**PROCEDURE FOR OBTAINING THE BRADLEY LOGO**

Occasionally the Foundation receives requests to use the Bradley logo. Any staff member receiving a request for the logo should ask the requestor for an email describing what the logo will be used for. Future use will require another request and approval. Staff should forward the request to the President for his approval, with a cc to the Admin Assistant and VP-Admin. When approval has been obtained, the Admin Assistant will work with the requestor to provide the Bradley logo in a format useable for the requestor, and the logo will be emailed to them.

The official Bradley Logo is the gold lion sitting on a red bar extending his left paw; the lion is placed to the left of the Foundation’s name, which is placed on two lines. Note that an ampersand (“&”) is never used in the Foundation’s name.



This is what will be provided if the Bradley Logo is requested; different sizes are available.

[H:\Admin\Logos\Bradley Logo\Used Regularly\file-name]

 

These seals are usually used for Bradley Prizes, in-house documents and external relations.

[H:\Admin\Logos\Seal\file-name]

Occasionally, only the Bradley lion is requested, or you may have a need for it on internal documents. Usually, the lion sits on a thin red bar, but there is one available with a thick bar the same color as the lion, instead of the red bar. (A printer will charge more for additional colors.)

 

[H:\Admin\Logos\Lion\file-name]

When transmitting the logo to the requestor, copy and paste the original email request beneath the transmittal message. The various internal communications and approval should not be included in the message. Be sure to cc the VP-Admin and the relevant Program Officer when forwarding the logo.

Keep a copy of the request, approval, and final logos transmitted by email in the Logos folder for one year.

If the Admin Assistant is out of the office, the Senior Program Assistant or the VP-Admin will be back ups.