

Guidelines for Use of GSNA Logo
January 2008

The official Georgia School Nutrition Association Logo and tag line (shown below) has been developed by the Association to promote school nutrition programs in Georgia as well as the Association. It is the sole property of Georgia School Nutrition Association, Inc. The “tag line” is “Building Healthy Children, Ready to Learn.”



Therefore, it is appropriate that GSNA provide the logo to Georgia school nutrition programs and local School Nutrition Association chapters in Georgia for their use in promotions. However, GSNA also needs to protect the use of the official logo so that it is not used by commercial industries for profit, or misused by any person or organization not related to Georgia School Nutrition programs.

The following guidelines have been approved by the GSNA Executive Board.

A. Georgia School Nutrition programs and School Nutrition Associations inside Georgia may be authorized to use the GSNA logo for products they will use in marketing school nutrition programs, including but not limited to posters, signs, stationary, brochures and uniforms. There will be no fee charged to these organizations to use the logo in the approved manner.

B. School Nutrition programs and School Nutrition Associations inside Georgia must sign a permission form provided by GSNA to use the logo and this form must be on file in the GSNA office.

C. Only GSNA may use the logo on products for sale for profit.

D. The logo may not be shared with other organizations without written permission from GSNA.

E. Authorized users of the logo may change the color of the image or text and may change the type style of the text if desired, but may not change the apple outline graphic in other ways, leave out the tag line (Building Healthy Children Ready to Learn), or add additional text to the logo, EXCEPT as follows:

1. an authorized user may add text under the image and tag line with the name of the authorized organization or the words "School Nutrition Program." For example, the text "DeKalb County School Nutrition Program" may be added under the apple image and tag line, or the words "School Nutrition Program" without an organization name included may be added.

2. The text "Georgia School Nutrition Association" may be deleted from the logo.

end

Permission Form to Use
GSNA Logo

The official Georgia School Nutrition Association Logo and tag line (shown below) has been developed by the Association to promote school nutrition programs in Georgia as well as the Association. It is the sole property of Georgia School Nutrition Association, Inc.



PERMISSION to use the GSNA Logo, shown above, with allowed changes as noted in the attached guidelines, is hereby granted to:

Name of School Nutrition Program or School Nutrition Association chapter

Mailing Address _____

By the signature shown below, the authorized user agrees to the usage guidelines attached and agrees to the conditions stated in the guidelines. Failure to follow stated guidelines will result in the cancelation of the permission to use the logo. This permission will remain in effect until written notice is given to the above organization.

Signature of Authorized person/ user Date

E-mail and phone number