

Supplemental Nutrition Assistance Program (SNAP)

Using the SNAP Logo

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1. Introduction

- This document provides information about use of the SNAP logo.
- Using the SNAP logo correctly and frequently in program materials at the national, State, and local levels will present a consistent image for SNAP, strengthen the SNAP identity, and reinforce SNAP messages.
- Ultimately, the new SNAP name and logo, combined with ongoing active outreach, quality customer service, and new policies that promote access, will eliminate the stigma some people too often associate with the words “food stamps” and replace it with the reality of a well managed, helpful nutrition assistance program that puts healthy food within reach.
- Those working to disseminate SNAP messages and to encourage participation in SNAP are encouraged to use the SNAP logo in ways consistent with the information presented here.

2. Authority

- Authority to control use of the SNAP logo is derived from 7 U.S.C. 2011, *et seq.*, 5 U.S.C. 301, 15 U.S.C. 45 and 1051, *et seq.*, 17 U.S.C. 101, *et seq.*

3. Background

- The Food, Conservation, and Energy Act of 2008, Public Law 110-246, 122 Stat. 1651, Sections 4001 and 4002, changed the name of the Food Stamp Program to the Supplemental Nutrition Assistance Program as of October 1, 2008.
- The new program name, or SNAP, reflects the changes we've made to meet the needs of our clients including increased access, a focus on nutrition, and an increase in benefit amounts. Through nutrition education partners, SNAP clients learn to make healthy eating and active lifestyle choices. SNAP is good for communities. Research shows that every \$5 in new benefits generates \$9.20 in total community

spending. While SNAP is the new national name for the Program, States may use their own names.

- With the launch of the new program name, the Food and Nutrition Service (FNS) has embarked on an awareness effort to make sure that State agencies, partners, and clients know about the name change and how it affects them. These efforts include extensive use of the new SNAP logo.
- FNS has adopted the SNAP logo as a service mark to identify its Supplemental Nutrition Assistance Program (SNAP). The SNAP logo was released on October 1, 2008, to coincide with the launch of the new program name. All rights in the SNAP logo and all goodwill pertaining thereto belong exclusively to the U. S. Department of Agriculture (USDA). Any use of the SNAP logo inures exclusively to the benefit of USDA. No other entity may at any time acquire any rights in the SNAP logo by any use thereof.

- The SNAP logo consists of a stylized grocery-filled bag design, with SNAP superimposed thereon, together with the program name “Supplemental Nutrition Assistance Program,” and the tagline “Putting Healthy Food Within Reach.”
- Please see the boxes to the right for the logo in English and Spanish.



4. Appropriate Use

- The SNAP logo may be used by those administering SNAP, including the 53 State SNAP Agencies and their counterparts at the local and county levels, for purposes consistent with SNAP statutes, regulations, and policies. The SNAP logo may be applied to program materials used for identification, public notification and awareness, nutrition education, and outreach. Examples of materials on which the SNAP logo may be used are brochures, guides, manuals, bulletins, forms, reports, letters, web sites, presentations, signage, leaflets, handouts, flyers, business cards, and other program materials.

- Other organizations, such as non-profit organizations and authorized SNAP retailers engaged in SNAP outreach or nutrition education, may use the SNAP logo for non-commercial educational and outreach purposes when such uses are a public service and contribute to public information and education concerning SNAP, for example, to reinforce SNAP nutrition messages and raise awareness about the support SNAP provides to low income people to stretch their food budgets and put healthy food within reach.
- USDA does not endorse goods, services, or enterprises. Other organizations using the SNAP logo in the foregoing manner must not use the SNAP logo in any way that might suggest USDA endorsement of the organization or its goods and services. The material on which another organization is using the SNAP logo must include the statement: “The SNAP logo is a service mark of the U. S. Department of Agriculture. USDA does not endorse any goods, services, or enterprises.”
- SNAP contractors, with express FNS authorization, may apply the SNAP logo to materials being produced under contract for use in SNAP at the federal, state, and local levels. In such cases, FNS will advise the contractor as to appropriate use of the SNAP logo.
- In the case of products developed or printed with USDA funds, the funding credit statement meets the requirement for the non-endorsement statement. Please see the box to the right for the credit funding statement.
- The designation “SM” should be displayed with the SNAP logo to indicate its service mark status.
- FNS reserves the right to approve any use of the SNAP logo and to review any ongoing use. It is understood that upon discovery of any use deemed inappropriate by FNS, such use must be discontinued.

The USDA Funding Credit Statement

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture. The contents of this publication do not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

5. Inappropriate Use

- Use of the SNAP logo is not authorized on commercial goods, or their containers or other packaging, or in connection with the performance of commercial services, or in advertising or other promotional materials for commercial goods and services.
- Any person or organization that uses the SNAP logo, or any similar mark or designation, in a manner that might be likely to cause confusion whether that person or organization, and its goods and services, are associated or connected with, or approved by USDA, FNS, or SNAP, may be infringing the SNAP logo. Anyone who is aware of potentially infringing use should provide the information to SNAP.

6. Logo Guidelines

- The logo must be used only as shown and described. The logo cannot be altered or manipulated. Please do not alter the colors, font or layout of the logo.

CMYK Values:

Cyan: C=100
Orange: C=0, M=60, Y=100, K=0
Lt. Green: C=75, M=0, Y=80, K=0
Dark Green: C=98, M=0, Y=72, K=61
Purple: C=70, M=80, Y=0, K=0
Red: C=15, M=98, Y=100, K=10

- The Pantone colors for the logo are in the boxes to the right:

- Further directions for placement, color, and size of the logo, including examples of logo usage, are provided in Attachment 1.

RGB Values:

Cyan: R=0, G=174, B=239
Orange: R=245, G=130, B=32
Lt Green: R=47, G=181, B=106
Dark Green: R=0, G=88, B=61
Purple: R=105, G=80, B=161
Red: R=191, G=38, B=36

7. Available File Formats

- English and Spanish logos are available in .eps; .tif; and .jpg in both color and black and white.

8. References

- Supplemental Nutrition Assistance Program (SNAP)
<http://www.fns.usda.gov/snap/>

- The USDA Symbol: Its Purpose and Use
<http://www.usda.gov/documents/OC/SymbolGd.pdf>
- MyPyramid Graphic Standards
<http://www.mypyramid.gov/downloads/resource/MyPyramidGraphicStandards.pdf>
- State Outreach Plan Guidance
<http://www.fns.usda.gov/fsp/outreach/guidance/stateplan.htm>

9. For Further Information

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Attachment 1: Supplemental Nutrition Assistance Program: LOGO USAGE

Non-Interference, Sizing and Color

The tagline for SNAP is:
Putting Healthy Food Within Reach

Standard practice is to include the tagline in the logo.

Non-interference space for the logo is .25 inches surrounding its outer diameter (farthest point of logo, outward), illustrated below.



The minimum size of the logo is 1.5 inches in width, illustrated below. This is the preferred smallest size for readability, and any variations reducing this size for usage should be cleared with USDA Food and Nutrition Service.



When using the color version, use logo file colors as provided ONLY. Occasionally, it may be necessary to use a black and white version of the SNAP mark. Please find below suitable example, in place of the color version.



Backgrounds, Co-Brand and Language

The SNAP mark should be used against clean, lighter backgrounds that do not contain distracting patterns or competing color schemes.



When co-branding the logo, please see below guidelines for preferred vertical and horizontal layouts, respectively.



There exists a Spanish language tagline version of the logo for use in circumstances that are approved by USDA (Spanish-language or bilingual publications, etc.).



For questions regarding usage or to request a certain file format, please contact Laura Griffin, Office of the Associate Administrator, SNAP, 703-305-2202, laura.griffin@fns.usda.gov