

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT



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CFC MEMORANDUM 2011-03

May 20, 2011

TO: LOCAL FEDERAL COORDINATING COMMITTEES AND
PRINCIPAL COMBINED FUND ORGANIZATIONS

FROM: KEITH WILLINGHAM
DIRECTOR, COMBINED FEDERAL CAMPAIGN

SUBJECT: ALTERNATIVE LOGO USAGE

Background

Since 1986, the eagle with stars and stripes has been a recognized symbol of the Combined Federal Campaign (CFC). As we embark upon and celebrate 50 years of delivering the dream to millions of Americans through charitable giving, we have a unique opportunity to introduce a fresh new logo that will symbolize our continued commitment to helping people all over the world. The current logo (rounded rectangular box containing an eagle, stripes and three stars) is a Federally registered trademark owned by the United Way Worldwide (UWW), for which OPM retains license to use and to authorize use for official campaign purposes.



Alternative CFC Logo (concentric star)

In an effort to modernize the official CFC logo and to more broadly accommodate stakeholders' preferences to freely use and reproduce the official CFC logo for official CFC purposes, OPM has approved the use of an alternative official CFC Logo (portion of a concentric five-pointed star interwoven with the capital letters CFC, below which reside the words Combined Federal Campaign).



The concentric star CFC logo design was developed by the Combined Federal Campaign Foundation, a private, not-for-profit organization comprised of representatives of a variety of national federations participating in the CFC and local Federal CFC administrators that support of the Combined Federal Campaign. OPM has approved the use of its CFC and Combined Federal Campaign trademarks for integration into the alternative official CFC logo design, and the Foundation has agreed that OPM maintains sole authority to establish appropriate parameters for use of this alternative CFC logo by stakeholders for official CFC purposes.

A special CFC logo design should be used for all 2011 campaign brochure printed material. The concentric star CFC logo design commemorating the 50th anniversary of the CFC program.



Official Use CFC Logos

The official CFC logo and/or the alternative official CFC logo must continue to be used in connection with all local CFC websites, the official Charity List, pledge forms, and other official materials. OPM will phase out the use of the official (eagle, stripes and three stars) CFC logo and will ultimately recognize only the alternative official (concentric star) CFC logo as the official CFC logo beginning February 1, 2013.

Additional uses of the registered marks Combined Federal Campaign and CFC are permitted in accordance with the permission set forth below.

OPM grants permission to use and reproduce the Combined Federal Campaign and the CFC trademarks set forth above, in plain text form, stylized font, or incorporated into an appropriate design element, for official CFC campaign purposes. The following guidance is provided for the use of the trademarks:

Official Combined Federal Campaign purposes include, but are not limited to:

- The official Charity List, pledge forms, local CFC websites, and other official materials.
- Promotional materials that objectively represent the fact of an organization's participation. (Examples: Charity XYZ provides food for victims of disaster. Please donate to CFC Code 98765).
- Uses that encourage enthusiasm for and participation in the CFC. (Examples: pins or medals for employee volunteers to wear in support of the CFC; polo shirts with modestly sized design that incorporates the mark, placed in a standard placement on top front of shirt).
- Incentive or recognition items. (Examples: plaques, trophies).
- Commercial uses that fairly represent goods or services for purchase for official use . (Examples: commercial advertisements by vendors for sale of pins, medals, incentive or recognition items in support of the CFC; software programs titled with reference to CFC services).

Official Combined Federal Campaign purposes do not include the following non-exhaustive list:

- Any materials that tend to mislead potential donors as to their source. (Examples: marketing materials that use the mark in connection with extensive lists and/or descriptions displayed in a manner similar to the official Charity list and not clearly denoted as marketing materials).
- Uses that tend to cause or infer association with unofficial activities. (Example: sale of alcoholic beverage, with some share of profit to be contributed to the CFC; sale of casual women's apparel shorts with CFC emblem on back).
- Use of the mark in any manner that OPM determines demeans or tends to ridicule the mark or the CFC program.

OPM reserves the right to review the reproduction of each of these marks for quality, and to revoke permission to use and reproduce each mark in the event that OPM determines, in its sole discretion, that the manufacture or reproduction of the mark or of the goods upon which they appear are of less than excellent quality.

Access to Official CFC Logos

You may obtain the new logo and brand standards at OPM's website at www.opm.gov/cfclogo/logo/download.aspx. You will be prompted to review and accept terms of the user agreement. You must agree to the user agreement before proceeding. By checking the box and clicking on the proceed button, you are agreeing to all terms outlined. Once you accept, you will be taken to the page you were originally attempting to access.

Campaigns and other entities are not authorized to make the logo accessible via download on their websites or through other means. Interested parties must be directed to the Office of CFC website (www.opm.gov/cfc) where they will register and agree to the terms of usage.

Please share this information with the Federal agencies and participating charities in your campaign area. If you have questions about this matter please contact the Office of CFC at cfc@opm.gov