



**TEXAS WIC PROGRAM**  
Department of State Health Services  
Food Issuance and Redemption Services Unit - MC 4554  
P.O. Box 149347  
Austin, TX 78714-9347  
(512) 341-4425 1-800-252-9629 (Texas Only)

November 30, 2009

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### Approval of the WIC Logo

Effective 10/1/09, we have approved statewide use of the new Texas WIC Logo, *Smart Choices – Healthy Families*. This may be used on circulars, sales ads, and window and door signs. However, this logo cannot be used in the stores' name.

WIC vendors are not permitted to use either the acronym "WIC" or the WIC logo, including facsimiles thereof in total or part, either in the official name in which the vendor is registered or in a different name under which it does business.

If you have questions about this please call 1-800-252-9629.

