



# Brand Usage Guidelines

Updated 6.10.25

# Welcome to the Business For Good Brand Usage Guidelines

Thank You!

We love that you want to use the Business For Good brand! Our brand is more than our logo or name—it's a commitment to the principles that guide our community. When you use our brand, you're representing our shared values of equity, sustainability, community impact, and purposeful business practices.

***P.S. These are not logo or messaging guidelines***

Please find our [logo guidelines here](#) and [messaging style guide here](#).



# The Essence of BFG

Business For Good is the only local chamber of commerce focused on promoting socially responsible policies and practices that benefit the San Diego community.

Our name embodies our commitment to social and environmental responsibility, reflecting our mission to empower businesses that prioritize positive change.

- **Community Impact:** Our brand signifies our dedication to improving the San Diego region
- **Sustainability:** Represents our focus on environmental stewardship
- **Collaboration:** Highlights our belief in collective action for greater good





## Who Can Use Our Brand

The following organizations and individuals may use the Business for Good San Diego brand:

- **Member organizations:** Current BFG members in good standing
- **Values-aligned partners:** Partners who demonstrate clear alignment with our mission of driving equitable, inclusive, and sustainable policies and business practices
- **Approved collaborators:** Individuals or businesses who have received explicit written approval from BFG leadership
- **Sponsored events:** Organizations hosting BFG-sponsored events with proper approval

# Brand Usage Contexts



## Marketing & Communications

- Joint marketing materials for approved partnerships
- Event promotion for BFG-sponsored or co-hosted events
- Social media posts celebrating shared initiatives (with proper tagging)



## Educational Environments

- Educational content that advances our mission
- Speaking engagements when you are representing BFG
- Research and thought leadership pieces for BFG with proper attribution



## Community Impact

- Collaborative community service projects
- Sustainability and social impact initiatives BFG is sponsoring / engaged with
- Local economic and workforce development programs BFG is championing



## Required Approval Process

If explicit consent has not been granted, please obtain written approval from Business for Good San Diego by submitting a request to [info@businessforgoodsd.org](mailto:info@businessforgoodsd.org)\*

Include the following:

- Intended use (where and how do you want to use the BFG brand)
- Timeframe and extent of brand usage
- Draft materials to show usage

*\*Please allow 5-7 business days to receive feedback or approval.*

# Prohibited Uses

Automatic restrictions apply to the following:

## Non-aligned values

Organizations or individuals whose messages and practices contradict our commitment to equity, sustainability, or community impact.

## Political endorsements

Using our brand for partisan political activities or to endorse any particular candidate.

## Discriminatory contexts

Any usage that excludes or discriminates against minority, protected, marginalized, or disenfranchised groups.

## Content restrictions

Materials that misrepresent our position or values.

# Ongoing Evaluation

**Brand usage approval is not permanent.**

**We reserve the right to...**

- Review and revoke approval if values alignment changes
- Modify guidelines as our community evolves
- Terminate partnerships that no longer serve our mission

## Questions & Support

For questions about these guidelines or the approval process, contact our team at [info@businessforgoodsd.org](mailto:info@businessforgoodsd.org).

