

Instructions for use of the Great-West Life, London Life and Canada Life logo

The *Great-West Life, London Life and Canada Life* logo has been provided in full colour (CMYK), black only and white (reverse). If you or your production partners require alternate formats for reproduction, please contact Wendy Cutts at *Great-West Life, London Life and Canada Life* with specific requirements.

Please note and forward these guidelines to all designers or staff utilizing the logo:

1. Corporate standards state that the logo may only be reproduced in full colour, black only or reverse white. At no time shall the logo appear in any alternative colour or setup than the one provided.
2. The minimum size for reproduction quality has been set for a minimum width of 2.25".

If the standards cannot be met, or other circumstances require special treatment, please contact Wendy Cutts at *Great-West Life, London Life and Canada Life* for discussions first.

When providing name recognition only (without the logo) please list as follows:

Great-West Life, London Life and Canada Life

Please forward a proof of all printed material for review and approval prior to final printing. Proofs can be sent to Wendy Cutts at *Great-West Life, London Life and Canada Life* via e-mail to wendy.cutts@gwl.ca or by fax to 204-946-8829. In order to respect the time deadlines that many designers are under, *Great-West Life, London Life and Canada Life* will respond to e-mails immediately when they are sent a proof

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