

Using Outcomes Star™ intellectual property under licence

Guidelines for incorporating Outcomes Star words and images in documentation specific to your organisation

The Outcomes Star and all associated content and materials are the intellectual property of Triangle Consulting Social Enterprise Ltd and Triangle provide high quality resources for the Star. However, we also appreciate that the Stars work best when they are embedded into a service and service delivery, and that organisations may want to develop specific resources around the Star that work for them.

These guidelines set out what organisations need to consider when incorporating any aspects of the Outcomes Star in their own documents, resources or websites. We actively support organisations to get the most out of the Star, so do get in touch with us using the contact details at the end of the document with any queries.

1 The benefits of creating your own resources with the Outcomes Star™

- It can show commitment to the Outcomes Star tool and approach for internal and external audiences, such as commissioners and funders
- It can help generate a positive reception to new, sector-wide tools such as the Star from internal teams
- It can support effective use by incorporating official, evidence-based Star content alongside information and instructions that are specific to your organisation
- It can reduce the impact of multiple pieces of paperwork for keyworkers to complete and refer to

For examples of what other organisations have done with Star content in their own materials, get in touch with Triangle.

2 Using the Outcomes Star™ within your licence terms

Services with Star licenses for all members of staff using the Star have permission to integrate Star intellectual property into your own documents as long as the criteria in Section 3 are met and the process in Section 4 is followed.

Licence holders do not have permission to amend the Star in any way – including:

- the name of the Star
- the outcome areas
- the stage names in the Journey of Change
- the content in the short and detailed scales
- the Outcomes Star logo and all other visuals

Triangle's ownership of the copyright for the Outcomes Star means that derivative works are strictly prohibited and the Star must be used always in its entirety.

3 What you need to consider when reproducing Outcomes Star™ intellectual property

There are two areas you need to consider, a) Complying with copyright requirements and b) Supporting best practice use of the Star.

a) Complying with copyright requirements

- You must not adapt, change or edit any aspect of the Outcomes Star.
- You must reference Triangle as the copyright owners of the Outcomes Star – this can be in a footnote or a text box on the same page as the Star content appears. The table overleaf sets out in more detail how to reference Triangle in order to comply with our copyright control.

What you must include		Text
1	Name of Star	<p>“XYZ Star™”</p> <p><i>(NB to create the trademark symbol: type bracket ‘(’ then ‘TM’ in capitals then close bracket ‘)’ – this works on most computers)</i></p>
2	Copyright holder information	<p>“© Triangle Consulting Social Enterprise Ltd”</p> <p><i>(NB to create the copyright symbol: type bracket ‘(’ then small ‘c’ then close bracket ‘)’ – this works on most computers)</i></p>
3	Reproduction information	<p>“Reproduced under licence”</p>
4	Website	<p>“See www.outcomesstar.org.uk for full copyright details”</p>

b) Supporting best practice use of the Star

When reproducing a Star Chart (ie a blank Star visual designed to be written on/completed) you must ensure that there is:

- a clear instruction to complete the Star collaboratively with service users where possible
- a clear reference to the 5 Journey of Change stages and how they relate to the 1 to 5 or 1 to 10 scale
- a clear instruction that the Star Chart should only be used along with the Scales for that Star

This is because completing the Star without referring to the Scales (eg in User Guide or Quiz) undermines the accuracy and credibility of Star data.

You may also want to consider using a professional designer or artworker in developing your materials to ensure the same standard of professional finish as the ready-made Outcomes Star resources.

4 The process for incorporating the Star in your own materials

1. Make sure your organisation has the appropriate Star licenses in place
2. Contact Triangle on the details below to tell us what you want to do with the Star in your materials
3. Triangle will provide you with high quality JPEGs and other content as needed
4. You develop your own resources, ideally using a professional design resource
5. You share your final resources with Triangle for approval before circulating across your organisation.

5 Next steps and getting in touch

For more information, to answer any queries or to get started with your own resources, please get in touch with Triangle on info@triangleconsulting.co.uk or **+44 (0)207 272 8765**. You can find full information about the copyright control and requirements for the Outcomes Star on our website www.outcomesstar.org.uk.