

Niagara Poverty Reduction Network

Policies and Procedures

Policy Number: 2.0
Subject: USE OF LOGO
Issue Date: April 2014
Revision Date: February 2017
Pages: 1

I. PURPOSE

Niagara Poverty Reduction Network (NPRN) is a group of individuals and organizations interested in reducing poverty in Niagara. The Wipe Out Poverty logo was developed to brand a tool kit, including, but not limited to factsheets, website, public presentation. The logo also helps to identify the members of the network and their poverty reduction work as a collective and as individuals and organizations in our community working towards the goals of NPRN.

II. POLICY

The Wipe Out Poverty logo may only be used by participating NPRN members, committees and round tables if authorized to use it.

III. PROCEDURES

1. The Wipe Out Poverty logo will be held by the Niagara Prosperity Initiative (NPI) Secretariat.
2. Any use of the logo must adhere to the technical standards provided by the developer. These will be made available to all members of NPRN and will be held by the NPI Secretariat.
3. All participating member organizations or agencies of NPRN are encouraged to include the Wipe Out Poverty logo on the home page of their website if appropriate. This could include displaying the logo on a links or resources page or at the bottom of the page with the words, "We are proud participating members of NPRN."
4. All members of NPRN are encouraged to include the Wipe Out Poverty logo on materials that have been authorized.
5. All official communication of NPRN will include the logo.
6. Any clarification regarding the use of the logo will be referred to the Co-ordinating Committee.