HOPE FOR THE DAY® LOGO AND SLOGAN USE FLOWCHART

ARE YOU WORKING WITH SOMEONE FROM HOPE FOR THE DAY ALREADY?

→ NO → PLEASE FILL OUT OUR CONTACT FORM AT HFTD.ORG/CONTACT SO WE CAN BETTER SUPPORT YOU ON THIS JOURNEY.

↓ YES

HAVE YOU REVIEWED OUR LOGO AND BRANDING GUIDELINES?

→ NO → REVIEW BRANDING GUIDLINES BEFORE CONTINUING

↓ YES

DOES YOUR ITEM USE THE HFTD LOGO, SLOGAN, OR A PLAIN TEXT NAME REFERENCE?

→ PLAIN TEXT → FOLLOW TRADEMARK USAGE GUIDELINES

↓

LOGO AND/OR SLOGAN → **IS LOGO OR SLOGAN BEING USED IN A DIGITAL OR PRINTED ASSET?**

↓ PRINTED ASSET (FLYERS, T-SHIRTS, SIGNAGE, ETC.)

→ DIGITAL ASSET

KINDLY SUBMIT YOUR DESIGN FOR APPROVAL USING THE FORM AT **HFTD.ORG/BRANDING-APPROVAL**. PLEASE ALLOW UP TO 3 BUSINESS DAYS FOR FURTHER RESPONSE. WE APPRECIATE YOUR ASSISTANCE AND COOPERATION.

WILL THIS BE SHARED INTERNALLY (WITH YOUR ORG) OR EXTERNALLY (WITH THE PUBLIC)?

↓ EXTERNALLY

→ INTERNALLY

NO APPROVAL REQUIRED

HOPE FOR THE DAY
EST. 2011
IT'S OK NOT TO BE OK®