**Caring Dads Request Form – Use of logo, website link or description**

This form is to be completed by organisations or individuals external to **Caring Dads** wishing to use **Caring Dads** logo, website link or description. All relevant sections of the form must be completed and sent to Sarah Webb, Global Enterprise Manager, **Caring Dads**, Email: sarah@caringdads.org for approval and use.

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| **Applicant** | | | |
| **Name** |  | | |
| **Position** |  | | |
| **Type** | Government  Corporation   Not-for-Profit   Individual | | |
| **Organisation**  **(if appropriate)** |  | | |
| **Address** |  | | |
| **Phone No.** | (     ) | **Email** |  |

|  |  |
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| **Usage of logo** |  |
| **Proposed use of logo/s (include publication type and audience)** |  |
| **Date/s of proposed use** |  |
| **Logo Format** | jpeg   eps  png |
| **Logo** | Colour  Gradient   Mono (black)  Mono (blue)   Colour reversed (white - for dark backgrounds) |

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| **Rules for usage of logo** | | | | |
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1. **Logo Ownership**

The **Caring Dads** logo is owned by **Caring Dads**. Use of the logo without approval and/or in an inappropriate manner may result in legal action.

1. **Conditions of Using the Logo**

To maintain the credibility and integrity of the logo, it must be protected from inappropriate use. By requesting permission to use the logo, your organisation agrees to the following terms & conditions of use:

1. The logo must be used in connection with promoting public awareness of **Caring Dads**, or recognise an affiliation with you or your organisation
2. No one may manufacture for sale a product containing or featuring the logo
3. The logo must always be clearly visible and distinct from the background
4. The **Caring Dads** logo must be the same height as the highest other logo on the same line/space
5. Always ensure the logo is at a legible size (see minimum size requirements below) and it should always remain at 90 degrees (not angled)
6. The proportions of the logo must always remain true (no stretching out of shape)
7. **Caring Dads** reserves the right to request that publications be removed from circulation if the document does not meet the above mentioned requirements.
8. **Logo Guidelines**

Before using the **Caring Dads** logo, consult the attached Brand Identity guidelines for full details of appropriate use.

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| **Usage of website link** | |
| **Proposed use of caringads.org (include publication type and audience)** |  |
| **Date/s of proposed use** |  |
| **Usage of Caring Dads description** | |
| **Proposed use of Caring Dads description template** |  |
| **Please type any additional content you wish to use (see below rules)** |  |
| **Date/s of proposed use** |  |

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| **Rules for usage of website link and/or Caring Dads description** | | | | |
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The **Caring Dads** website should be written as: **caringdads.org**

A variety of **Caring Dads** description templates are outlined below and must be used. If you are intending to include additional content, please specify in section above.

* **Caring Dads** helps fathers who have abused their children or their mothers.

*(12 words)*

* **Caring Dads** helps fathers who have abused their children or their mothers.

The Caring Dads program works with fathers to change patterns of abuse, increase fathers’ awareness and application of child-centered fathering and to promote respectful co-parenting with children’s mothers.

*(40 words)*

* **Caring Dads** helps fathers who have abused their children or their mothers.

Developed in a university partnership, **Caring Dads** is a group intervention program for men who have abused, neglected, or exposed their children to domestic violence.

The **Caring Dads** program works with fathers to change patterns of abuse, increase fathers’ awareness and application of child-centered fathering and to promote respectful co-parenting with children’s mothers.

*(65 words)*

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| **Usage Agreement** | | | |
| I agree that the requested items will be used in accordance with the Rules for Usage published within this document and I acknowledge that **Caring Dads** reserves the right to rescind any prior approval for usage of the logo and/or website link and description.  **I will also send a copy to Caring Dads of the final publication where the requested items will appear prior to it being published.** | | | |
| **Name** |  | **Position** |  |
| **Signature** |  | **Date** |  |

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| **Caring Dads approval** | | | |
| Approved  Not approved  Conditional approval | | | |
| **Comments** | | | |
| **Signature** |  | **Date** | /       / |
| **Logo/s or Image/s forwarded** |  | **Publication viewed** | /       / |