



August 2023

LLL/LLC LOGO AND NAME PROTECTION

The LLC logo and name La Leche League Canada (LLC) are the exclusive property of La Leche League International (LLI). LLI has granted LLC the exclusive right to use the LLC logo and name. LLC, or any LLC Board authorized person or entity, may use the LLC logo and/or name on stationery, forms, publications, notices, websites, social media, etc., providing they strictly adhere to the *LLC Brand Guidelines*.

Permitted Use of the LLC Logo and Name

LLC Leaders, Groups, and Areas may use the LLC name and/or logo, without express written permission, when carrying out the basic responsibilities of leadership, as prescribed in the [LLC By-laws and Policies](#) and [LLL Policies and Standing Rules](#), and their responsibilities as specified in other LLC job descriptions (see [Leader's Handbook](#)), providing the materials used (social media posts, posters, leaflets, banners, information sheets, etc), have been pre-approved by La Leche League Canada. These uses include: advertising LLC meetings and events, communicating with parents and other Leaders, fundraising, and promoting LLC generally to further its purpose.

Leaders are encouraged to use pre-approved LLC social media graphics.

Pre-approved materials using the LLC name and/or logo include:

- graphics found in the LLC Information Sheets;
- Instagram and Facebook posts found on the national LLC social media accounts called "La Leche League Canada;"

posters, leaflets, banners, etc., found in the Leader section of the LLC website.

Logo Use in the Creation of New Social Media and Printed Materials

Leaders can request the personalization or creation of graphics, or printed materials such as Group posters, leaflets, etc., by reaching out to the Office Administrator (office@llc.ca).

Any Leader, Group or Area wishing to use the LLLC logo and/or name to create a their own **social media infographic, or any printed material** must strictly abide by the *LLLC Brand Guidelines* and *LLLC Social Media* policy, and **must submit the proposed design for approval to the National Office, at least seven (7) days prior to its intended use**. For more information, see the *LLLC Brand Guidelines (2023)* and *LLLC Social Media* policy.

Social media Group meeting announcements must follow the *LLLC Brand Guidelines* but they do not need to be approved by the Board. Please check spelling before posting.

Logo Use on Items for Sale or Promotion

Any Leader, Group or Area wishing to use the LLLC logo and/or name on an item for sale or promotion, or for any purpose other than those listed above, will present a written proposal to the Area Coordinator of Leaders (ACL) for a review process. The proposed design will then be submitted to the LLLC Board of Directors for approval at least one month prior to the intended date of publication or printing. The Board of Directors of LLLC is responsible for the approval of all items for sale bearing the LLLC name and/or logo. Items containing the LLLC logo can be used for the promotion of LLLC. The sale of any item containing the LLLC logo and name must be sold for the benefit of LLLC. The use of the logo must meet the guidelines for correct presentation of the logo and name as described in the *LLLC Brand Guidelines*.

Logo Use by an Outside Organization

Any proposal to use the LLLC logo and/or name by an organization other than LLLC, whether alongside the organization's logo or not, must conform to the [LLLC Collaborative Action](#) policy and [Financial Code of Ethics](#) policy and must be approved by the LLLC Board of Directors.

Misuse of the LLLC Logo

If any Member of LLLC is aware that the LLLC logo, name, or a similar mark is being used by any person or entity without express written permission of the LLLC Board of Directors, they will promptly inform the LLLC Board of Directors.

(June 1988, February 1999, February 2004, November 2022, August 2023)