



## Guidance on use of Children's Trust logo

### Who can use the logo?

- Officers of the Trust e.g. Children's Trust Support Officer, Chair of the Staffordshire Children & Young People's Strategic Partnership (SCYPSP, former Children's Trust Executive)\*.
- Partners when taking forward Trust business e.g. training, conferences etc.\*\*
- Staffordshire Children & Young People's Strategic Partnership members when on the Trust's business\*\*.

### When should it not be used?

- By one partner, to enhance credibility.
- In order to get business or make commercial gains; grant applications, references, etc.
- For lobbying purposes, except with the express authorisation of the Staffordshire Children & Young People's Strategic Partnership.
- As endorsement of a service/product without approval at the Staffordshire Children & Young People's Strategic Partnership.

### When in doubt...

Please contact **Cate Crawford**

Contact Number: 01785 277300 or  
E-mail: [cate.crawford@staffordshire.gov.uk](mailto:cate.crawford@staffordshire.gov.uk)

CC  
17.01.12

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\* for use on standard templates e.g. C&LP update template, Agenda and Minutes template

\*\* following agreement by the Children's Trust secretariat (01785 277300 or [staffordshirechildrenstrust@staffordshire.gov.uk](mailto:staffordshirechildrenstrust@staffordshire.gov.uk))