



LOGO USE POLICY

The logo of the Grand Rapids Area Coalition to End Homelessness should be used to promote the efforts and goals of the collaboration of the Coalition members to the surrounding community. Members are encouraged to use it on their websites, newsletters and brochures.

The Grand Rapids Area Coalition to End Homelessness logo is the sole and exclusive property of the Grand Rapids/Wyoming/Kent County Continuum of Care entity, also known as the Grand Rapids Area Coalition to End Homelessness (here forward referenced as the CoC). Therefore the CoC has the right to grant or disallow access or use of the logo at any time.

Who Can Use the Logo

Members in good standing of the CoC may use the “Member” logo on their websites and printed materials.

Guidelines for Use

The logo should be used in a manner in keeping with its initial design, with changes made only to fit to page size within the parameters stated below:

- Use only the approved digital artwork, do not re-typeset the logo
- Do not reproduce in colors other than the approved blue (unofficial copies in black and white are permitted)
- Do not distort the logo, it should only be scaled (sized) proportionately
- Do not add it to designs that appear to be part of the logo
- Do not use a positive version on a dark background
- Do not use the logo on a background color that does not have significant contrast
- Do not outline the logo
- Do not reproduce the logo smaller than a width of 0.5” in width

The logo should also be used in an appropriate manner. The logo should NOT be used in any of the following ways:

- In any manner that, in the judgment of the CoC Steering Council, tarnishes the reputation or goodwill of the CoC
- Mischaracterization the relationship between the CoC and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship or certification by the CoC of the user
- Violation of law, policy or the rights of others

Where to Get the Logo

The logo should be requested from CoC Staff