

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 (with only “Loaves & Fishes” in red). The tagline “Groceries for Neighbors in Need” is part of the logo and should always be used. However, if the logo is reduced to a size that makes it unreadable, the tagline should be removed. In very limited cases, and only with the approval of the Development Office, 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 (equal to the height of the “s” used in the logo) so that it does not appear to be crowded or linked to other elements.



(Continued on Page 2)

Logo Usage (continued 2)

Always use the Loaves & Fishes logo in the horizontal layout shown above. When using the logo, please make sure you NEVER:

- stack the words Loaves & Fishes,
- box in the logo,
- change the position of the graphic over the tag line,
- print the graphic separate from the tag line,
- print the logo on its side or at an angle, or
- outline the logo.

Examples of Incorrect Logo Usage



(Continued on Page 3)

Logo Usage (continued 3)

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 Development Office 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.

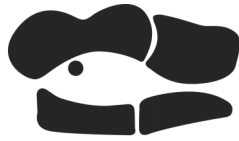
Stationery, business cards, and other materials for use in the promotion and activities of Loaves & Fishes must be ordered through the Loaves & Fishes' offices. Accordingly, individuals associated with Loaves & Fishes should not use the name or logo of Loaves & Fishes on business cards, stationery, signage, websites or other communications in connection with an individual's private use or business, other than the incidental mention of a person's affiliation with Loaves & Fishes on a resume, C.V. or other material.

Proposed public uses of the Loaves & Fishes' name and/or logo whether by staff, board or volunteers should be submitted for review and written approval to the Development Office of Loaves & Fishes.

The Development Office of Loaves & Fishes also must approve all materials and information targeted to the media that use the name and/ or logo of Loaves & Fishes.

(Continued on Page 4)

(Logo and Name Usage continued 4)



LOAVES & FISHES

Groceries for Neighbors in Need

Key Logo/Name Usage Requirements:

- Always use the ampersand (&) in “Loaves & Fishes” unless you are using it in an email or web address.
- Please print the logo in black or in black and red (PMS 711) as shown above.
- The tagline “Groceries for Neighbors in Need” is part of the logo and should always be used. However, if the logo is reduced to a size that makes it unreadable, the tagline should be removed.
- Make sure that the logo has sufficient clear space surrounding it (equal to the height of the “s”).
- Always use the logo in the horizontal layout—never stacked, boxed, on its side or at an angle.
- Never print the graphic separate from the name Loaves & Fishes.
- Never outline the logo.
- Never abbreviate the name to L&F in public communications.