



The Milestone Society

POLICY : USE OF SOCIETY'S LOGO

This policy is intended to ensure best use is made of our Society's logo and to protect its image in the Society's best interests.

1. The Society's adopted 'two hands pointing' logo is reserved for the Society's use, in its literature, notepaper, publications, website and social media, including the literature, notepaper and publications of its county and regionally-based groups.
2. The Editorial Panel acts on the Society's behalf as the consultee for any matter relating to the use of the logo, and determines its use for Society publications generally. This includes some agreed form of quality assurance.
3. Copy images of the logo in various formats and sizes are available on request from the Officers and/or the Editorial Panel; a good quality image should always be used.
4. The Society's charity number (Registered Charity no 1105688) should be included on all of its own publications and literature, as required by the Charity Commission.
5. Grant recipients (e.g. under the Pump Priming Grant scheme) may be asked to include the logo as an indication of the Society's funding or other support, usually alongside logos of other similar bodies also providing support. An example is the booklet by Colin Smith, *The Hutton Moor Road: a brief history of the Keswick to Penrith Turnpike* (2007), which was supported by a number of agencies.
6. The words The Milestone Society should always be used in some proximity or relationship to the use of the logo, in any publication, e.g. 'Published by the Milestone Society', or 'Published with funding support from the Milestone Society'
7. The preferred colour option for both logo and accompanying text is black on white or dark green on white; both formats have been successfully used already.
8. The Society also asks that its website address should also be included, as a primary means of communication for the reader, viz. www.milestonesociety.co.uk
9. A disclaimer is recommended for use in publications as appropriate. The following model disclaimer may be used: *Opinions and statements expressed in this publication are those of the editor and contributing individuals and are not necessarily those of the Milestone Society, its executive committee or general membership.*

10. Other publications, produced by others including companies which or individuals who may or may not be members of the Society, and which are not endorsed under any of the above, may not use the Society's logo. This approach allows for clarification between the work of the Society and the work of others, however much it may be in support of the subject of milestones and waymarkers, etc.
11. Where, for example, an individual member may be producing his or her own work, it is suggested that the phrase 'published in support of the work of the Milestone Society' may be appropriate, or 'published to raise funds in support of the Milestone Society' – in either case used without the logo unless otherwise authorized by the Executive Committee.
12. This policy shall be reviewed as required and not less than every 3 years.

Rev. 2 June 2023