LCGB's Communications & Advertising Policy

1. Purpose & Scope

This policy outlines the rules and standards for all advertising, campaigns, fundraising, promotional and other material, content produced by or on behalf of the Lactation Consultants of Great Britain (LCGB) *(hereafter referred to as 'advertising material' and 'the Charity').*

As a registered charity, LCGB must maintain the highest standards of integrity and transparency to maintain public trust. All advertising material must comply with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the CAP Code), overseen by the Advertising Standards Authority (ASA).

2. LCGB's Advertising Core Principles

Honesty: All claims regarding our goals, impact, achievements, and use of funds must be truthful, accurate, and verifiable.
Decency: Content must respect human dignity and must not be exploitative or cause unjustifiable offense.
Legality: All advertising material must comply with UK law, including the Data Protection Act 2018 (UK GDPR) and consumer protection laws.
Transparency: Advertising material should clearly disclose when content is promotional, sponsored of funded by external partners.

3. The LCGB Brand

The professional image of the Charity and continuity of the 'LCGB Brand' is of upmost importance, whether created by external partners or the Charity's volunteers. All the Charity's advertising material must align with this 'Communications & Advertising' Policy.
The following are to be used:-

- Our approved LCGB logo and when appropriate include the tagline 'The professional voice of breastfeeding since 1994'.
- The chosen colour pallet of: Teal - #15685e and Purple - #775ead.
- The chosen font: Calibri size 12 for general use.

4. Use of Imagery & the Representation of Others

When the Charity's advertising material includes imagery and the representation of others we are committed to maintaining their dignity, and respect, whilst also including a balanced representation of diversity and inclusion.

- Documented consent is to be obtained for any photographs provided by an individual or gifted to the Charity for the Charity's use.
- Advertising material that features photographs of an individual, eg. conference speakers, should be provided by the individual and no adjustments made except in cases of formatting.
- Photographs gifted to the Charity become property of the Charity, with credit given to the provider when used.
- Advertising material that includes generic photographs are to be sourced from reputable providers, eg. the Charity's Canva account, taking into consideration UK Copyright law.

- Accounts reproduced in advertising materials, both photographic and written, must be reproduced accurately and without modification with the intent to mislead or deceive.

5. Prohibited & Restricted Practises

- The creation of advertising material is not to include the use of Generative Artificial Intelligence (AI) to create or enhance imagery.
- Imagery that is sensationalist, progressive dehumanising or overly distressing to induce shock or guilt is not to be used.
- All the Charity's digital or social media advertising must abide by the policies of the platform used.

6. Policy Compliance & Review

Sign-off: All advertising materials created for the Charity must be formally reviewed and approved by preferably the project Lead Trustee, or the LCGB Chair or a nominated person prior to activating.

Action following a complaint: In the event of an objection or complaint regarding any aspect of the Charity's advertising material they should be directed to make a formal complaint using the Charity's 'Comments, Comments & Complaints Form' found HERE on the Charity's website. The matter of any complaint will then be dealt with in accordance with the Charity's 'Comments. Complements & Complaints Policy'.

Policy Review: This 'Communications & Advertising' Policy will be reviewed every three (3) years or earlier if legislation or other events arise that warrant earlier review.

Version #	Date	Action	Trustee	Sign off
1.0	July 2026	Initial policy	Vikki Kidd	
	July 2029	Next Review Due		