



Operations Manual

Governed By: Marketing/Communications	Effective Date: 01/01/2013
Procedure: #1 - Logos	Updated Last: 07/18/2017
Purpose: To ensure consistent logo use and branding across programs	
Refer to Policy #:	

Summary:

Approved logos are the official emblems for the CEO agency and individual CEO programs. The logos represent the agency's brand and are important tools for increasing recognition of CEO and the services offered. It is important that the logos are used generously and properly.

An array of standard logos can be found on the intranet in the *Marketing and Communications* section of the Resources tab. If there is a particular version or file type that you are looking for that you cannot find on the intranet, you can email the Marketing and Communications Department at marketing@ceoempowers.org and staff can provide or create a logo for you.

The CEO logo should appear on all materials in its original shape and proportions. Logos should not be distorted when resized. To resize an image without distorting, hold the "CTRL" or "Control" button while resizing. When in doubt, contact the Marketing and Communications Department to ensure the logo is being properly represented. ***For more information on standard logo use and brand implementation, please see the agency Style Guide, available on the intranet via the Marketing and Communications section.***

Color logos should be used on all documents being printed in color. Black logos should be reserved for black and white documents or copies, to maintain image quality and preserve toner, though use of the black and white logo should be limited, as the use of color is an important aspect of the new brand.





Operations Manual

The CEO logo should be visible on all materials that are intended for public use. This includes materials to be displayed in the community, within our centers, sent home with customers, etc. The logo may be used with or without the tagline, as shown above, as desired.

Program Logos

Certain CEO programs have their own combined logo to represent their program. The program logo should be used in the absence of the standard CEO marketing templates, unless otherwise specified, where both the program and the agency must be represented. This is typical for marketing materials provided by community partners or outside organizations, or in the use of advertisements. Determination for where the logo is appropriate will be made on a case-by-case basis, dependent on the application and funding guidelines. Program logo files will be furnished to individual program managers, but will not be available on the intranet.

*The NYS WIC logo may only be used on public materials with express permission from the New York State Department of Health.

Auxiliary Logos



Some programs are associated with other organizations which may require additional logo representation or accompanying legal language. They include (but may not be limited to) AmeriCorps and Senior Corps .

It is the responsibility of the program staff to send official auxiliary logos and required language to the Marketing and Communications Department for inclusion in all marketing materials.