

## Family Voice Norfolk Logo policy

### Who are we?

Family Voice Norfolk is the independent Parent Carer Forum for Norfolk, one of a national network covering each English local authority area.

We are all parent carers or close relatives of children and young people (up to 25 years) living with special educational needs and/or disabilities (SEND). We want to improve the services for families like ours in Norfolk.

### What we do

We listen to the views of Norfolk families and represent their voices. We are governed by a steering group and have a team of parent carer representatives and local ambassadors.

Our team of representatives works in partnership with service planners, commissioners and providers to imagine and design better services that meet the needs of families.

### Who is this policy for?

This policy is intended for people acting on behalf of Family Voice Norfolk and others who wish to promote aspects of our activities.

### Why have this policy?

This policy sets out when our logo can be used, when it may not be used and how to request permission to use the logo.

### What do we mean by the Family Voice Norfolk logo?

Our logo consists of two parts, a text element with the wording 'family voice norfolk together improving services' and a graphic element of four coloured figures.



Where possible the full logo should be used, however in some situations, such as on badges, or on the spine of a book, it may not be possible to include the text element 'together improving services'.

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## When can you use the Family Voice logo?

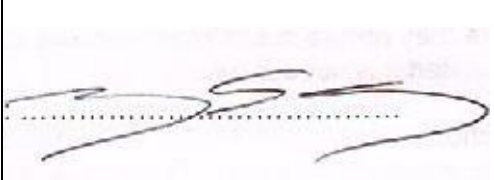
- organisations and groups can use our logo to promote our joint working, co-production of documents or resources only once written permission has been given by the Chair, Vice Chair or the Treasurer of Family Voice Norfolk. We are cautious about giving this permission if we may appear to be endorsing an entire document to which we have only partially contributed or when we have no influence over the use or distribution of the document or item.
- people acting on behalf of Family Voice Norfolk are free to use the logo, after receiving permission from office@familyvoice.org.uk. This permission will also include supply of the logo in an appropriate digital or physical form and colour and font details if required.
- the steering group of Family Voice Norfolk may decide to use the graphic elements of our logo, such as the colours and the four coloured figures, for design and decorative purposes on leaflets, newsletters, posters and similar display materials. This should always be used with the full logo identifying Family Voice Norfolk.

## When you cannot use the Family Voice Norfolk logo

- to endorse another organisation or its activities, unless written approval has been given by the Chair, Vice Chair or the Treasurer of Family Voice Norfolk
- for commercial uses, including using our logo on product packaging, by other organisations
- people acting on behalf of Family Voice Norfolk, Full Members, Associate Members or Affiliate Members for purposes other than acknowledging membership or participation in Family Voice Norfolk activities
- you may not merge our logo with another image or logo, or use partially cropped versions of the Family Voice Norfolk Logo.

## Who do I contact if I wish to use the Family Voice Norfolk logo?

You may request to use our logo by emailing the steering group of Family Voice Norfolk using office@familyvoice.org.uk. We will aim to provide a written response within 4 weeks. If permission to use the logo is granted, we will supply you with the logo in an appropriate digital form, including colour and font details if required. We will specify clearly what use you may make of this.

Procedure created by	-	Date of review	-
Steering group adopted (name and role)	 Tracey Sismey, Chair	Date	21 April 2019

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