



MY CAMBRIDGE

LOGO USE AGREEMENT

September 2015



Cambridgeshire
County Council

**FESTIVAL
BRIDGE**



THE KITE TSA
CAMBRIDGE

Cambridge Arts
& Cultural Leaders



My Cambridge

Logo use agreement

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1. Background and goal

My Cambridge is a growing partnership of organisations and individuals committed to making sure that all young people feel part of the rich variety of culture in Cambridge.

Cambridge City Council worked with over 60 people from arts, culture, education, youth services and young people themselves to develop the following goal:

Every young person in Cambridge should be able to confidently construct their own cultural life, drawing on and feeling connected to the whole of the city in which they live.

A wide range of arts and cultural organisations, schools and others are already bringing forward activity under this goal.

My Cambridge is one of three [thematic partnerships](#) identified by Cambridge City Council's [role for arts and culture](#).

2. Key priority areas and actions

We identified three specific priority areas and actions that we see as essential to help us achieve this goal:

2.1 Children and young people are able to take the lead in developing their cultural lives

- Development of Arts Award is prioritised across Cambridge.
- Practical routes for children and young people to take the lead are developed.
- Schools and arts and cultural organisations commit to enabling young people to take the lead.

2.2 Arts and cultural environment is highly visible and easy to access

- Long term relationships between schools and arts and cultural organisations are established.
- Arts and cultural organisations co-ordinate information and communication with schools (on-line and face to face).
- Activity outside traditional venues is prioritised.

2.3 Institutions, adults and young people understand and are committed to the importance of arts and culture for children and young people

- Decision-makers are given the right knowledge and tools to make effective decisions.
- The diversity of arts and cultural activity enjoyed by young people is recognised and respected.
- Effective local research is taking place.

3. Steering group

Cambridge City Council has formally adopted the partnership along with Cambridgeshire County Council, [Cambridge Arts and Cultural Leaders](#), [Norfolk and Norwich Festival Bridge](#) and the [Kite Teaching School Alliance](#). Representatives of each of these bodies form a steering group that meets every six weeks to take the work of the partnership forward.

4. Work with us

For each priority area and its associated actions, a process of project development is now underway to identify potential delivery partners, assess feasibility and delivery options, and move towards either commissioning or partnership working as appropriate. We are very keen to ensure that we identify and share all activity that fits with My Cambridge, including activity which is already taking place.

There are a number of ways that arts and cultural organisations can work with us to deliver the My Cambridge goal:

4.1 Using your existing programmes to help meet the My Cambridge goal

If your activity already meets one or more of the priority areas listed above we are very keen to hear from you and would encourage you to use the My Cambridge logo to demonstrate your association.

If you are able to easily adjust your existing programme to meet one of more of the priority areas, again please consider doing so, and adopting the My Cambridge logo to signify the change.

4.2 Partnership working

We are actively seeking partners to work with us, to help shape the programme and help identify further resources to deliver. If you have future plans that you think will fit with My Cambridge please let us know by emailing mycambridge@cambridge.gov.uk.

4.3 Commissioning



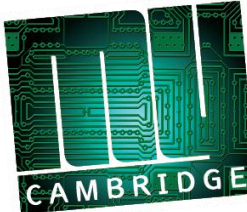
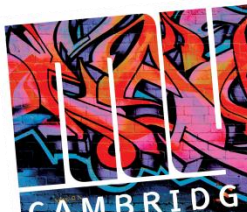
There will be a number of commissioning opportunities through My Cambridge, to support targeted work. If you are interested in being considered for a commission again, please let us know at mycambridge@cambridge.gov.uk.

6. Use of My Cambridge logo

We would like you to work with us to promote arts and cultural activities for children and young people that meet the My Cambridge goal.

If your activity meets with one or more of the key priority areas or actions outlined above we would like you publicise and promote it using the My Cambridge logo.

There are four logos available in the following formats and sizes:

LOGO	LOGO TITLE	FORMAT	FILE SIZE
	Skyline	JPEG (Small)	86kb
		JPEG (Large)	377kb
		PNG (Small)	19kb
		PNG (Large)	114kb
		EPS	1943kb
	White reverse	PNG (Small)	7kb
		PNG (Large)	40kb
		EPS	1296kb
	Circuit board	PNG (Small)	118kb
		PNG (Large)	953kb
	Graffiti	PNG (Small)	140kb
		PNG (Large)	1919kb

We recommend that the skyline or white reverse logo is used for the majority of marketing unless your activity has a particular focus that lends itself to the circuit board or graffiti logos.

The logo can be used on information about your activity, including publicity and marketing materials in accordance with the guidelines below.

6.1 Guidelines for logo use

- Do not alter the proportions of the logos, enclose them in a box, add effects or crop them to fit into a small space.
- Do not reproduce the logo in any other colour.
- Ensure an exclusion zone of blank space around the logo.
- If used on a website or networking site such as Facebook etc, please try to hyperlink from the logo to this [webpage](#) so that people know who My Cambridge are and how to contact us.
- If there is not enough room for a logo, please use the words 'Supported by My Cambridge'.
- To ensure visibility of the logo, they must be no smaller than:

Type	Min logo height	Format	Type	Min logo height	Format
A2-A0 print	20mm	EPS / JPEG	A5 print	12mm	EPS / JPEG
A3 print	18mm	EPS / JPEG	DL print	10mm	EPS / JPEG
A4 print	15mm	EPS / JPEG	Below DL	8mm	EPS / JPEG
Large site boards/ hoardings	300mm	EPS	Permanent signs	150mm	EPS / JPEG
Website / online	70 pixels high	JPEG / PNG	Merchandise	-	EPS

We may also ask you to provide us with images, text, audio or audio-visual materials that we can use to help promote the activity, or to use as examples of best practice.

Where the steering committee feel there has been an infringement of the MyCambridge logo they have right to insist that the logo is removed.

For additional information and helpful tips on marketing please visit the publicity section of [startnow](#).

For more information on My Cambridge branding or to request a logo please email Michelle Lord, Arts Development Officer on michelle.lord@cambridge.gov.uk.

7. Safeguarding: protection of children, young people and vulnerable adults

To use My Cambridge branding, you must ensure that your organisation or group have a child and/or vulnerable adult safeguarding policy which is monitored, reviewed and complies with current legislation. We will require a copy of this policy before your organisation can use our branding to promote your activity.

If you need help to improve your safeguarding practices, policies or procedures please contact Cambridge Council for Voluntary Service by emailing enquiries@cambridgecvs.org.uk or telephoning 01223 464696.

Alternatively, the [Disclosure and Barring Service](#) (previously known as CRB checks) provides information for organisations and applicants on DBS checks. The Department for Education provides additional guidance on the scope of regulated activity in relation to children. This includes what is classed as supervised and unsupervised activity. [The Safe Network](#) provides safeguarding information for activities involving children. It is jointly managed by the NSPCC and Children England.

8. Agreement

Please complete the following information, by signing this agreement you are confirming that you have read and agreed to the above terms and conditions.

Name	
Position	
Organisation	
Activity name	
Activity brief description	
Dates and location of activity	
Email address	
Telephone number	
Website address	

Please confirm that you have supplied the following document/s:

- Copy of your child protection policy/safeguarding document
- Copy of your vulnerable adult policy/safeguarding document

By signing this agreement, you are confirming that all staff working with children and young people has a current DBS check.

Signature

Please send a copy of this form and your appropriate safeguarding documentation to Michelle Lord, Arts Development Officer, Communities, Arts and Recreation, Cambridge City Council, PO Box 700, Cambridge CB1 0JH or by email to michelle.lord@cambridge.gov.uk.

9. Further information

For any questions regarding this document, please contact Michelle Lord, Arts Development Officer by emailing michelle.lord@cambridge.gov.uk or telephoning 01223 457450.

For general information about My Cambridge, visit the My Cambridge [webpage](#), follow us on twitter [@mycambs](#) or email mycambridge@cambridge.gov.uk.



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