

# Supplementary Information Sheet 5

## Terms and Conditions for use of the 'Working to become Dementia Friendly' symbol

If you are successful and awarded the 'working towards dementia friendly' award there are conditions of using the logo and the sticker. (Referred to in the workbook and supplementary information sheets as 'recognition logo').

### Introduction

A dementia friendly community is a city, town or village where people with dementia are understood, respected and supported and confident they can contribute to community life.

An organisation that wishes to be recognised as being dementia friendly and successfully registers with the official Dementia Friendly Communities recognition process will be deemed to be 'working to become dementia friendly' and may use the 'Working to become Dementia Friendly' symbol as long as it remains eligible to do so.

This document sets out the process for issuing the symbol and the rules that apply to the symbol's use.

### How does a Dementia Friendly Community become eligible to use the symbol?

The symbol may only be used by communities that have registered successfully with the official Dementia Friendly Communities recognition process. A community is required to have a named individual in order to register with the recognition process. This individual is then responsible for leading the community and organisations within it to become dementia friendly. Alzheimer's Society will issue the symbol – and this guidance – to the named individual of a community that has successfully registered with the recognition process.

N.B. DFK has completed this process and is the named Community for the Keighley locality.

### How does an organisation within DFK Community become eligible to use the symbol?

As DFK is recognised officially as 'working to become dementia friendly', organisations that decide to work towards becoming dementia friendly through DFK will also be entitled to use the symbol. However, simply being part of DFK and passively supporting the initiative does not entitle an organisation to use the symbol; they must be able to demonstrate the actions they have taken towards becoming dementia friendly and have completed and implemented their own action plan.

DFK is responsible for determining whether an organisation qualifies to be part of the process and for issuing the symbol and a copy of this guidance accordingly.

DFK is also responsible for monitoring an organisations continued eligibility and use of the symbol. If DFK believes that an organisation is failing to meet its commitment to become dementia friendly, or is not using the symbol in accordance with this guidance, DFK must require the organisation to stop using the symbol. Alzheimer's Society also has power to require an organisation to stop using the symbol.

As part of DFK's annual self-assessment process, DFK is required to notify Alzheimer's Society of the organisations to which they have issued the symbol and any that they have required to stop using the symbol.

## How should DFK and organisations use the symbol?

The 'Working to become Dementia Friendly' symbol is a standalone symbol. This means that the elements that make up the symbol, the stylised forget-me-not, the colours and the font, are exclusive to the mark itself and should not be used elsewhere on marketing communications or for any other purpose.

By displaying the symbol DFK, and organisations within it, demonstrate that they are working towards becoming dementia friendly, and people with dementia will know they are welcome and can expect to be treated with understanding, respect and support.

The symbol is not a quality mark and must not be used in such a way as may imply that DFK endorses goods or services.

Wherever the symbol is used in print or digital communications (including websites) the following explanatory statement should be included:

*'A dementia-friendly community is a city, town or village where people with dementia are understood, respected and supported and confident they can contribute to community life.'*

This makes the purpose of the symbol clearer to people affected by dementia.

## When might DFK or an organisation within it, stop using the symbol?

There are several circumstances in which DFK or an organisation within it, may choose or be required to cease using the symbol:

1. The period shown in the 'date stamp' on the symbol comes to an end. In this case a symbol with a new date will be issued if the requirements of the recognition process continue to be met.
2. DFK will re-issue the symbol with the new date to organisation's that successfully complete the annual re-validation process.
3. DFK or an organisation within the community no longer wishes to participate in the programme.
4. DFK or an organisation within the community behaves in a manner that might damage the reputation of the Dementia Friendly Communities Programme or DFK.
5. DFK or an organisation within the community fails to complete the required annual self-assessment/re-validation.
6. DFK or an organisation within the community does not comply with this guidance.
7. Alzheimer's Society determines that it would not be in the interests of the programme for DFK or an organisation within it to continue to use the symbol.

In the case of points 1 and 2, the out of date symbol must be withdrawn and the new symbol applied within two months of the re-validation.

In the case of point 1 and 2 and either DFK or an organisation within it not meeting the re-assessment and re-validation process and any of points 3-7 apply, then they must immediately cease using the symbol and withdraw from display and distribution any print or digital communications featuring the symbol and destroy or recall all print or digital communications bearing the symbol within 21 days.

If the circumstances outlined in points 3-7 apply only to an individual organisation, it is only that organisation that must stop using the symbol.

## The symbol

The main symbol is landscape, but there is also a portrait version if the size and/or format of the application doesn't allow for the landscape version:



The symbol is available in colour and in black and white.

It is important to reproduce the symbol clearly. The colour symbol should generally be used on a white background or on top of a pale image or background.

The black and white symbols should only be used in one-colour (black and white) applications. The black symbol should be used on a light or white background, and the white symbol should be used on a dark or black background.

## Exclusion zone and minimum size

When using either the landscape or portrait symbols, please ensure that there is enough clear space around the symbol, free from any typography, photos or other elements. The minimum width of this clear space is equivalent to the width of the smaller flower in the symbol. This rule also applies to the edge of a page.

The minimum width of the landscape symbol is 45mm for print or 300 pixels for on-screen.

The minimum width of the portrait symbol is 30mm for print or 160 pixels for on-screen.

**If you have any questions about these terms and conditions or how to use the symbol, please email [info@dementiafriendlykeighley.org.uk](mailto:info@dementiafriendlykeighley.org.uk).**