



### **Cure SMA Logo Usage Request and Protocols**

Cure SMA receives a lot of requests from people who want to use our logo to support their spinal muscular atrophy (SMA) fundraising and awareness efforts. If the requestor is working with us on a project or initiative, the Cure SMA contact working with them is responsible for coordinating communications and marketing plans and logo permissions, working with the Marketing and Communications Team.

Although we would like to accommodate all the requests we receive, we need to ensure our brand is used in the right way and for the right purposes. We do turn down requests for one reason or another. For questions about your request, please email [info@curesma.org](mailto:info@curesma.org) or reach out to your Cure SMA staff contact.

Cure SMA typically does not allow third-party use of the Cure SMA logo or brand features to create paraphernalia or swag. You can check out the [Cure SMA Merchandise Store](#), where you will find a variety of organization-branded items available for purchase. If an item is available for purchase through Cure SMA, we will not permit the creation or sale of the same or similar product, even if a portion of the proceeds come to Cure SMA.

To obtain approval for the use of Cure SMA's logo on an approved product or merchandise item, the request must meet the following guidelines.

- 100% of the proceeds from the sale of a product donning the Cure SMA logo must be donated to the organization. Exceptions may be made but need to be approved.
- All promotional materials or products must be submitted for approval to Cure SMA before printing/creating and publicizing.
- For a product or item using the Cure SMA logo but not associated with a larger coordinated project or initiative, Cure SMA is under no obligation to promote the sale of this product in any newsletters or on social media channels owned or operated by the organization.

Please reach out to your Cure SMA staff contact or [info@curesma.org](mailto:info@curesma.org) to request permission for use of the Cure SMA logo. If granted approval for the use of the Cure SMA logo on a product or in materials, the primary Cure SMA contact is responsible for sharing the correct logo to the requestor.