



Obesity Action Coalition (OAC)

Logo Usage Policy

The Obesity Action Coalition (OAC) logo is the sole property of the OAC. Use of the OAC logo without written consent is extremely prohibited. **Usage of the OAC logo must adhere to the following:**

The following are permitted usages of the OAC logo:

- **Electronic Informational Link:** Without written permission, the OAC logo can be used to denote an electronic link to the OAC web site or internal page.
- **Media:** With written permission, accredited news media are permitted to use the logo in articles and other materials about the OAC. Reporters should email their requests to jzervios@obesityaction.org.
- **Co-Sponsored Events/Publications:** Events and publications, or similar activities, co-sponsored by the OAC, may include the logo on the Web site and printed materials in accordance with the terms and conditions of this policy. Any such use of the logo must be approved in advance by the OAC as part of the co-sponsorship agreement. Please note: Sponsorship, Fundraising and Donation agreements must also adhere to the following policy ([CLICK HERE FOR POLICY](#)).
- The OAC reserves the right to revoke permission of the use of its logo at any time.

Restrictions

The following usages of the OAC's logo are **not** permitted:

- The OAC logo may not be displayed in any manner that would suggest a product or service is a product or service of the OAC or that an organization or business is endorsed by the OAC, unless written permission is given from the OAC. Please note: Sponsorship, Fundraising and Donation agreements must also adhere to the following policy ([CLICK HERE FOR POLICY](#)).
- If used in conjunction with a product, business or organization, the product name or company logo must be prominently displayed and in no instances, can the OAC logo be larger or more visible than the trade name or product name.
- The OAC logo may not be used to disparage the Coalition or its members.

Appearance

The OAC logo should **ALWAYS** meet the following requirements:

- The appearance of the OAC logo should be used "as is." Modification of the OAC logo is strictly prohibited.
- The logo to the right is the traditional and main OAC logo and should be used when possible.
- Other acceptable uses of the logo include:
 - Reversed out in white
 - White OAC letters with green swoosh and "Obesity Action Coalition" in green
 - All black (used only for black and white design)
 - All pantone 280 (blue)
- Logo should never be reversed out to non-OAC colors and should not deviate from above guidelines.
- The OAC logo can stand alone without the words "Obesity Action Coalition" underneath when necessary. In most cases, the full OAC logo should try to be used, but if design calls for a simpler version of the logo, the logo to the right is acceptable and maintains the same color guidelines as above.

Review Process

Once the OAC Logo Usage Guidelines form is completed, please email it to info@obesityaction.org or fax it to (813) 873-7838. The OAC will review the form within two to three business days. If the OAC has any questions regarding usage, the OAC will contact you directly for more information.

To download the form, [CLICK HERE](#).