

## Logo use policy

### Policy scope

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This policy applies to the following members of the Jon Egging Trust ('JET'):

JET Staff (policy representatives)

JET Trustees (policy representatives)

This policy is in respect of the JET logo and its use. The JET logo can never be altered or modified to suit a specific third party project. The only time the logo will, or should be, modified is if it is agreed by the JET CEO and the JET trustees.

### Requesting use of the logo

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The general rule for any third party is that they are not permitted to use another's logo for any purpose, except as specifically provided by a licence, signed agreement, or other written permission with an organisation. Therefore, the following applies to all of the JET policy users.

Any third party requesting the use of the JET logo should seek permission through their JET representative (paid member of staff or trustee). The representative (paid member of staff or trustee) will then liaise with JET's Director of Income Generation and Communications to discuss and advise the use of the logo and any accompanying footage, pictures or text\*. Any permissions will be dealt with by the Director of Income Generation and Communications and confirmed in writing to the third party.

*\*With respect to footage and pictures, as an organisation, JET recognises that in protecting and safeguarding young people, we also provide a framework for all staff to identify and promote best practice and minimise uncertainty for staff and volunteers working with young people.*

It is imperative that third parties may not use the JET logo, footage, pictures or text without a specific agreement to do so.

When a new corporate partnership is set up, it is essential that they receive a contract to sign and agree, which will include the following statement:

***If you require the use of the JET logo, video footage, pictures or text for any publications, social media or publicity, please seek permission through your JET representative (name). The JET representative (name) will then liaise with the JET Director of Income Generation and Communications to discuss and advise the use of the logo and any accompanying video footage, pictures or text. Any permissions will be dealt with***

# Jon Egging Trust

Helping young people achieve

*by the Director of Income Generation and Communications and confirmed in writing/e-mail, so please allow yourselves a lead time for when you require the use of the logo and/or accompanying information.*

| Author       | Last updated |
|--------------|--------------|
| Dawn Pawlett | 04/01/2019   |

