

## WYOMING HUNGER INITIATIVE LOGO USE POLICY

Wyoming Hunger Initiative is overseen by the Wyoming Governor's Residence Foundation (The Foundation). The Foundation reserves explicit control and authority over the use of names, images, logos and phrases in the conduct of the business of the Foundation. Use of such name, images, logos, and phrases may be granted only in writing for a set purpose and time period.

In order to protect the reputation of our brand the Foundation has specific guidelines regarding the use of Brand Elements. This policy establishes when Foundation Brand Elements may be used, for what purposes, and restrictions that may apply to such use. Brand Elements shall only be used when the Foundation explicitly gives written permission, and that usage is restricted to the guidelines outlined in this policy.

A Brand Element is a word, name, symbol, or device (or any combination thereof) that identifies the goods, services, or activities of a person or entity and distinguishes them from the goods, services, and activities of others. For the Foundation, this includes but is not limited to, trademarks such as our name(s), current logos, intellectual property, and future logos and intellectual property.

### ORGANIZATIONS THAT HAVE BEEN GRANTED PERMISSION, MAY:

- Create a link from their website to our website's homepage (<http://www.nohungerwyo.org>).
- Use the Foundation-approved logo to hyperlink to our website or use in print materials (i.e. marketing and informational brochures, etc.)
- Any online printed use of the logo must be pre-approved by the Foundation prior to going live (online) or being published (print).

The Foundation will monitor and evaluate this policy on an on-going basis and will revise this policy as needed. Have a question about the logo use policy or need to request logos? **Connect with Wyoming Hunger Initiative at [info@nohungerwyo.org](mailto:info@nohungerwyo.org)!**



## WYOMING HUNGER INITIATIVE PRIMARY LOGOS

The primary logo of Wyoming Hunger Initiative consists of the black crossed fork and spoon paired with two weights of the brand's Avenir Next font. White may be used for a solid color background. The isolated icon may only be used in designs that originate from Wyoming Hunger Initiative. The specialty brown and gold logo may only be used in conjunction with official partnerships with University of Wyoming.



**Note:** The horizontal lockup logo should only be used when space available demands a landscape orientation; otherwise, the primary vertical stacked logo should be utilized.

## WYOMING HUNGER INITIATIVE LOGO "DON'TS"

In order to maintain the level of excellence Wyoming Hunger Initiative requires, the primary logo should never be used in the following ways. These examples apply to every Wyoming Hunger Initiative program logo and Wyoming Hunger Initiative campaign logo. If in doubt, it is always best to reach out to Wyoming Hunger Initiative ([info@nohungerwyo.org](mailto:info@nohungerwyo.org)) with questions or concerns.



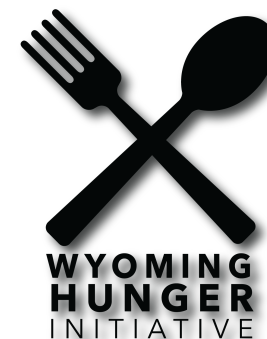
Do **not** outline the logo



Do **not** use unapproved colors



Do **not** distort the logo



Do **not** apply special effects



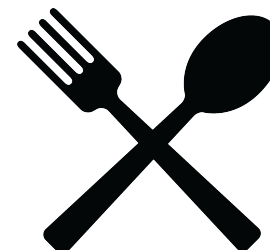
Do **not** create a background



Do **not** tilt the logo



Do **not** edit the logo



Do **not** delete elements