



510 Plum Street SE, Suite 200
Olympia, WA 98501-1587

360.956.7279
800.225.7166
360.357.9232 fax
www.WRAhome.com

Washington Restaurant Association Communication Guidelines

The Washington Restaurant Association has established a consistent image and a strong reputation with key audiences, including its members, the news media, elected officials, health department officers and others. To maintain these benefits, it is critical that communication materials and other forms of communication adhere to standards and guidelines set forth by the Association. By standardizing our communication products and consistently applying these standards, we can increase audience recognition of the Washington Restaurant Association and its members.

- **The following logo guidelines assist the Washington Restaurant Association and its members to ensure consistent brand identity and recognition.**
 - WRA's logo is available for use by WRA members in good standing. Use only those provided to you by the WRA Communications department. Allied members must use the dedicated "Member of" logo. The use of the "Endorsed" recognition is reserved for only the members under contract with WRA for specific services.
 - Use of the logo must be consistent with WRA Logo Use and Standards Guidelines and be consistent with your business recognized as a member of the WRA.
 - Acceptable use of logo includes application on: brochures, targeted marketing pieces
 - Unacceptable use of logo includes: placing WRA's logo before or above Allied member's name or logo in any piece distributed by the member; graphic changes to the logo itself, use in a member's masthead.
 - Use of the WRA logo without authorization is prohibited.
- **All WRA co-branded materials that mention the WRA must go through a short review process to ensure consistency and avoid misrepresentation.**
 - Reviews are done in a timely manner and should not delay production or distribution.
 - All communication materials, including press releases, fact sheets, brochures, PSA copy, advertisements, or any other print, audio or visual materials that mention the Washington Restaurant Association or its Chapters must be reviewed and approved by an authorized communication staff person at the WRA.
 - Co-branded materials of Group Partners must meet WRA style standards, such as font and colors to be used. The WRA Director of Communications must also approve all logos or other graphic elements to be used in materials for promotions or other programs. Consult the communications department for more information.
 - The communications department is also a resource to members and should be consulted whenever possible for the production of co-branded materials.
 - Submit requests for authorization to news@wrahome.com or call 800.225.7166.
 - Direct membership questions to bob.decker@wrahome.com or call 800.225.7166 for Bob Decker.

I understand, and will abide by, the graphic standards for use of the WRA name and/or logo in all print, online or verbal representation of my WRA Allied membership status.

Name: _____ Phone: (_____) _____

Company: _____ E-mail _____ Date: _____

For access to the WRA logo, complete and fax this page to: 360.357.9232