As a partner agency of Roadrunner® Food Bank, your agency may wish to use our name and logo in association with your communications, marketing, public relations and outreach efforts. Agencies may include the Food Bank’s name, logo, etc. once their six-month probationary period has successfully been completed. However, if you wish to include the Food Bank name, logo, etc. in your outreach materials, your agency is required to follow established guidelines.

Roadrunner® Food Bank has created a Communications/Marketing/Public Relations appendix to the partner contract with detailed information about using our name, logo, etc. Please note: it isn’t mandatory to list or state your affiliation with us, but an option for your agency to consider. However, IF and SHOULD your agency elect to include the Food Bank name, logo, quotes, or ways your agency talks about your affiliation with us, your agency is required to follow the Communications/Marketing/Public Relations standards included in the appendix of the partner agency contract.

The Communications/Marketing/Public Relations appendix describes the standards for any print, electronic, verbal materials your agency produces when using Roadrunner® Food Bank’s name and/or logo.

If you intend to use the Food Bank name and/or logo during this contract period, please fill out the information below and return it with your contract.

Partner agency warrants that it has read and will abide by the Communications/Marketing/Public Relations appendix included in the Partner Agency Agreement SHOULD the agency elect to use Roadrunner® Food Bank’s name/logo.

____________________________________________________________________
Agency Name

____________________________________________________________________
Signature of Authorized Representative

____________________________________________________________________
Date

If applicable, please list the person(s)/contact(s) at your agency who would handle any of your communications/marketing/public relations tasks.

____________________________________________________________________
Name

____________________________________________________________________
Email

____________________________________________________________________
Phone
Communications/Marketing/Public Relations Standards and Contract Appendix

As an affiliated and member partner agency of Roadrunner® Food Bank there are certain communication possibilities you may want to add to your own agency’s marketing and public relations efforts. Once you have successfully completed your initial six-month probationary period, you are welcome to use the Food Bank name and logo to complement your outreach activities if you elect to.

In general, you may use Roadrunner Food Bank’s name and/or our logo in your printed materials such as brochures and pamphlets, on your agency website or other electronic media sites, social media sites, etc. indicating you are a partner agency of Roadrunner Food Bank.

If your agency elects to use the Food Bank name or logo, we have included procedures for your agency to follow.

Protected Mark – Trademark
Over the past several years, Roadrunner Food Bank has worked with a local law firm who has graciously donated their legal services in order for the Food Bank to protect the Food Bank’s mark with the United States Patent and Trademark Office. The Food Bank has officially achieved trademark status in several trademark classes relevant to our work. In general terms, that means that the registration mark ® should now be used with the Food Bank name and our logo. The mark is a capitalized R with a circle around it and used just after the word Roadrunner. To create the registration mark in the text portion of a document, simply use the parentheses with an R in the middle of it with no spaces like this: (R). That should create this symbol ® within your document.

Use of Roadrunner Food Bank Name In Text
If you refer to the Food Bank in a text document, please reference the Food Bank and/or your affiliation with us in one of the following ways in your content:

- Roadrunner® Food Bank
- Roadrunner® Food Bank of New Mexico
- the Food Bank
- YOUR AGENCY NAME, a partner agency of Roadrunner® Food Bank
- We are a partner agency of Roadrunner® Food Bank
- YOUR AGENCY NAME is a partner agency of Roadrunner® Food Bank

It is only necessary to use the registration mark ® symbol in the FIRST reference of text in a document. You are welcome to use it in every text reference, but it can become cumbersome and therefore we are only requiring that the registration symbol be used in the FIRST reference of text in a document.
The use of the registration mark protects the Food Bank name from those unauthorized to use it or those using it without our permission. It also demonstrates to the US Patent and Trademark Office we are using the protected mark when we seek renewal and re-registration of the protected mark in the future.

When referring to the Food Bank as a proper name the "F" in food and the "B" in bank should always be capitalized. If you are referring to food banks in general, it should be lower cased.

**Use of Logo**
If your agency uses the Food Bank’s logo, please attempt to use a full-color version first. A sample of the full-color version is below.

![Full-color Logo](image1)

Using a full-color version may be expensive when producing brochures or other printed materials. If you are trying to keep costs down when printing marketing materials, you may use a one-color version of our logo. The only colors approved for use in a one-color format are: black and red. Examples of their use are below.

![One-color Logos](image2)

Please ensure that there is proper spacing around the logo known as clear space. See the example below of demonstrated clear space.

![Clear Space](image3)

To obtain an electronic version of Roadrunner Food Bank’s logo, please email sonya@rrfb.org or call 505.349.8682. Please indicate how the Food Bank’s logo is being used so that our staff can provide the appropriate electronic format. Please also ask the Food Bank to approve the use of the logo PRIOR to printing or publishing the final marketing piece.
Please **DO NOT** stretch, crop or alter Roadrunner Food Bank’s logo in any way. A few examples of **INCORRECT** use are below.

![Roadrunner Food Bank Logo](image1)

**Feeding® America Name/Logo**
Feeding America is a national hunger organization that helps bring foods, relationships and partnerships to member food banks that benefit our work here in New Mexico. There are about 200 food banks in their network all across the United States with more than 60,000 affiliated partner agencies associated with those 200 member food banks. Roadrunner Food Bank is the only member of Feeding America in New Mexico.

Please understand that as the local member, Roadrunner Food Bank is authorized to use their logo and membership status in conjunction with Roadrunner Food Bank’s name. Agencies are **NOT** permitted to use the Feeding America logo or claim they are a member of Feeding America. You are, however, our member and as our member are authorized to use our name and logo.

However, there will be instances where we provide you with thank you certificates to provide to food donors that include the Feeding America logo or name. Providing the donor with the Feeding America connection is important to many of our national partners such as Walmart, Albertsons Market, Trader Joe’s, Sprouts, Smith’s, General Mills, and others. The only time you are authorized to use the Feeding America logo and name is in instances when we provide your agency with those documents.

**Public Relations**
Many of our partner agencies have wonderful relationships with news organizations across the state. We recognize there might be times you would like to obtain a quote from our staff or include language from us in news releases that helps support or strengthen your story or may be appropriate for certain stories you are pitching to your own local media contacts.

In instances where you would like the Food Bank to provide a quote in a news release, brochure, web story, etc., please contact Sonya Warwick, Communications Officer at 505.349.8682 or sonya@rrfb.org.

For your convenience we have provided some sample quotes that are approved for your use and very generally talk about how we collaborate together as a network. Please ask us to review any quotes/talking points that include the use of the Food Bank name prior to printing or using. At your request, we will provide a customized quote for your agency’s use in collateral materials. Please allow us adequate time to respond, two weeks is preferred.
Sample Quotes:

Sample Quote 1
“It is through a network of hundreds of partner agencies across the state that allows us to feed 70,000 hungry children, seniors and adults every week. We are honored that NAME OF AGENCY is working so diligently in the XXXX community to feed hungry people,” said Melody Wattenbarger, president and CEO of Roadrunner® Food Bank.

Sample Quote 2
“NAME OF AGENCY constantly works on behalf of vulnerable and hungry people in the XXX community. Every day their efforts are changing lives and making a difference for the better. We are delighted to partner with NAME OF AGENCY as one of the hundreds of agencies in our food assistance network,” said Melody Wattenbarger, president and CEO of Roadrunner® Food Bank.

Sample Quote 3
“Hungry people aren’t able to access food without a strong hunger-relief network. NAME OF AGENCY is one of those partner agencies making tremendous strides to ensure the hungry and vulnerable people are fed. We are honored and proud to count them as one of hundreds of agencies Roadrunner® Food Bank supplies food to across the state,” said Melody Wattenbarger, president and CEO of Roadrunner® Food Bank.

Suggested Opportunities

Use of Client Images
If you elect to photograph, video tape or use images of clients and their stories as part of your communications/marketing/public relations efforts, we do recommend you create and use a photo consent form. If you need one as a sample to follow, please email sonya@rrfb.org or call 505.349.8682.

Social Media
Many non-profits have created a Facebook and/or Twitter page. For those that have any type of social media activities including a blog, Facebook, Twitter, YouTube, etc. for your agency, please consider adopting a Social Media Policy. It gives you a guide to follow when spam winds up on your page and what your organization has allowed others to post on your page. You can view and use our social media policy as a template if that helps get you started. Visit www.rrfb.org/legal.

Questions?
For communications/marketing/public relations questions including use of the Food Bank name, logos, quotes to provide to your agency for outreach, please contact Sonya Warwick, Communications Officer at 505.349.8682 or via email at sonya@rrfb.org.