

## Request for Use of Coalition Logo Process

As outlined in the Memorandum of Association, member organizations will uphold communication standards with the use of the Coalition brand and logo that is consistent with the mission, vision and values of the Coalition. Member organizations are encouraged to post the Coalition logo on their websites. For use of the Coalition logo in other ways, please follow the following process:

1. The member organization requesting the use of the Coalition logo will send a written request detailing how the logo is to be used, and where possible, an example of the flyer, form, etc. showing its usage, to the Coordinator of the Coalition who will bring forward the request for discussion at the next Executive Committee meeting. In the event permission is required before the next Executive Committee meeting, the request will be sent out to the Executive Committee members for review and electronic approval, if appropriate.
2. The decision of the Executive Committee will be relayed by the Coordinator to the member organization requesting the use of the logo.
3. The agency requesting use of the logo agrees to maintain the Coalition's branding standards and not alter the logo in any way. The proper logo format will be forwarded to the requesting agency by the Executive Assistant.
4. In the event the organization requests the decision be reviewed, they may be invited to attend the Executive Committee meeting to present their request formally.