

AbilityOne Name and Logo Guidelines

The AbilityOne name is a registered trademark and the AbilityOne logo will soon be a registered trademark of the Committee for Purchase From People Who Are Blind or Severely Disabled (Committee). The Committee is the federal agency that oversees the AbilityOne (formerly Javits-Wagner-O'Day or JWOD) Program.

The AbilityOne logo unifies the AbilityOne Program under one banner and provides federal customers with visual evidence that a product or service falls under the Javits-Wagner-O'Day Act (the enabling legislation for the program). The Committee encourages all participating nonprofit agencies to include the AbilityOne logo in their marketing and advertising materials for products or services that are on the Committee's official Procurement List. Such co-branding will also enable program partners to benefit from association with the nationally recognized AbilityOne name.

Use of the name and logo are available free of charge, but may only be used by written permission from the Committee and only with authorized AbilityOne artwork. The Committee will soon request that each participant in the AbilityOne Program sign a licensing agreement to use the name and the logo to maintain the level of quality and professionalism associated with the AbilityOne Program. The logo image currently on the Committee's Web site is not to be copied for use on other Web sites, publications, materials, or media.

Specific brand identity standards govern use of the AbilityOne logo and will be forthcoming in October 2007. These standards cover use of the logo itself in regards to proper colors, spacing, size, and with other graphic elements. The brand identity standards will be provided along with authorized AbilityOne logo artwork to requesters when they are given written permission to reproduce the logo. The AbilityOne logo is an official mark of the AbilityOne Program and is not to be altered in any way.

To request permission to use the AbilityOne name and logo, please send an email to the Committee at logo@abilityone.gov explaining your wish to use both, how you will use them, and your relationship to the AbilityOne Program (for example, participating nonprofit agency, authorized distributor, federal agency publication editor, media representative, etc.).

Nonprofit Agencies and Distributors

The AbilityOne name, logo and licensing agreement will be made available to each nonprofit agency participating in the program or commercial partner of the AbilityOne Program free of charge.

When developing marketing materials for use with federal customers, it is critical to distinguish between items that are on the Procurement List and those that are not. The AbilityOne name and logo are an excellent means of accomplishing this differentiation. Under the AbilityOne Program, only Procurement List products and services are

mandatory source items, and only such items should be identified with the AbilityOne name and logo.

Regarding test market products or multi-use publications, the Committee realizes that agencies may find it advantageous to print large quantities of packaging or marketing literature at one time, and would like to include the AbilityOne logo if a Procurement List addition is planned. However, the AbilityOne logo carries the connotation that the product or service is already on the Procurement List. It would be misleading to use the logo in association with any item that is not yet on the Procurement List. Thus, the Committee's policy is that only products that are on the Procurement List can be advertised as AbilityOne products with the AbilityOne logo.

It is only through care and self regulation that the integrity of the AbilityOne Program and its name and logo can be maintained in the eyes of federal customers. Please review your current marketing materials to ensure they are in keeping with the proper use of the AbilityOne name and logo. As you develop new marketing materials, please consider including the AbilityOne logo, as appropriate, appearing next to Procurement List items only.

Logo sheets or digital images (.EPS, .TIF or .JPG) may be obtained from the Committee for Purchase From People Who Are Blind or Severely Disabled by emailing Stephanie Lesko at logo@abilityone.gov.