

# THE NATIONAL DEAF CHILDREN'S SOCIETY 'REGISTERED ASSOCIATION' LOGO GUIDANCE

Thank you for affiliating your Local Deaf Children's Society. When preparing promotional materials we ask that you are clear that your Local Deaf Children's Society is a 'registered association' of the National Deaf Children's Society, and that you do not represent the charity. To help clarify this, please use the 'registered association' version of our logo:



When using the logo please follow the guidelines below.

## 1. Your logo

Ideally Local Deaf Children's Societies will have their own logo – often designed by children or young people attending the group. This will make sure that the public, professionals and potential donors are immediately aware that the group is an organisation working to benefit deaf children young people and families in their local areas.

## 2. The 'registered association' logo

Local Deaf Children's Societies which have signed the affiliation agreement with us are also entitled and encouraged to use our 'registered association' logo, which will immediately communicate to the public, professionals and potential donors your affiliation with the National Deaf Children's Society.

The 'registered association' logo is made up of two parts, the figures and the logotype. Although there are two elements, they should always be used together. The logo should only be used as provided to you by the Local Groups team and should never be recreated, distorted or redrawn in any way.

You can download the 'registered association' logo from [our website](#).

## 3. The National Deaf Children's Society logo

You should not use the standard National Deaf Children's Society logo in place of your own logo or the 'registered association' logo. Members of the public, professionals and potential fundraisers or donors, may believe that your charity is working as part of the National Deaf Children's Society rather than alongside us. For example, a potential donor may decide not to donate to you if they believe funds would go to a national organisation, and would not benefit local services.

## 4. Size

We have simple guides governing the size of the 'registered association' logo, with all measurements based on the width of the logo. For A-sized documents, we recommend the following sizes.

**A2:** 72mm wide, 16mm from edge of page.

**A3:** 51mm wide, 11mm from edge of page.

**A4:** 36mm wide, 8mm from edge of page.

**A5:** 25mm wide, 6 mm from edge of page

**A6:** 18mm wide, 4mm from edge of page

For digital platforms and websites, we recommend using a minimum logo width of 80 pixels.

## 5. Colour

Ideally the 'registered association' logo should always be shown in full colour, however there are other colour versions (white, flat purple and black) should your design not allow for it. Please contact our Local Groups team if you require a different colour or file format.

## 6. Positioning

Your logo or name should always be the most prominent on any materials or website content. We recommend using the 'registered association' logo the bottom right of any layout.

When using the 'registered association' logo, please do not:

- stretch or squash the logo
- distort, rotate or use perspective
- add effects, such as drop shadows or embossing
- re-draw the logo
- place the logo on busy backgrounds.

For any other information regarding using the logo please email the Local Groups team at [localgroups@ndcs.org.uk](mailto:localgroups@ndcs.org.uk).

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The National Deaf Children's Society is a registered charity in England and Wales (1016532) and in Scotland (SC040779).