

Maine Center for Disease Control and Prevention

WIC Nutrition Program

Effective: October 1, 2011

Policy No.OM-18

Revised: August 1, 2016

WIC Acronym and Logo

Authority

42 U.S.C. §1786,

15 U.S.C. §1051 et seq.

7 CFR §246

Policy

1. Use of the acronym “WIC” and the WIC logo is reserved for the official national, regional, state and local agencies administering the WIC Program. FNS instructions and policies restrict use to purposes consistent with the WIC Program regulations.
2. The State agency shall approve any requests to use the WIC acronym and/or logo in conjunction with the USDA/FNS Northeast Region Office.

Procedure

1. The WIC logo and acronym cannot be used by for profit organizations.
 - 1.1. These organizations are not permitted to display the acronym or logo in total, or in part, including close facsimiles on any product or materials they produce.
2. Non-profit organizations may be permitted to use the acronym and/or the logo for non-commercial educational purposes when such use is essential to public service and will contribute to public information and education concerning the WIC Program.
3. At the discretion of the state agency, in a standard contract or agreement a vendor may be authorized to use the acronym and/or logo for the following purposes:
 - 3.1 To identify the retailer as an authorized WIC food vendor.
 - 3.2 To identify authorized WIC foods by attaching shelf-stickers stating “WIC-approved” or “WIC-eligible” to grocery store shelves.
 - 3.3 Any use of the WIC acronym and/or logo that the State Agency and/or FNS considered inappropriate will be immediately discontinued.

4. Any person, who uses the acronym “WIC” or the WIC logo in an unauthorized manner, including facsimiles thereof, in total or in part, may be subject to injunction and the payment of damages.
5. Any person who is aware of violators should provide the information to the State agency and/or the Food and Nutrition Service (FNS).