



AbilityOne Name and Logo Guidelines

This page was last updated on Nov. 1, 2013

The AbilityOne[®] name and the AbilityOne logo are both registered trademarks of the U.S. AbilityOne Commission[®] (Commission), the Federal agency that oversees the AbilityOne 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) of 1938. The Commission encourages all participating nonprofit agencies to include the AbilityOne logo in their marketing and advertising materials for products or services that are on the Commission'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 Commission and only with authorized AbilityOne artwork. The Commission requests 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 Commission's website, www.abilityone.gov, is not to be copied for use on other websites, publications, materials, or media.

Specific brand identity standards govern use of the AbilityOne logo and updated standards are planned for release in FY 2014. These standards cover use of the logo itself in regard 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 Commission 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 (PL) and those that are not. The AbilityOne name and logo are an excellent means of accomplishing this differentiation. Under the AbilityOne Program, only PL 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 Commission 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 PL addition is planned. However, the AbilityOne logo carries the connotation that the product or service is already on the PL. It would be misleading to use the logo in association with any item that is not yet on the PL. Thus, the Commission's policy is that only products that are on the PL 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 U.S. AbilityOne Commission by emailing Stephanie Lesko at logo@abilityone.gov.