



Swansea Pride Brand and Logo Policy

Policy Owner: *Elliott King*

Policy approved by: *Swansea Pride CIO Board of Trustees*

Date Policy approved: *Jan 2024*

Next review Date: *Jan 2025*

Version 1.1



1. Swansea Pride is a Charitable Incorporated Organisation (CIO) 1183994.
2. 'Swansea Pride' is registered as a Trademark Number - UK00003894440
3. Permission should be sought from the Board before using the Swansea Pride logo. Permission can be sought from Board by contacting: info@swanseapride.co.uk explaining how and why you plan to use the Swansea Pride logo. A decision will be given to you in writing. The decision of the Board is final.
4. Swansea Pride CIO owns the copyright to the logo as outlined above
5. The logo is made up of two elements. The swan symbol and the name of the Charitable Incorporated Organisation (CIO) Swansea Pride. Both should be used together.
6. The logo must not be altered or amended in any way
7. We use the name Swansea Pride when we talk or write to people.
8. Please don't use any abbreviations or acronyms like 'SP'.
9. The logo is always presented bilingually where there are logos of the Council or government departments on the same document/poster/article.