



Photo and Logo Guide

Choose approved assets

Use the original high-resolution files supplied by the Foundation or AAA. This kit includes branded text graphics and the supplied official Walk to School Day logo; approved Ruby portraits, past-event photos and any additional official logos must be supplied separately. Do not treat online search results as permission to reuse an image.

For schools and reporters

Use supplied assets only within the permissions accompanying each file. Include required photographer credits and captions. Do not imply that Ruby attended a local event unless she did. Do not alter official logos, stretch images or crop out required credits. Follow school policies for student photography and interviews.

Photo caption template

Filename: [EXACT FILENAME]

Caption: [WHO OR GROUP] [VISIBLE ACTIVITY] at [LOCATION] on [DATE].

Credit: [REQUIRED CREDIT EXACTLY AS PROVIDED]

Permission: [APPROVED USES AND ANY RESTRICTIONS]

Approval owner: [NAME / ORGANIZATION]

Alt text: [SHORT DESCRIPTION OF WHAT THE IMAGE SHOWS]

Logo record template

Filename: [EXACT FILENAME]

Organization or event: [NAME]

Approved uses: [USES]

Placement and clear space: [OFFICIAL GUIDANCE]

Color variants: [APPROVED VARIANTS]

Permission or approval contact: [CONTACT]

Included graphics

The Graphics folder contains square 1080 × 1080, portrait 1080 × 1350, and story 1080 × 1920 PNGs, each with an editable SVG source. They include the supplied official Walk to School Day logo, event text and the Foundation website. The logo carries November 14; schools should state their own local observance date in captions. The logo is preserved as supplied.