

	FMCA POLICIES AND PROCEDURES	INDEX NO. 1018/A	APPROVAL LEVEL GB
	SUBJECT FMCA Logos	EFFECTIVE 08/2023	SUPERSEDES
		SPECIAL DISTRIBUTION	

POLICY

A logo is a graphic representation used to identify FMCA or its subsidiary organizations.

PROCEDURE

1. Only logos approved by the Executive Board will be utilized by FMCA and its subsidiary organizations.
2. FMCA may utilize more than one logo.
3. The President, Executive Board, Governing Board or the CEO may initiate a study to establish a new logo. The President will appoint a committee to research and identify new logos.
4. It is desirable for the committee to have access to resources in the areas of legal, marketing, design, and research in order to generate the best options for the organization.
5. The committee at a minimum shall consider the purpose of a new logo, the intended audience and the intended use.
6. The committee may develop more than a single logo for submittal to the Executive Board.
7. The committee shall present its findings to the Executive Board for consideration.

Use

Logos shall be used on all advertising. They may be used in combination with the emblem on all official documents, publications, badges and websites.