



Food Bank for Larimer County – Brand, Name and Logo Use Policy

Date: April 28, 2026, policies are effective immediately

Purpose: The Food Bank for Larimer County is a trusted, nonpartisan community resource. We are grateful for all who join with us to fight hunger, and we want to make it simple to engage in ways that align with our mission.

To protect its integrity and ensure consistency, the Food Bank maintains guidelines for how its name, logo, and brand assets may be used by external organizations, individuals, and partners.

Mission Alignment: We are inspired by the many ways our community comes together to fight hunger. The Food Bank prioritizes partnerships and activities that align with our mission, values, and brand standards.

Program and event name protection: The Food Bank maintains the right to protect the integrity of the brand and identity of its programs and events. The guidelines outlined below apply to the Food Bank’s programs, events and any of its associated marketing materials.

Representation and logo usage: The Food Bank may not be represented as a sponsor, organizer, or official partner of any third-party event, organization, or individual without prior written approval. This includes any use of the Food Bank’s name, logo, or brand elements in promotional materials, advertising, or communications.

Misrepresentative language: Unauthorized use of the Food Bank’s name or logo in a manner that implies sponsorship, endorsement, or affiliation is prohibited.

Political activities: With a mission to provide food to all in need through community partnerships and hunger-relief programs, the Food Bank maintains a strictly nonpartisan position. Our name, logo, and brand may not be used to support, oppose, or appear to align with any political campaign, candidate, party, or ballot initiative.

In accordance with IRS regulations, 501(c)(3) organizations are prohibited from participating in or intervening in political campaigns on behalf of, or in opposition to, any candidate for public office.

Commercial use: The Food Bank's name or logo may not be used for commercial purposes, including merchandise, fundraising sales, or promotional products, without explicit written authorization.

Media use: Media outlets requesting use of the Food Bank's logo or brand assets must receive approval from the Communications team, Kelsey Hammon and Griffin Garner, prior to publication.

Advocacy and public engagement: The Food Bank may engage in nonpartisan advocacy and education related to hunger and food insecurity. This includes working with elected officials across all parties to inform and advance policies that support the communities we serve.

We welcome opportunities for elected officials to learn more about our work. All visits, tours, and related communications are reviewed to ensure they remain focused on our mission and do not imply endorsement.

Individuals who are running for, holding, or representing a political office or campaign may not use the Food Bank's name, logo, or affiliation to promote a political agenda or candidate.

Promotion: The Food Bank maintains the right to abstain from promotion or publicization of third-party events or organizations. In addition, third-party fundraising events conducted to benefit the Food Bank must receive prior written approval. Use of the Food Bank's name or logo does not imply that the Food Bank is organizing or sponsoring the event unless explicitly stated.

Liability: The Food Bank is not responsible for the planning, execution, or outcomes of third-party activities conducted in support of its mission unless explicitly designated as an official Food Bank event.

Social media: The Food Bank's name or logo may not be used in social media handles, profile images, or usernames without prior written approval.

Photo/Visual Identity Reference: Use of photographs depicting Food Bank facilities, clients, staff, or volunteers for promotional purposes requires prior written approval.

AI-generated content: Use of FBLC's name or brand in AI-generated content requires the same prior written approval as any other promotional material.

Accepting food or funds: The Food Bank gratefully accepts food and financial contributions from individuals and organizations who support our mission. Acceptance of a donation does not imply endorsement, partnership, or approval of the donor's activities, messaging, or affiliations.

Logo usage standards: When logo use is approved, we ask that it be used consistently and respectfully:

- Logos may not be altered, stretched, recolored, or modified
- Logos must be used in approved formats
- Logos may not appear alongside political messaging or endorsements
- Clear space and visibility of logo must be maintained

Timeframe for allotted use: Approved uses are valid only for the specific purpose and timeframe outlined in the written approval and do not extend to future uses.

Requesting approval for use: Requests must be submitted in advance to the Communications team. As a part of this process, please sign the final page of this document and include it with your request. Please also include in your written request:

- Description of the event or activity
- Intended use of the logo/name
- Audience and promotional channels
- Timeline

Once approved, a member of the Food Bank's Communications team will provide a logo. Staff can work with the person requesting the logo to provide it in a format that is most convenient. This includes a JPEG, PNG or SVG format.

Ensuring appropriate use: If the Food Bank's name or logo is used without approval, or if previously approved logo use is discovered to be in contradiction to this policy or our broader brand guidelines, we may ask that the use be discontinued or corrected.

This may include:

- A request to remove or update materials
- Public clarification that the activity is not affiliated with the Food Bank
- Limiting future opportunities for partnership or promotion
- Revocation of previously granted approval if use is determined to conflict with the Food Bank's mission, values, or brand standards.

Legal action: Continued unauthorized use may result in further action, including legal remedies when appropriate.

Contact: For questions or to request approval, please contact the Food Bank's Communications team at: communications@foodbanklarimer.org.

We're grateful for your partnership in helping fight hunger, and we look forward to working together in ways that strengthen our shared impact in the community!

Brand Use and Logo Policy Agreement

By signing below, you verify that you have read our brand use and logo policy and that you agree to follow the guidelines.

Name:

Title of person signing:

Date:

Company:

Contact information:

Below you will find a Food Bank staff member signature that verifies your approved use.
Staff member's name and title:

Approved time frame for use: