

Intellectual Property Use Guidelines

The New Hope Community Services ("New Hope CS") name, logos and other marks are the intellectual property of New Hope CS. New Hope CS has firm guidelines in place to protect the organisation's brand, logo and intellectual property. This document is applicable to all New Hope CS supporters that seek to use our name, logo and other marks.

New Hope CS reserves the right to refuse the use of the New Hope CS name or marks at any time.

USING THE NEW HOPE COMMUNITY SERVICES NAME

New Hope CS supporters are permitted to use the New Hope CS name in communication materials, social media and websites for the purposes of promoting New Hope CS' work, or to refer to their support of New Hope CS, such as describing where donations, gifts-in-kind, or volunteers are being designated.

The New Hope CS name may not be used to imply a recommendation, sponsorship or endorsement by New Hope CS, or to promote any product or service. Do not place the New Hope CS name on any products or product packaging. Do not place the New Hope CS name in greater prominence than the name of the organisation, individual, event, programme or campaign supporting New Hope CS on any communication materials or websites.

Please note: The short form for New Hope Community Services is New Hope CS.

USING THE NEW HOPE COMMUNITY SERVICES LOGO

The unauthorised use of the logos of New Hope CS or any other enterprise or programme under New Hope CS is strictly prohibited. New Hope CS supporters must obtain written consent from the Creative and Communications Team at media@newhopecs.org.sg before using the New Hope CS logos.

The New Hope CS logos should never be put in greater prominence than the name of the organisation, individual, event, programme, or campaign supporting New Hope CS on any communication materials or websites.

USING THE NEW HOPE COMMUNITY SERVICES IMAGES

All images, photos and graphics found on the New Hope CS communication materials, social media platforms and websites are owned by New Hope CS or have been granted for New Hope CS' exclusive use only. All other uses of New Hope CS images, photos and graphics is strictly prohibited.

Any organisation or individual seeking to use the New Hope CS images must obtain written consent from the Creative and Communications Team at media@newhopecs.org.sg.

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PROMOTION OR ENDORSEMENT OF CAMPAIGNS

New Hope CS exercises complete discretion when choosing to promote individuals, campaigns or organisations through any of our social media platforms or official communication channels and is not able to accommodate individual requests for promotion.

APPROPRIATE USE

The New Hope CS name cannot appear on or be associated with any product that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.