

Co-Branding Advertising Guidelines

What Qualifies for Co-Branded Advertising:

- Traditional Media — newspaper, magazine, billboard, radio, direct mail, brochures
- Digital Media — banner ads, social media
- Promotional Items — event and client giveaways

The Philadelphia Contributionship logo should be represented as follows:

- ▶ TPC logo is to the right of the Agency logo
- ▶ TPC logo is the same height as the Agency logo
- ▶ TPC logo is never used on the same advertisement as a competitor logo, or the logo of an Agency that is not associated with TPC
- ▶ All other logo guidelines apply

ABC Agency



**The Philadelphia
Contributionship**

Social Media Guidelines

The Philadelphia Contributionship's corporate social channels provide company and employee updates, home tips and insurance knowledge that we are happy to have our agents share on their social media channels. You may not alter, change or copy content as your own.



Instagram

/philadelphia.contributionship



Facebook

/philadelphiacontributionship



LinkedIn

the-philadelphia-contributionship/



X

/TPCInsurance

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