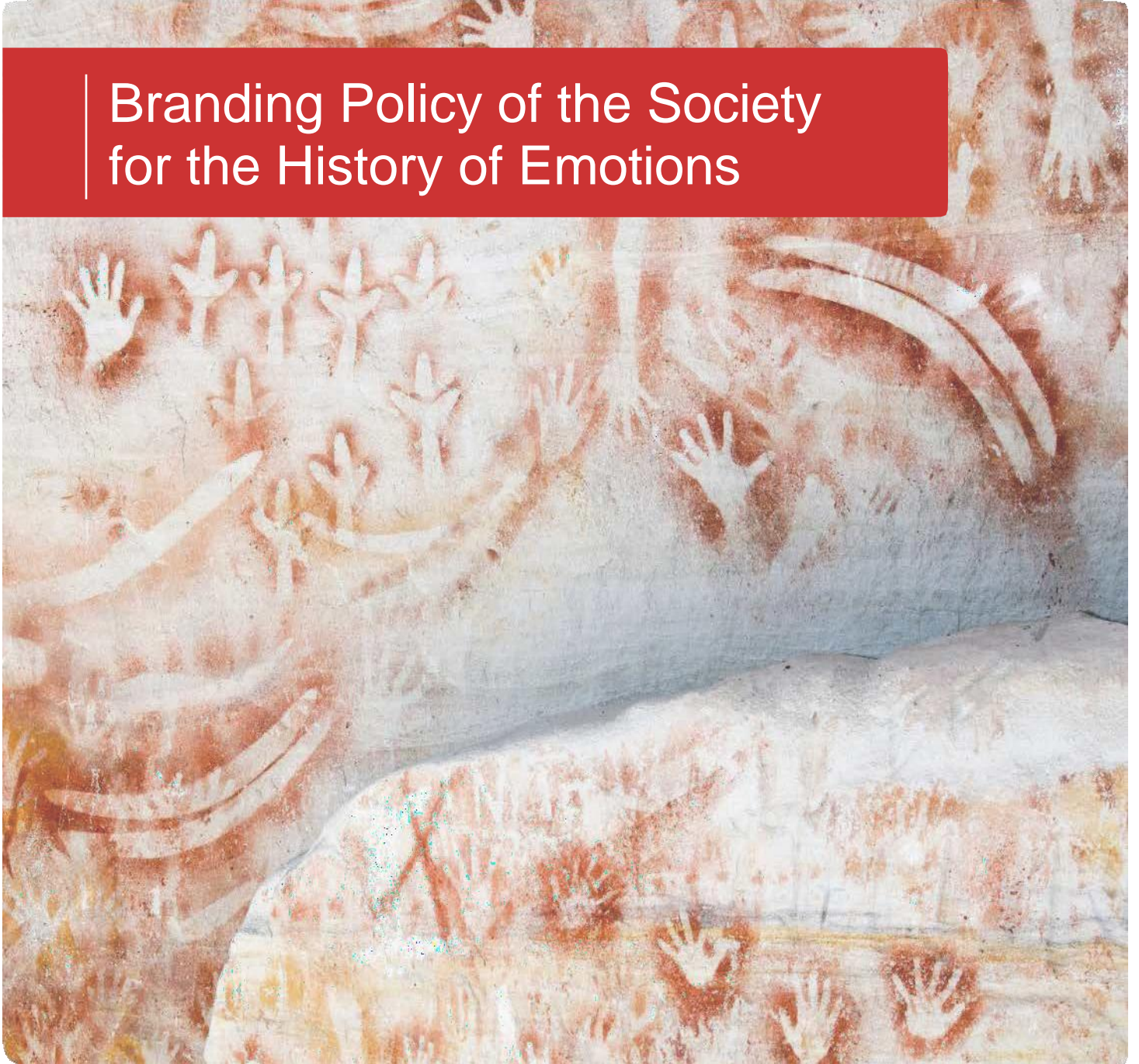


# Branding Policy of the Society for the History of Emotions



SOCIETY FOR THE  
**HISTORY of  
EMOTIONS**

# Branding Policy

## 1. PRINCIPLE

The Society for the History of Emotions (SHE) aims to encourage and advance the study of emotions, helping us to understand the changing meanings and consequences of emotional concepts, expressions, and regulation over time and space. One of the ways that we do this is by supporting the organisation of conferences and similar events to further knowledge of the history of emotions and by advertising affiliated events. Branding is an important part of SHE's corporate identity. This policy lays out the use of our branding.

## 2. WHAT IS SHE BRANDING?

SHE branding covers the use of the name, logo, and other visual trademarks belonging to the Society. Copies of the logo can be downloaded and saved from our website.

## 3. WHO CAN USE SHE BRANDING?

- I. The Society can use the SHE logo and branding on any of its events (e.g. conferences, workshops, training sessions, etc). SHE and SHE-sponsored events will be entitled to use our branding.
- II. Members of SHE-affiliated Chapters (regional or otherwise) are automatically members of SHE (SHE Statute 8d). Chapters are entitled to request use of the relevant SHE branding on any websites and events that meet the aims (SHE Statute 2) and values of the Society (Values and Commitments below). When designing events, affiliated Chapters should send details of the topic, questions, themes, and speakers (if known) to the Chair, Secretary, and Communications Officer for confirmation and acknowledgement. It is not expected that permission to use SHE branding will be withheld.
- III. SHE Members (individual) can approach the Council for permission to use SHE branding on any events that meet the Society's aims (SHE Statute 2) and values (SHE Branding Policy 5). Requests for use of SHE branding should be sent via email to the Chair, Secretary, and Communications Officer for SHE. All requests should include a brief description detailing the type of event to be held, rationale and connection to SHE, location, timing, and any speakers (if known).
- IV. Unaffiliated organizations may request permission to use SHE branding on events that will include SHE members and meet the aims (SHE Statute 2) and values of the Society (SHE Branding Policy 5). All requests should be sent to the Society email account and provide details of the nature of the event, its connection to SHE's aims, and any requirements for publicising the event in question. All requests will be considered by the Chair, Secretary, and Communications Officer in the first instance. Any unaffiliated requests for use of SHE branding should be sent directly to SHE and not to the heads of individual Chapters.
- V. Any Chapters that receive external requests to use SHE branding should forward these to the Society email address for consideration by the Chair, Secretary, and Communications Officer.

## 4. CAN I CHANGE ANY PART OF SHE BRANDING?

No. SHE's visual trademarks include our logo which features red text on a white background alongside a white and purple image. No part of the SHE logo, including colouring, font, and background, should be altered from its original format. Use of the Society's acronym (SHE) is permitted but only after the Society is cited in full (e.g. The Society for the History of Emotions (SHE)).

## 5. VALUES & COMMITMENTS

SHE has a commitment to ensuring that the basic principles of equality, inclusion, and diversity are observed at our events. All users of SHE branding are required to respect these values in the design of their events. We also request all users of SHE branding to promote the Society's aims, values, and journal at any events for which SHE branding is used.

**SHE reserves the right to withdraw permission for the use of branding at any time.**