

Healthy Families America Logo FAQ's: 5 Things to Know

Changing your logo and name can be tricky. Here's some answers to FAQ's so that you can be successful!

1. How do I write my site name in documents?

Healthy Families <2nd line of logo>:<3rd line of logo>

Here's a few examples:

Healthy Families California™: Napa County

Healthy Families Crisp County™

Helpful hints:

- You can replace the ":" with a "-" to separate the 2nd and 3rd line (if applicable) of the logo as you write it.
- Make sure to use the ™ (trademark) the FIRST time you write your name on any document. Thereafter, you may write it without the trademark (™) symbol.
- You can quickly type a "™" symbol in a word document by holding down "Ctrl", "Alt", and "T" at the same time.

2. How should I reference Healthy Families America in documents?

When referencing Healthy Families America, you should write it as **Healthy Families America® (HFA)** the first time, and can refer to it as Healthy Families America or HFA anytime thereafter in the same document. Make sure to use the ® (registration mark) the FIRST time you write the Healthy Families America name on any document. Thereafter, you may write it without the registration (®) symbol. You can easily type the registration symbol (®) by holding down "Ctrl", "Alt", "R" at the same time.

Please note: it is not allowable to use a "Healthy Families" shorthand in reference to the model or your site; only Healthy Families America or HFA can be used.

3. Where do I include my logo?

Make sure to include your logo on any document that you currently put your logo on, or anything you create that you want tied back to your site. Examples include stationery, training/staff materials, flyers, press releases, and any other public-facing document.

For sites who have had to transition logos, you do not have to throw away existing stationery or materials, as we know they can be costly to reproduce. When your existing stash runs out, just re-order with the new logo! We don't want you to incur any unnecessary expenses.

4. Do I need to include the Healthy Families America logo on my materials, or just my cool new localized logo?

Your new localized logo is sufficient to use alone and should be included on your website, social media handles, and other documents or materials, including stationery, training/staff materials, flyers, press releases, and any other public-facing document.

5. Are there any instances when I should include the Healthy Families America logo?

You do need to use the Healthy Families America name or logo when you are specifically referencing the HFA model, national office, or network.