

## MBEA Logo Usage Policy for Recipients and Finalists



The Minnesota Business Ethics Award recognizes Minnesota businesses that have exemplified and promoted ethical conduct for the benefit of the workplace, the marketplace, the environment, and the community. Further, the MBEA logo is a valuable asset both to the MBEA and its honorees. Permitting use of the MBEA logo by award recipients and finalists in their marketing and identity materials is reasonable and broadens awareness of the ethics in business and the recipient's or finalist's achievement.

This policy statement hereby grants permission to award recipients and finalists to use the appropriate recipient or finalist logo and provides guidelines and requirements for its usage. Use of any MBEA logo by any other organization, not an award recipient or finalist, requires the prior permission of the MBEA.

### Requirements for MBEA Logo Use by Award Recipients and Finalists:

The MBEA provides two distinct logos for use by recipients and finalists as governed by the requirements below:

- For Award Recipients, the logo includes the year in which the organization received the award and the word "**RECIPIENT**."
- For Award Finalists, the logo includes the year in which the organization was designated a finalist and the word "**FINALIST**."

Specifically:

1. MBEA grants a limited license for use of the award logo in the organizational identity and marketing programs of MBEA Award Recipients and Finalists.
2. MBEA requires that the MBEA Award logo may not be redesigned or altered and that, whereas the logo may be resized, the aspect ratio (proportions) of the logo may not be altered.
3. MBEA requires that the MBEA Award logo be reproduced in black or white only.
4. MBEA requires that use of the MBEA Award logo be consistent with the award's intended purpose.
5. MBEA may, at its discretion, require immediate withdrawal by the Recipient or Finalist of any materials or promotional activities that, in the opinion of the MBEA, misrepresent the award in any manner.

**Contact for Information:** If you have questions with respect to the implementation of these policies and your anticipated use of the logo in your identity or marketing plans, please contact the MBEA steering committee chair or co-chair.

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