



General Guidelines for Decoding Dyslexia CA Logo and Events

Decoding Dyslexia CA ("DDCA") has invested a lot of time and effort in building a grassroots movement that is reputable and well-respected in our community. In order to maintain and increase the integrity of the DDCA reputation, it is important that the following policy guidelines be adhered to:

DDCA Policy Guidelines for Event Sponsorship:

In order to ensure that DDCA is affiliating itself with appropriate associations, organizations and individuals that reflect and exemplify our grassroots mission and beliefs, any events that DDCA will be sponsoring or co-sponsoring with other organizations, associations, and/or individuals need to receive pre-approval by DDCA.

Pre-approval is required before the DDCA logo can be used; any advertising is done listing DDCA as a sponsor or co-sponsor; or any DDCA member represents that they are acting on behalf of DDCA or as a DDCA representative.

If you feel you have an event, conference, or workshop opportunity that aligns itself to DDCA's mission and purpose, please email info@decodingdyslexiaca.org with details of the event, its purpose and background on the affiliated organization or individual.

DDCA Policy Guidelines for Logo Use:

Use of the DDCA logo on print or digital materials can imply DDCA sponsorship. Pre-approval is required before the DDCA logo can be used. Please email a copy of any flyer, print material or digital file to be used to info@decodingdyslexiaca.org for approval. This includes material that is over 30 days old that was previously approved by DDCA. This will ensure that all content is accurate and up-to-date.

If you wish to print business cards with the DDCA logo, please email Tobie_ddca.advocate@yahoo.com. She will provide you with the template that has been preformatted for you.

DDCA Policy Guidelines for Conference/Workshop Presentations:

Pre-approval is required before any DDCA member represents that they are acting or speaking on behalf of DDCA. If you are speaking at an event, conference, or workshop that aligns itself to DDCA's mission and purpose, please email info@decodingdyslexiaca.org with details of the presentation and its purpose including any handouts or presentation slides that you will be presenting. Please be advised if you are listing DDCA in your speaker's bio pre-approval is required.

Exceptions to this required pre-approval would be:

-individuals presenting at meetings where they are speaking on behalf of themselves and it is clear that they are not there as a DDCA representative, and

-individuals acting as DDCA volunteers for purposes of distributing pre-approved DDCA information and dyslexia resource materials (for example, volunteering at a DDCA booth at a conference).