



## *Businesses for the Bay* Logo Usage Guidelines

Businesses of the Bay (B4B) members are encouraged to display the B4B logo on company stationery, business cards, website, news releases, posters, brochures, flags, buildings, vehicles, and signs as a benefit of B4B membership. Displaying the B4B logo shows your commitment to finding voluntary, innovative, and measurable solutions to improve water quality and the health of the Chesapeake Bay. Widespread use of the logo by B4B members also promotes general awareness and understanding of the B4B program.

The use or display of the B4B logo does not imply endorsement, favoring, or recommendation of a company's products or services by B4B or the Alliance for the Chesapeake Bay (Alliance).

B4B members may not display the B4B logo on products or product marketing materials without explicit permission from the Alliance. Exemptions are made on a case-by-case basis. Businesses who wish to apply for an exemption should contact Corinne Stephens, Alliance Business Partnerships Manager, at [cstephens@allianceforthebay.org](mailto:cstephens@allianceforthebay.org).

We recommend using the logo on a white background and the B4B logo shall not be altered in any form.

If a business is no longer a B4B member, that business should cease usage of the B4B logo.

Different file formats (such as jpeg, png, eps) are available on the [B4B Members Login website](#). B4B members may also contact Corinne Stephens, Alliance Business Partnerships Manager, at [cstephens@allianceforthebay.org](mailto:cstephens@allianceforthebay.org) for a copy of the B4B logo.

