

SCHOOL LUNCH HERO DAY

School Lunch Hero Day Logo Do's and Don'ts

Thank you for your interest, enthusiasm and support! We look forward to your celebration of school nutrition professionals within your school or organization.

Please note that the School Lunch Hero Day® branding includes the typography, design(s) and logo(s) associated with the “Lunch Lady” book series created by Jarrett J. Krosoczka. The below guidelines provide direction on proper School Lunch Hero Day logo (the “Logo”) usage.

Do

- Only use the Logo for non-profit, non-commercial promotion of School Lunch Hero Day and School Nutrition Employee Week within your school or organization.
- Remember that proper usage of the Logo is limited to placing the Logo on newsletters, school menus, banners, signs, flyers, certificates or cards to promote and celebrate School Lunch Hero Day and School Nutrition Employee Week within your school or organization only.
- Ask us if you are unsure if your proposed usage complies with these guidelines.

Don't

- Use the Logo or School Lunch Hero Day branding in a way that implies any partnership with, or sponsorship or endorsement by, Jarrett J. Krosoczka or SNA.
- Combine any part of the Logo or other School Lunch Hero Day branding with your name, marks or generic terms.
- Use trademarks, names, domain names, logos or other content that imitates or could be confused with the Logo or other School Lunch Hero Day branding.
- Use any icons, images or trademarks to represent School Lunch Hero Day other than what is found on the [SNA website](#).
- Modify the Logo or other School Lunch Hero Day branding assets in any way, such as changing the design, font or color.
- Use the Logo or other School Lunch Hero Day branding on clothing or any other merchandise. Official School Lunch Hero Day clothing and other official School Lunch Hero Day merchandise for school nutrition professionals can be purchased [here](#). Please note that a portion of the proceeds from the sale of official School Lunch Hero Day merchandise goes toward SNA's efforts to support school nutrition professionals.

We appreciate your compliance with the above guidelines.

