification mark to identify goods or services which emanate from a female founded or majority female owned and operated company, or if the female founder has sold a majority of her company, she must maintain a controlling board seat.

When you use the SheWolf certification mark in connection with your personal profiles, your company's goods and/or services, on your marketing materials, or your web and social presence, you are informing consumers that you meet the **above outlined standards** of the SheWolf Collaborative and have already launched.

We encourage you to use the SheWolf certification mark as much as possible, and suggest doing so in the following ways:

- in your email signatures
- displayed on your website
- on the door or window of your physical store
- on social media

If you have any questions on the certification mark usage placement, please contact the leadership team at [wolfpack@shewolf.co](mailto:wolfpack@shewolf.co)

We have provided .png files for social announcements, as well as .pdf and vector files of the logos and certification mark for your usage. Please do not alter the images beyond proportionally resizing it to fit your needs.

Please note that as an Authorized User, you simply meet the standards of the certification mark and have been authorized by SheWolf® to use the certification mark. Usage of the SheWolf certification mark should be done only to inform consumers of your membership, and should never mislead consumers into thinking your goods or services are affiliated with, sponsored by, or emanate from SheWolf Collaborative.

