



SCHOOL
NUTRITION
ASSOCIATION

Making the right food choices, together.

NSLW/NSBW Logo Usage Restrictions Release Document

Dear Member,

*****Please complete and fax to 301 686 3115 (NEW NUMBER!)*****

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. Use of the NSLW or NSBW logos on t shirts and other clothing is not acceptable. The Emporium is SNA's sole provider of official association merchandise and materials.

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,

Laura Maynard
Senior Marketing Manager
School Nutrition Association

Please check which logos you would like to use:

- NSLW 2010 – School Lunch – What's on Your Plate? Logo & Characters
 NSBW 2011 – School Breakfast Detectives Logos & Characters

Please state what you are using the logos for:

Signature: _____

Date: _____

Name: _____

Phone: _____

Email logos to: _____

Fax: _____