



## Family Voice logo policy

### 1. Aim

- 1.1 The aim of this policy is to set out the process by which the Family Voice Norfolk forum logo can or should be used and where use is prohibited.

### 2. Introduction

- 2.1 Family Voice Norfolk's graphic identity strengthens the organisation's name and image via a distinctive mark applied consistently throughout all our events, publications and activities.
- 2.2 Our logo use policy describes the logo in clear terms and defines general classes of acceptable and prohibited use. It does not attempt to define every imaginable use of the logo, but it provides a clear path to seek approval for variations on the standard logo and its permitted variations.
- 2.3 The Family Voice Norfolk organisation logo is a trademark of Family Voice Norfolk parent carer forum. The logo is a valuable intellectual asset, and its unauthorised use is prohibited. Use of the Family Voice Norfolk logo is restricted to communications sent by or on behalf of the Steering Group of Family Voice Norfolk.

### 3. The logo

- 3.1 The Family Voice Norfolk logo consists of two parts: the graphic element and the text element.
- 3.2 The graphic element is four coloured figures in red (M98, Y90), green (C81, Y89), yellow (M29, Y100) and blue (C71, M17). (see figure 1). The text element contains the text 'family voice norfolk' in black and '*together improving services*' in green, all in lower case and in Myriad Pro Adobe font, and this forms an integral part of the logo.

Figure 1.



- 3.3 Use of the full logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the green text element. For example, use of the logo on a badge, or on the spine of a book may necessitate the use of the graphic and black text elements alone. Whenever possible, however, the graphic and both text elements should be used together.

3.4 No organisation or group should use the Family Voice Norfolk logo without the written permission of the Chair, Vice Chair or the Treasurer and this should only be used to demonstrate our joint working or co-production of documents or resources. It is not intended to signal support of the aims or campaigns of other organisations or to endorse their activities.

#### **4. Guidelines for internal use**

4.1 Working groups and projects undertaken by or on behalf of Family voice Norfolk are free to use the logo, after gaining permission to do so from [admin@familyvoice.org.uk](mailto:admin@familyvoice.org.uk) provided the following guidelines are considered.

4.1.2. The logo and text should be used together, as defined, whenever possible.

4.1.3. The typeface shall not be altered or replaced with another.

4.1.4 The proportions of the logo and text shall be retained.

4.1.5 It is understood that certain design opportunities necessitate the use of the logo without the green text element.

4.2 On leaflets, newsletters, posters and similar display materials, the Steering Group of Family Voice Norfolk may decide to use graphic elements of the logo, such as the colours and the four coloured figures, for design and decorative purposes, but this should always be in conjunction with use of the full logo identifying Family Voice Norfolk.

#### **5. Prohibited use**

5.1 It is our policy that the Family Voice Norfolk logo be used without modification and in an appropriate manner: Examples of prohibited use include, but are not limited to, the following:

5.2 Any implication of endorsement of another organisation or its activities, unless explicit approval has been agreed in advance:

5.3 Commercial uses (placement of the logo on product packaging) by other organisations.

5.4 Use of the logo by Representatives, Ambassadors, Full Members, Associate Members or Affiliate Members for purposes other than acknowledging membership or participation in our activities.

5.5 The merging of the Family Voice Norfolk logo with another image or logo.

5.6 Partially cropped versions of the Family Voice Norfolk logo or images.

#### **6. Requests for use outside described scope**

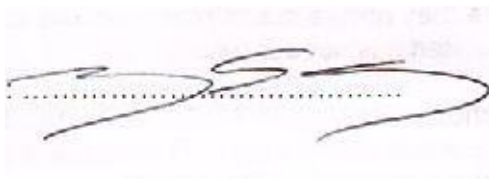
5.7 Requests for the use of the name or logos which fall outside the scope of the policy or proposed variations on the logo design, are to be brought to the attention of Family Voice Norfolk Steering Group via [admin@familyvoice.org.uk](mailto:admin@familyvoice.org.uk).

5.8 We aim to provide a written response for all requests either approved or denied for use of our logo within 4 weeks.

Questions regarding this policy should be directed to the steering group of Family Voice Norfolk parent carer forum via [admin@familyvoice.org.uk](mailto:admin@familyvoice.org.uk).

Date discussed/agreed by Steering Group: 5 February 2018

Signed: Tracey Sismey

A handwritten signature in black ink, appearing to read 'TS', is written over a horizontal dotted line on a light-colored background.

Position: Chair

Date: 5 February 2018

This policy will be reviewed in February 2019