

SUFC Communication Protocol

The Sustainable Urban Forests Coalition (SUFC) relies heavily on communication tools to inform, educate, and persuade audiences on various topics. Standardized communication protocol reduces miscommunication or misrepresentation by the SUFC.

Endorsing External Communications

The use of any SUFC logo, letterhead, banner and other labels will only be used in those cases where at least three-quarters of recognized participants endorse any communications related materials. When appropriate, SUFC banners, letterhead, logos and other labels will clearly distinguish which organizations do/do not endorse any public communications materials.

1. SUFC communication products (i.e., press releases, legislation endorsements, white papers, etc.) originate with the Convener and a SUFC work group. After a work group finalizes a public communication piece, it will be reviewed by the Steering Committee.
 2. Upon Steering Committee approval, all public communications will be distributed to the full SUFC membership (and Ex Officio members) for review and opportunity to comment.
- For public information communication tools such as media releases, fact sheets and other general-use materials, a three-quarter vote endorsement is required prior to public distribution. SUFC members will be given an adequate review and comment period. A deadline will be established for each communication piece. If a member fails to comment or withdraw support by this deadline, their organizational consent is implied.
 - For policy-related communications (i.e., letters of endorsement re: proposed legislation or recommendations), a three-quarter vote endorsement is required prior to public distribution or use of any SUFC logo, letterhead etc. *Also, any individual organizational member may choose to withdraw their organization's name from a letter (or position of endorsement) and from the list of SUFC members (often used on SUFC letterhead), even with a three-quarters SUFC membership endorsement.*

Stationery/Letterhead Use

In order to create and uphold SUFC's name and reputation, all communications pieces should be sent on SUFC stationery. SUFC has two types: 1) including member organizations (member letterhead) listed and 2) no member listing but only the SUFC logo and organizational description (general letterhead).

For policy related communications, the SUFC member letterhead will be used. Any dissenting member names will be removed prior to distribution.

Logo Use



Comment [J1]: Let's make the current gem's letterhead have the 'mission' used on the version with the org. members. Good idea

The official logo of the SUFC is used only by the Sustainable Urban Forests Coalition when directly referring to the SUFC. Any other use is prohibited without the express written approval of the SUFC. This approval can only come from the SUFC Chairman or the convener.

The black and/or white logo is used when there are printing limitations. A black logo is used when the background color is less than a 50% grayscale value.

A white logo is used when the background color is more than a 50% grayscale value. Common sense applies when deciding which logo looks best on colors.

