

## **Change4Life campaign terms**

### **About the Change4Life campaign terms**

The Change4Life brand and branding tools ('the brand assets') and partner tools are provided by the Department of Health (DH) to enable partners to create their own Change4Life marketing materials and/or run their own activity.

The brand assets comprise the brand and design guidelines, the 'Change4Life' and sub-brand logos, and the campaign typefaces, primary and secondary colours, and visual characters. The partner tools comprise downloadable guidance and activities. Acceptance of the terms gives you access to the brand assets and partner tools.

### **IMPORTANT NOTICE FOR NATIONAL ORGANISATIONS AND BRANDS:**

Access to and use of the brand assets and/or partner tools is permitted to national organisations or brands only on receipt of signed Terms of Engagement. If you intend to use the brand assets and/or tools or run Change4Life activity of any kind on a national basis please [register](#) on the Change4Life website as a national partner or email [c4lpartnerships@dh.gsi.gov.uk](mailto:c4lpartnerships@dh.gsi.gov.uk)

### **Change4Life campaign terms for local supporters**

Access to and use of the brand assets and/or partner tools is permitted to **local supporters** on the following terms:

By using the Change4Life brand assets and/or partner tools you agree to be bound by these terms, which shall take effect immediately on your first use of the brand assets and/or tools. If you do not agree to be bound by all of the following terms please do not access and/or use the brand assets/tools.

The Department of Health may change these terms from time to time and so you should check these terms every time you access the brand assets and/or toolkits. Your continued use of brand assets and/or tools will be deemed acceptance of the updated or amended terms. If you do not agree to the changes, you should cease using the brand assets and/or tools.

The terms are split into two parts:

- I. Responsibilities of local supporters
- II. Conditions of use of the brand assets/tools

### **I. Responsibilities of local supporters**

As part of the Change4Life campaign, you agree to

1. Amplify and extend awareness of the Change4Life campaign messages through your own activity
2. Contribute your unique expertise to the successful development and delivery of the campaign
3. Support DH, on request, with feedback or case studies of your campaign activity
4. Operate in accordance with best practice guidelines or codes of conduct as outlined by the relevant industry bodies, trade associations or professional institutions to which you belong or by which your trade/sector is governed
5. Support the behaviour change goals of the campaign, specifically persuading citizens to adopt **both** a healthier diet **and** to engage in regular physical activity
6. Accept that being part of this campaign by no means entitles you to claim that DH endorses your product or services in any way

### **II. Conditions of use of the brand assets**

You are entitled to use the brand assets/tools provided you agree to:

1. Read and follow the brand guidelines provided
2. Acknowledge that Government, through DH, will create, own and retain all rights to a campaign idea, brand and set of creative assets, including key campaign messages
3. Avoid bringing the campaign into disrepute
4. Accept that should disputes arise concerning compliance with the campaign terms for local supporters, the brand guidelines, appropriate use of brand/messaging or your association with the campaign these will be adjudicated by the DH board which will have final jurisdiction. If DH requires you to cease your involvement in the campaign, it shall have immediate effect

If you are a local commercial or profit-making organisation you additionally agree:

5. **Not** to use the campaign brand on-pack under any circumstances
6. **Not** to use the brand assets on-pack except with the express permission of DH. To seek permission, contact [c4partnerships@dh.gsi.gov.uk](mailto:c4partnerships@dh.gsi.gov.uk)
7. **Not** to use the brand assets or your association with the campaign in any way that could imply or promote false or unsubstantiated health benefits of your own products or services