

Loaves & Fishes' Logo and Name Usage Policy

This policy outlines the general rules regarding use of the name and logo of Loaves & Fishes. This policy is designed to protect the brand recognition and integrity of the brand. In the event the logo changes in the future, details on the logo style will be adjusted as necessary. This policy is applicable to logo or names usage by all staff, board and volunteers.

Logo Usage

The logo of Loaves & Fishes consists of:



When using the logo of Loaves & Fishes, keep it proportionate, print it in black or in black and red (PMS 711) as shown above, and always include the tag line "Groceries for Neighbors in Need". The logo should always be printed large enough so that the tag line is readable. In very limited cases, and only with the approval of the Executive Director, Director of Development or the Marketing Committee, may the logo be printed in white on a dark background.

Make certain that the logo of Loaves & Fishes has sufficient clear space surrounding it so that it does not appear to be crowded or linked to other elements.

Never stack the words Loaves & Fishes. Never box in the logo. Never change the position of the graphic over the tag line. Never print the graphic separate from the tag line. Never print the logo on its side. Never outline the logo.

Examples of Incorrect Logo Usage:

LOAVES & FISHES
Groceries for Neighbors in Need



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Logo Usage (continued 2)

Never use the logo in a way that is false or misleading, violates the rights of others, violates any laws, or in a way that misrepresents the relationship between Loaves & Fishes and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, or sponsorship by Loaves & Fishes of the user.

Loaves & Fishes reserves the right to review and to approve in writing all materials, both print and electronic, bearing the logo of Loaves & Fishes. Accordingly, before any individual provides the logo to any third party for use in any manner, Loaves & Fishes should determine whether it needs to exercise this reserved right and notify the third party of the right to review the materials in advance of publication.

The logo of Loaves & Fishes may be used or approved for use on products for marketing or other purposes only by the staff of Loaves & Fishes.

Name Usage

The correct name is Loaves & Fishes.

Never abbreviate the name to L&F in public communications. It is best not to abbreviate the name in internal communications to avoid creating a habit or practice.

Loaves & Fishes always uses the ampersand (&), the symbol representing the word *and*, in its name. The only exception is in email and web addresses. In those cases the word *and* may be used as the ampersand interferes with computer language/code.

Stationery, business cards, and other materials for use in the promotion and activities of Loaves & Fishes should be generated solely by the staff of the organization, not by individuals for their personal use. Accordingly, individuals associated with Loaves & Fishes should NOT use the name or logo of Loaves & Fishes on business cards, stationery, signage, websites or other communications used in connections with an individual's private practice, private use or business other than incidental mention of a person's working for or with Loaves & Fishes on a resume, C.V. or other material.

Proposed public uses of the name of Loaves & Fishes whether by staff, board or volunteers should be submitted for review and written approval to the Director of Development of Loaves & Fishes, who may submit the proposed public use to any marketing committee of Loaves & Fishes.

The Executive Director of Loaves & Fishes must review all materials and information targeted to the media that use the name of Loaves & Fishes.