

POLICY NUMBER: 5

Logo Usage and Branding

Background:

Soon after the Alliance's incorporation in 1992, a logo was designed by a public relations company associated with the Motor Neurone Disease Association.

The Board of Directors asked the company to produce a logo that would reflect the international nature of the organization as well as the disease ALS/MND. The Alliance's logo responds to this request in the following ways:

- The world (globe) is represented by the stylized meridian lines.
- ALS/MND is represented by a stylized motor neurone over the globe.
- The color was deliberately chosen, as the particular shade of "aqua" or "teal" used in the logo could not be found in the flag of any country—hence it was seen as a neutral color for an international organization.

The tagline for the logo was also coined: United in the Worldwide Fight Against ALS/MND.

In 2014, with the help of a volunteer designer recommended by then-Chairwoman Carol Birks of MND Australia, the Alliance logo image files were modified to meet modern requirements of size, scale and display. The logo design itself was not altered during this process. The current logo files, maintained by Alliance staff, can be scaled to large sizes and are appropriate for print and electronic display.

The primary aim of the Alliance logo is to establish a consistent image and brand and promote international recognition. The logo also allows members to publicize their membership status.

Policy and Procedure:

The Alliance logo is displayed on Alliance literature, on its website, on official Alliance merchandise and in other branding areas as deemed appropriate by the General Manager. Any new merchandise, literature or other materials bearing the Alliance logo or wording designed by staff must be approved by the General Manager before ordering, distribution or amendments, and a record of these interactions should be maintained by the Alliance.

Alliance members in good standing may display the Alliance logo on their website or on promotional materials only for the purposes of indicating their membership status.. Members wishing to display the Alliance logo in this capacity are welcome to contact the General Manager to obtain an image file. Members are not entitled to amend the logo in any way without written permission from the General Manager. The logo display must be unambiguous and should not indicate Alliance endorsement of specific member programs or policies

Members wishing to display the Alliance's logo on any other materials, or for any other purpose, must request written permission from the General Manager. Permission may be granted or denied at the professional discretion of the General Manager.

Members who are no longer in good standing, and non-members, may not promote, use, amend or display the Alliance logo in an official capacity for any reason.

During social media campaigns, campaign-specific images and branding originating from the Alliance may be shared and re-tweeted by members and non-members who support the Alliance's mission in good faith. Any individual or organization found to be displaying these images in a manner inconsistent with the Alliance's mission, vision and values will be asked to cease and desist.

Any individual or organization found to be in violation of any part of this policy will be asked to remove the Alliance logo from relevant materials.

Endorsed by the Board of the International Alliance of ALS/MND Associations

Signed:

A handwritten signature in black ink that reads "Carol Birks". The signature is written in a cursive style with a large, stylized initial 'C'.

(Chair)

Approved by the Board: 30 August 2017