



A Journey to Success

A Code of Practice for Good Governance of
Community, Voluntary and Charitable Organisations in Ireland

www.governancecode.ie

Protocol for use of Governance Code Logo



A Journey to Success

Introduction

These protocol guidelines are designed by The Governance Code Working Group for organisations compliant with The Governance Code. The purpose of this document is to provide clear guidance on how and when the logo should be used and to protect the integrity and brand reputation of the Governance Code.

What the Logo stands for

“The Governance Code” logo is our brand mark. The brand mark reflects the ethos and values of the Governance Code which was developed **for** the sector **by** the sector. The Governance Code is a voluntary code of practice for good governance of Community, Voluntary and Charitable (CVC) organisations in Ireland.

Through use of the logo, organisations will promote ‘good governance’. Our definition of ‘good governance’ is one where the **board sets and oversees the achievement of its organisation’s objectives**. This helps to lead the organisation on **A Journey to Success** – a journey that starts in the boardroom. This Governance Code is a collection of recommended practices to enable you to set and achieve your organisation’s objectives. It is not about rules. It is about principles guiding you to do the right thing in the right way

The logo represented as “The Governance Code” will convey to stakeholders that your organisation is compliant with the Code; that your organisation is committed to openness, transparency and accountability; and to doing the right thing in the right way. The aspiration through use of the ‘logo’ is to restore public confidence and trust in the sector by demonstrating that charitable, community and voluntary organisations are complying with good governance practice.

Compliant Organisations

The Governance Code requires the Board of organisations to make a public Code Compliance declaration (See Appendix 1). When a Board has publically made its Code Compliance declaration, including giving its explanations for divergence, this transparency renders it fully and certifiably compliant with the spirit of the Code. Organisations that are on the journey to compliance cannot use the logo.

When you can use the Logo

Only compliant organisations may use the logo in accordance with these protocols to communicate their compliance with the Code. **Note:**

Organisations on the adoption journey cannot use the Governance Logo in any circumstances until they become compliant.

For the compliant organisation see the steps involved below:

- 1.** If your organisation has completed Form 2 (Public Statement of Compliance) in Appendix 1 and If relevant, and has completed Form 3 (Explanations Form) in Appendix 2, then you can email Form 2 (and Form 3 if relevant), to the Governance Code on info@governancecode.ie
- 2.** When the Governance Code Working Group tells you that your organisation has been entered on our website's 'Compliance List', at this point, your organisation is considered compliant for **three years** from the date of the board meeting at which you declared yourself compliant. You will be compliant for three years from the date of the Board meeting entered on the Public Declaration of Compliance form forwarded to info@governancecode.ie A date three years from this meeting will be entered onto the Codes Registry listings under 'Compliant Until'.

Unless a new Public Declaration form is received within that three year period the name of the Organisation will be deleted from the Code's website on that date after which date an organisation will not be entitled to use the logo as set out in this document.

3. When your organisation's details have been included on the Code's 'Compliance List', display the Public Statement of Compliance (together with the Explanations Form, if relevant) publicly, for example on your office wall, in your newsletter or annual report, and/or on your website.

State in your public materials:

"We confirm that our organisation complies with The Governance Code for the Community, Voluntary and Charitable Sector in Ireland".

4. You may now use the Governance Code logo, which can be requested from the Governance Code at info@governancecode.ie.

Period of Compliance

Each year, you should self-assess your practices against those recommended in this Code, to ensure that you are still compliant. This review should be done by, or approved by, the Board.

Every third year, you need to let us know that your Board has reviewed your practices and still considers that your organisation is compliant with the Code. You do this by completing Form 2 (Public Statement of Compliance), and, if relevant, Form 3 (Explanations) in Appendix 1, and emailing it to the Governance Code on info@governancecode.ie.

How to use the Logo in communications

The Governance Code logo can be used in communications by compliant organisations in conjunction with their statement of commitment ***"We confirm that our organisation complies with The Governance Code for the Community, Voluntary and Charitable Sector in Ireland"***.

The statement and logo can be used together on the organisation's communication vehicles as follows:

- website
- annual report
- newsletter
- letterhead
- brochures

When not to use the Governance Code Logo

Compliant organisations should only use the logo when communicating compliance with their statement of commitment. The logo should not be used on its own without the statement of commitment or for general purposes such as:

- General power point presentations
- Letterhead
- Word documents unless it is the public statement of compliance declaration
- Articles about Governance
- Press releases

Design Specification for Logo

See Appendix 3 for some suggestions on how to use the logo in design of your communications.

Summary

These protocols are a guide on when and how to use the logo. In the spirit of the 'Code', the GCWG request that organisations only use the logo as detailed in this protocol document. Use of the logo will not be monitored by the Governance Code Working Group.

Appendix 1: Form 2 – Public Statement of Compliance

Public Statement of Compliance with the Governance Code for Community, Voluntary and Charity Organisations in Ireland



Name of organisation:	
Address:	
wish to state that we have completed the process as set out for a Type _____ organisation and now comply with the principles and practices of the Governance Code for a three-year period from _____ when our Board certified our compliance.	
Principle 1. Leading our organisation	
We do this by: Agreeing our vision, purpose, mission, values and objectives making sure that they remain relevant; Developing, resourcing, monitoring and evaluating a plan so that our organisation achieves its stated purpose and objectives; Managing, supporting and holding to account staff, volunteers and all who act on behalf of the organisation.	
Principle 2. Exercising control over our organisation	
We do this by: Identifying and complying with all relevant legal and regulatory requirements; Making sure there are appropriate internal financial and management controls; Identifying major risks for our organisation and deciding ways of managing the risks.	
Principle 3. Being transparent and accountable	
We do this by: Identifying those who have a legitimate interest in the work of our organisation (stakeholders) and making sure there is regular and effective communication with them about our organisation; Responding to stakeholders' questions or views about the work of our organisation and how we run it; Encouraging and enabling the engagement of those who benefit from our organisation in the planning and decision-making of the organisation.	
Principle 4. Working effectively	
We do this by: Making sure that our governing body, individual board members, committees, staff and volunteers understand their: role, legal duties, and delegated responsibility for decision-making; Making sure that as a board we exercise our collective responsibility through board meetings that are efficient and effective; Making sure that there is suitable board recruitment, development and retirement processes.	
Principle 5. Behaving with integrity	
We do this by: Being honest, fair and independent; Understanding, declaring and managing conflicts of interest and conflicts of loyalties; Protecting and promoting our organisation's reputation.	
See also the attached Explanations Form (Form 3), which sets out where we do not comply with specific practices and the reasons why. [Delete if this does not apply.]	
Email:	Phone:
Geographic area of operation (1):	
Nature of work/services (2):	
Chairperson name in BLOCK CAPITALS:	
Signature:	Date of signature:
Secretary name in BLOCK CAPITALS:	
Signature:	Date of signature:
<ol style="list-style-type: none"> 1. Example: Nationwide/ Region/ County or part of/City, or part of/Town. Please name the area. 2. Example: Youth/Environmental/Sport/ Residents Association. Please be specific as possible. 	

Please scan and email this completed form to: info@governancecode.ie

Appendix 2: Form 3 – Explanations

Explanations of why our organisation has decided not to comply with one or more recommended practices of the Governance Code for Community, Voluntary and Charity Organisations in Ireland



Name of organisation:

Address:

In the full Code document, an organisation can comply with the Code while not adopting all of the practices normally associated with full compliance. If your organisation has decided not to comply with one or many aspects of the Code, please set out the details below using additional sheets if necessary.

Indicate clearly the specific practices that are not being adopted (by using the number from the relevant checklist) and explain in adequate detail why you have decided not to comply with those aspects of the Code. (This is called the 'Comply or Explain' process.)

Name of organisation:

Address:

Organisation type (A, B, or C):

Date that your board signed Public Statement of Compliance:

Practice number	Practice statement	Explanation of why organisation has not complied
<i>Example: 2.2(e)</i>	<i>Example: Appoint an audit committee of three or more directors...</i>	<i>Example: We have only two Directors on our audit committee, because our Board only has seven members</i>

Add more lines if necessary

Chairperson name in BLOCK CAPITALS:

Signature

Date of signature:

Secretary name in BLOCK CAPITALS:

Signature:

Date of signature:

Please scan and email this form to: info@governancecode.ie

Appendix 3: Guidelines for Designers

Master logo – horizontal version

The master logo sizes are specific to different size applications. Maximum size is dependent on paper format. The master logo may be produced as a smaller size on the specified formats but not larger.

Maximum sizes -Master logo sizes.

- A1 - 110mm
- A2 - 80mm
- A3 - 55mm
- A4 - 40mm
- Exception for brochures - 60mm
- A5 - 30mm Minimum size

Positioning

Allow 10mm of space on either side of the logo.

Print Colour

The Pantone colours are: Red - Pantone Warm Red and the Blue - Pantone 293.

Font

The font used is Avant Garde.

Format

The jpg will suffice for electronic applications web etc. but for printing organisations will need the logo in EPS or SVG format. Email info@governancecode.ie