

# Michigan Good Food Charter Brand Policy



## MICHIGAN GOOD FOOD CHARTER

The [Michigan Good Food Charter](#) offers a visionary approach for a thriving food economy distinguished by equity, health, and sustainability for all of Michigan and its people rooted in local communities and centered on good food systems.

Coordination of Michigan Good Food Charter outreach is conducted by the [Michigan State University Center for Regional Food Systems](#) (CRFS).

The Michigan Good Food Charter brand is the responsibility of CRFS, which receives guidance and recommendations from the Michigan Good Food Coordinating Council. The Michigan Good Food Charter brand includes the Michigan Good Food logo, presentation and report templates, and the language of the Charter's vision, goals, and strategies.

Please refer to the following brand policy guidelines for guidance. For specific questions about incorporating the Michigan Good Food Charter and its brand assets into mission statements, promotional materials, and/or other materials, please contact CRFS Michigan Good Food Coordinators Lindsey Scalera, [scaleral@msu.edu](mailto:scaleral@msu.edu) and Liz Gensler, [gensler@msu.edu](mailto:gensler@msu.edu).

### BRAND POLICY GUIDELINES

The Michigan Good Food Coordinating Council encourages all Michigan residents to sign the resolution of support for the Michigan Good Food Charter (from here on referred to as "Charter"). CRFS recommends use of Charter brand assets in the promotion of work that strives to achieve the goals of the Michigan Good Food Charter. Individuals and organizations (from here on referred to as "users") that wish to use Charter brand assets are required to follow the Michigan Good Food Charter Brand Policy.

#### The Michigan Good Food Charter Brand Policy Guidelines are as follows:

1. Charter brand assets may only be used for promoting work that aligns with the vision, goals, and strategies of the Michigan Good Food Charter.
2. It is recommended that before using the Charter brand assets, organizations and individuals contact Michigan Good Food Charter coordinators Lindsey Scalera, [scaleral@msu.edu](mailto:scaleral@msu.edu) and Liz Gensler, [gensler@msu.edu](mailto:gensler@msu.edu) to discuss use.

3. Organizations and individuals using Charter brand assets are strongly encouraged to:

- Sign the resolution of support for the Charter.
- Collaborate. This can be done through connecting with one or more relevant networks that are active in the Michigan Good Food initiative or connecting with another organization that works towards the goals of the Charter. Examples of relevant networks in the initiative include the [Michigan Local Food Council Network](#), the [Michigan Farm to Institution Network](#), the [Michigan Farm to Early Care and Education Network](#), the [Michigan Food Hub Network](#), the [Michigan Good Food Shared Measurement project](#), and the Michigan Good Food Coordinating Council.
- Users of the Charter brand and its assets must, where possible, guide their target audience to the Michigan Good Food Charter website: [michiganfood.org](http://michiganfood.org).
- Follow the Michigan Good Food Charter on Facebook ([@michiganfood.org](https://www.facebook.com/michiganfood.org)) and Twitter ([@MIGoodFood](https://twitter.com/MIGoodFood)), use the hashtag #MIGoodFood, and stay in touch by joining our [mailing list](#).

4. When using the Charter brand assets, references to the Michigan Good Food Coordinating Council should be to the whole and not reference individual member organizations without their knowledge and written permission. Please note that Coordinating Council member organizations support achieving the goals and vision of the Michigan Good Food Charter but may not wish to be affiliated with specific projects that do not align with their organizational mission and goals. Michigan Good Food Coordinating Council member organization names may be listed only as an informational tool to communicate the composition of the Coordinating Council.

5. In all cases, use of the Michigan Good Food brand assets for specific Michigan Good Food work does not equate or imply endorsement by CRFS, the Michigan Good Food initiative, its Coordinating Council, the Coordinating Council's individual members, or Charter resolution of support signatories.