



## TRADEMARK & BRANDING GUIDELINES

The trademarks and other intellectual property of Meals on Wheels America (“Association”) are some of the most important and valuable assets of the organization. They are inextricably linked with the Association's mission and reputation. As such, the Association must act to ensure that all usage of our trademarks and intellectual property supports the organization's mission and strategic goals. Use of the Association's logos and trademarks by any outside party is restricted, and the Association will strictly enforce the unauthorized use of any registered trademarks. Usage of the Meals on Wheels America logo and name is restricted to our Corporate Partners and are subject to terms and conditions contained in Partnership or Sponsorship agreement; if usage of the Association’s intellectual property is approved without a Partnership or Sponsorship agreement, [the terms and conditions for use of Association Content](#) shall apply.

While [the terms and conditions for use of Association Content](#) or of a Partnership agreement prevail, the following are some general guideline for use of the Association’s intellectual properties. Consult the above-referenced terms and conditions for more information.

- Meals on Wheels America must have final editorial approval over any materials which include the use of the Association's name or any of its trademarks or other intellectual property.
- The Meals on Wheels America logo or other trademarks must never be used in a way that would bring the organization or the Meals on Wheels brand into disrepute or that would suggest or imply that the Association endorses or promotes any products or services or any outside organization or its activities.
- Use of the Meals on Wheels America name, logo and other trademarks must not be misleading and must never misrepresent the nature of the Corporate Support relationship. The Meals on Wheels America name, logo and trademarks may never be used for commercial purposes or in a manner that would suggest a legal partnership between the parties.
- If permission to use the Association logo(s) is granted through a license arrangement or otherwise, Corporate Partners, Supporters and other users must follow the Association's style guidelines in printing or digitally publishing the logo. Partners and Supporters must use the logo or other file provided and may not alter the appearance of the mark in any way (including altering fonts, colors, and proportions; adding text or elements to the logo; and removing elements from the logo). Branding guidelines on clearance and size, color and prominence are available from Meals on Wheels America and must be adhered to for any such use.

If your organization is interested in forming a strategic partnership and using our logo, please reach out to Colleen Clark, Director of Development, at [colleen@mealsonwheelsamerica.org](mailto:colleen@mealsonwheelsamerica.org) or 1-888-998-6325.