



La Leche League Alliance for Breastfeeding Education

Publication Standard for the La Leche League Logo

The LLL Logo is

- Our brand
- Easily identifiable
- Recognized world-wide
- Representative of who we are and what we do
- A registered trademark
- Available for use without risk of copyright infringement when used in accordance with the LLLI *Policies and Standing Rules Notebook Appendix 26*

The La Leche League logo, including the registered trademark symbol ® will be used in the following printed and online publications:

- Meeting announcements
- Membership flyers
- Group/Leader/Area business cards
- Area event publications, including registration brochures, program booklets, and advertiser/exhibitor solicitation materials
- Area Leaders' Letters
- Donor solicitation letters
- Group newsletters
- Area/Group Web sites or Web pages
- Social Media Group or Page Profile Photo

Photos and graphics used with permission by the copyright holder may be used **in addition to, but not as a substitute for** the LLL logo.

Additional information can be found on the La Leche League International Web site at <https://www.llli.org/llleaderweb/lv/lviss3-2008p10.html>

For questions or for access to the logo in electronic file formats, contact the Area Publications Coordinator or publications@lllalliance.org.