

EnCOP PARTNER ORGANISATION GUIDELINES FOR DEVELOPMENT OF ENCOP PROMOTIONAL MATERIALS

- EnCOP official logo has to be used but organisations can develop their own products using their logo too as an acknowledgement of partnership

Original EnCOP© official .png logo



- EnCOP official strap line has to be used too when appropriate e.g. banners
(Strapline - 'Developing a valued workforce to meet the needs of older people')
- If possible, products should be sourced via Roots and Wings for quality consistency
(www.rootsandwings.design)
- Draft product design should be signed off by the central regional EnCOP team before production via email: ghnt.encop@nhs.net
- There should be a willingness to share products when appropriate e.g. banners that are specific to EnCOP but not organisations and a register made available on the frailty icare website