

APPENDIX H – USE OF NNPCF LOGO'S, IMAGERY, AND MATERIALS POLICY

'MEMBERS OF' LOGO TERMS

All member parent carer forums of the NNPCF (those parent carer forums in receipt of the DfE Participation Grant and therefore satisfying the grant criteria) are entitled to use the 'Members of' logo on the following:

- Website
- Marketing and Promotional Materials
- Social Media Pages (such as within a header or featured images)
- Documentation (such as reports, funding applications)
- Communications (such as letter heads, email footers)

And may be used when acting out any business on behalf of, and when instructed by, any member parent carer forum for the purposes of parent carer forum activities and functions as per the participation grant terms.

The NNPCF 'Members of' logo **MUST NOT** be used on the following:

- When acting as an individual or on behalf of any other organisational body unless express permission of the NNPCF Steering Group has been given*
- In conjunction with any campaigning or lobbying activity that could be considered a breach of the participation grant terms
- In connection with any defamatory, illicit, or illegal materials
- Personal documentation (such as email or personal paperwork)
- For any individuals personal gain
- If associated materials bring the NNPCF, or associated organisations, into disrepute

NNPCF 'OUR STRENGTH IS OUR SHARED EXPERIENCE' LOGO TERMS

The NNPCF 'Shared Experience' logo can only be when authorised to do so by the NNPCF Steering Group.

Organisations, other than the NNPCF, may use the logo when express permission of the NNPCF Steering Group has been given*

This logo can be used by the NNPCF Steering Group members and designated others** on the following:



- Website
- Marketing and Promotional Materials
- Social Media Pages (such as within a header or featured images)
- Documentation (such as reports, funding applications)
- Communications (such as letter heads, email footers)

The NNPCF 'Shared Experience' logo **MUST NOT** be used on the following:

- When acting as an individual or on behalf of any other organisational body unless express permission of the NNPCF Steering Group has been given*
- In conjunction with any campaigning or lobbying activity that could be considered a breach of the participation grant terms
- In connection with any defamatory, illicit, or illegal materials
- Personal documentation (such as email or personal paperwork)
- For any individuals personal gain
- By any individual parent carer forum or regional network
- When undertaking any local parent carer forum or personal activity
- If associated materials bring the NNPCF, or associated organisations, into disrepute

NNPCF IMAGERY AND VIDEOS

Any imagery and video footage produced and or published by the NNPCF, unless otherwise stated, **must not** be used without express permission of the NNPCF Steering Group.

The NNPCF reserve the right to distribute and share their images and video as they see fit and reserve the right to withdraw images and videos from use by NNPCF member parent carer forums and or any other individual or organisation as they deem appropriate.

NNPCF DOCUMENTATION

Any documentation produced by the NNPCF remains the property of the NNPCF at all times, unless otherwise stated. Where appropriate, the NNPCF reserve the right to withdraw, change, or destroy any materials produced by the NNPCF held by any member forum.

Any materials produced by NNPCF Steering Group Members, National Representatives, Employees, or designated others under instruction of the NNPCF remain the intellectual property of the NNPCF unless otherwise stated.

PERMISSIONS

To use any materials, imagery, videos, documentation, or logos owned or produced by or on behalf of the NNPCF, please contact Communications@NNPCF.org.uk. Please detail the intended use of any materials requested including where this information will be stored and made available to others (if appropriate).

BREACH OF POLICY

Any breach of this policy and terms of use of any publications or other materials produced for, by, or on behalf of the NNPCF may result in the following:

- Request for individual to remove or destroy materials
- Formal complaints route as per representative organisation (such as your own Parent Carer Forum or any other organisational body)
- Legal action where appropriate

Misuse of materials can have a negative impact upon the reputation of NNPCF and its member forums. Any use that may bring the NNPCF or associated organisations into disrepute will be dealt with swiftly to ensure minimal impact where possible.

The NNPCF reserve the right to seek legal advice on any breach of terms or misuse of materials.

*The NNPCF Steering Group may approve the use of any logo and imagery in exceptional circumstances and at the discretion of the NNPCF Steering Group.

**Designated others can include, but is not limited to, National Representatives, Employees, individuals acting under the instruction of the NNPCF Steering Group.