

How to present the Society Name

Intro

With the transition to a CIO, some clarification of the society's name and branding is required.

There is ambiguity in the way the Charity Commission refers to us. While our formal title is **Berkshire Family History Society CIO**, they themselves address correspondence to us as Berkshire Family History Society. In order to avoid confusion and create consistency in all materials, this document sets out how the society should be represented.

Brand name

Berkshire Family History Society is the brand name and may be used on posters, websites and publicity material where the primary objective is to represent ourselves to the public. **Berkshire FHS** is an acceptable alternative where space is limited.

Formal name

All legal agreements, contracts, leases and any other place where we formally present ourselves should use **Berkshire Family History Society CIO** with the new registered charity number **1204390**. All marketing materials, newsletters etc must contain a footer with the full title - see the footer of this document for an example.

Copyright

All copyrighted materials should show:

© <year> Berkshire Family History Society CIO - Registered charity: 1204390

The text '**The Trustees of...**' is no longer required on copyright notices because the new society is a legal entity in its own right. **Legacy materials** do not need to be discarded, since all rights and obligations are transferred to the new entity. Existing stocks can be used, but replacement stocks must be renamed when they are ordered.

Web Presence

When presenting the website address, there is no need to include www or https:// - these are cumbersome legacy constructs that are not needed by modern web browsers. All you need to show is: **berksfhs.org**

Effective date

01 Nov 2023