



The London Abused Women's Centre (LAWC) greatly appreciates your support of the *Shine the Light on Woman Abuse* campaign! In order to ensure that all parties understand their roles and responsibilities, we have developed the following guidelines (hereinafter "Guidelines") for adopting a Shine the Light on Woman Abuse campaign (hereinafter "Shine the Light on Woman Abuse" and "Campaign") in your community. Read through the Guidelines carefully. Once you have reviewed and agree to them you can register your campaign.

#### **Shine the Light on Woman Abuse Campaign Guidelines**

- The Campaign organizer and/or participating organization must use the registered trademarked *Shine the Light on Woman Abuse* logos developed by the London Abused Women's Centre (LAWC) on all promotional and related materials. Contact LAWC for the art files.
- The Campaign organizer and/or participating organization must use the colour purple in all promotional and related campaign materials.
- LAWC reserves the right to withdraw its support, and the use of its name and the Shine the Light on Woman Abuse campaign name at any time if a Campaign is deemed contrary to the mission and values of the Campaign or the organization/group fails to follow the code of conduct set out in the Guidelines.
- A Campaign in support of Shine the Light on Woman Abuse may be organized only with written approval from the London Abused Women's Centre.