



Equity • Sustainability • Thriving Economies

Simple Brand Policy Statement

The [Michigan Good Food Charter](#) offers a visionary approach for a food system that builds thriving economies, equity and sustainability for all of Michigan and its people rooted in local communities and centered on good food.

The Michigan Good Food Initiative refers to the work of people across the state to achieve the goals of the Michigan Good Food Charter. The Michigan Good Food Steering committee is a group of 20+ organizations from across the state that represents the diverse work of the Michigan Good Food Initiative. The Michigan Good Food Steering committee also guides the coordination of efforts to promote, measure and build networks that enhance and support the work of the Michigan Good Food Initiative.

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 Steering Committee. The Michigan Good Food Charter brand includes the Michigan Good Food logo, presentation and report templates and the language of the Charter's vision and goals.

Please refer to the Michigan Good Food Charter Brand Policy at www.michiganfood.org/uploads/files/Brand_Policy.pdf 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 (Jude Barry, barryjud@msu.edu; Kathryn Colasanti, colokat@msu.edu; Liz Gensler, gensler@msu.edu).

Michigan Good Food Charter Brand Policy:

The Michigan Good Food Steering committee 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 the 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 Policies are as follows:

1. Charter brand assets may only be used for promoting work that aligns with the vision and goals of the Michigan Good Food Charter.
2. Organizations and individuals using the Charter brand assets are strongly encouraged to:
 - i. Sign the resolution of support for the Charter.
 - ii. 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 Food Hub Network, the Michigan Farm to Institution Network, the Michigan Local Food Council Network, the Michigan Good Food Shared Measurement project and the Michigan Good Food Steering Committee.
 - iii. Utilize the Charter brand assets to connect activities aligned with the charter to the greater Michigan Good Food Initiative.
 - iv. If resources allow, follow the Michigan Good Food Charter on Facebook (<https://www.facebook.com/michiganfood.org>) and Twitter (@MiGoodFood).
3. It is recommended that before using the Charter brand assets, organizations and individuals contact Michigan Good Food Charter coordinators Jude Barry, Liz Gensler or Kathryn Colasanti at MSU Center for Regional Food Systems at 517-432-1612 to discuss use.

4. In all cases, use of the Michigan Good Food brand assets for specific Michigan Good Food work does not equate or imply endorsement by the Michigan Good Food Initiative, its Steering Committee, the Steering Committee's individual members or Charter resolution of support signatories.
5. When using the Charter brand assets, references to the Michigan Good Food Steering Committee should be to the whole and not reference individual member organizations without their knowledge and written permission. Please note that Steering Committee 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 Steering Committee member organization names may be listed only as an informational tool to communicate the composition of the Steering Committee.
6. Users of the Charter brand and its assets must, where possible, guide their target audience to the Michigan Good Food Charter website: www.michiganfood.org.