



## **Policy and Procedure for Logo and Letterhead Use and Sponsorship Approval**

Adopted Nov. 21, 2024

### **Purpose**

This policy governs the use of the organization's logo, branding materials and letterhead, and sponsorships by the Foundation. The procedure for approving logo, branding materials and letterhead use, and sponsorships ensures consistency with the organization's goals and brand standards. By this policy and procedure, the executive director is expected to maintain brand integrity, manage public image, and track sponsorship impact. For more complex partnerships, refer to the organization's Partnership Policy.

### **Policy Statement**

1. All uses of the organization's logo, name, branding assets and official letterhead require approval by the executive director, who is the only individual permitted to provide official logo/branding files and sign off on use or sponsorship agreements. Officers may use the official letterhead for fulfilling their prescribed duties but must notify the executive director in advance and provide a copy of the letter before and after signing.
2. Sponsorships that involve logo use, co-branding or other branding associations must be approved by the executive director. This includes sponsorships with other organizations, corporate sponsorships and event collaborations.
3. Any authorized use must adhere to the organization's branding guidelines, ensuring consistency in how the logo and brand are represented.

### **Scope**

This policy applies to the executive director, all board members, staff, contractors and partners seeking to use the organization's logo, name or branding assets, or letterhead, or proposing sponsorships.

### **Rationale**

To effectively manage the organization's public image, track the impact of sponsorships, and ensure strategic alignment, it is critical that the executive director be informed and accountable for all uses of the organization's logo, branding and letterhead. Logo and letterhead use and sponsorships imply organizational endorsement or involvement. By this policy and procedure, the executive director is able to assess the outcomes and fulfill the organization's commitments. Centralizing this authority helps maintain brand consistency, supports accurate reporting of sponsorship impact, and protects the organization and executive director from potential conflicts or misunderstandings.

### **Procedure for Logo, Branding and Letterhead Use, and Sponsorship Approval**

1. Submit requests for logo use, branding files or sponsorship approval, or letterhead use in writing to the executive director. Requests for logo, branding or sponsorship approval must be submitted at least one month prior to any planned commitments, while letterhead use requests require at least two weeks' notice. Include a description of the proposed use, purpose, audience, duration and any associated costs or budget impacts. Indicate any urgency or specific deadlines necessary for approval. Officers must notify the executive director in advance when using letterhead for official duties and provide a copy of the letter both before and after signing.
2. Prior to any determination, the executive director will evaluate potential budget impacts of each request, including any direct costs (e.g., marketing or promotional expenses) or resource commitments. Sponsorships with significant costs may require additional financial review and approvals in accordance with the Budget

Policy. All requests will be assessed to ensure they align with the organization’s mission, brand guidelines and financial objectives.

3. Written authorization by the executive director will include logo/branding files, along with guidelines for consistent and appropriate use. Only the executive director is authorized to release logo files or approve sponsorships. Official letterhead will also be distributed solely by the executive director when necessary. When a request must be denied, the executive director will provide guidance or direction.
4. Unauthorized use of the organization’s logo, branding, letterhead or sponsorship commitments is discouraged. Any such occurrences will be addressed through guidance and clarification of this policy to ensure future adherence.
5. The executive director will oversee compliance and address any misuse or unauthorized commitments.

#### **Enforcement and Review**

The executive director will periodically review this policy and propose updates as needed to reflect changes in branding standards or organizational priorities.

Revision history:  
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