

# TASC

## POLICY AND PROCEDURE MEMORANDUM

<b>Title:</b>	Use of TASC Cares Brand
<b>Purpose:</b>	Establishing guidelines for use of TASC Cares brand

### Details:

TASC Cares is a global label that encompasses many different internal and external activities, including but not limited to, Corporate Philanthropy, employee welfare, employee led committees, concierge services, etc.

Generally, the use of the “TASC Cares” brand is internal. The fact that we have TASC Cares, it can be referred to internally and externally.

The use of the TASC Cares brand externally can be done only if the TASC brand exists in a more prominent position than the TASC Cares brand. i.e., <https://www.tasconline.com/tasc-cares/>

When promoting TASC/TASC Cares at sponsored events the following guidelines should be observed to determine what is the most appropriate branding for the event.

- TASC sponsored employee volunteer T-shirts – TASC Cares logo
- TASC Cares sponsored events – TASC logo
- Promotional materials – TASC logo

Exceptions to the policy can be made for a specific reason/event consensus between TASC Cares Program Administrator and the Executive Office designated liaison.