

BUXTON TOWN TEAM - COMMUNICATIONS GROUP PROCEDURE FOR MAINTAINING A HIGH STANDARD FOR PUBLICITY MATERIALS

The Terms of Reference of the Communications Group include ensuring a consistent and appropriate identity for Buxton Town Team. It is important that the logo and branding are used consistently, that all materials are produced to a high standard and reflect the values and aspirations of the organisation. The Communications Group has therefore been tasked with approving all town team publicity materials before they are sent for printing.

Publicity Materials include: posters, leaflets, fliers, entry forms, flag, banners and so on.

Materials Required by Project Teams

1. The Project Proposal Form includes a section on plans to promote the project, noting that all promotion must have Communications Group approval.
2. The Communications Group will happily take on the job of designing publicity materials for the project teams if requested to do so.
3. Where the project team takes on the job of designing their own publicity materials, they must:
 - (i) send an early draft to comms@buxtontownteam.org for comment and guidance
 - (ii) agree any general changes that need to be made
 - (iii) advise the date when the materials need to be ordered
 - (iv) send a final draft ideally five days before the materials need to go to print
 - (v) ensure that whatever amendments are needed are made before an order is placed
4. Where there is sufficient time, the chair of the Communications Group will bring the proposed designs to the next meeting for discussion and agreement on any changes needed. Where this is not possible he will send them to the other members of the Communications Group asking for comment, with a time and date to respond by.
5. It is understood that on occasions materials will have to be produced more quickly and the Communication Group will make every effort to meet the required deadlines.
6. Once approved by the Communications Group, all publicity materials must be ordered by the Buxton Town Team treasurer.

General Publicity Materials

All general (ie non-project specific) materials for use by Buxton Town Team will be designed by the Communications Group.

Adopted: 21st March 2017