



SCHOOL
NUTRITION
ASSOCIATION

Making the right food choices, together.

NSLW/NSBW Logo Usage Restrictions Release Document

Dear Member,

Please complete and fax to SNA – 703-739-3915

To protect the School Nutrition Association’s property and the members’ interests, the association is now trademarking the National School Lunch Week (NSLW) and National School Breakfast Week (NSBW) logos it develops each year. In addition, SNA has established usage guidelines for the NSLW and NSBW logos, which includes restricting the use for only non-profit promotion of the two celebrations. Examples of acceptable usage include placing a NSLW or NSBW logo on a school menu or in a publication or flyer promoting the Weeks.

By signing this letter and faxing it back to SNA, you agree to these usage restrictions. Also, please note that the materials where the logo will be used are all subject to SNA approval. We ask that you please fax a copy of the materials to us for approval as well. For example, please fax SNA a PDF of the menu or flyer or other material you are creating.

Thank you for your understanding.

Sincerely,

Jennifer Lewi

Staff Vice President, Marketing
School Nutrition Association

Please check which logos you would like to use:

- NSBW A World of School Breakfasts Spoon
- NSBW A World of School Breakfasts Happy Globe (elementary)
- NSLW Vote For School Lunch Button
- NSLW Vote For School Lunch Individual Characters
- NSLW Vote For School Lunch Group Shot

Please state what are you using the logos for: _____

Signature : _____

Date : _____

Email logos to: _____

Fax: _____