



Mornington Peninsula and Western Port Biosphere Reserve Foundation Limited

"Showing the way to sustainability"



POLICY - USE OF LOGO

PURPOSE:

For the Foundation to establish policy on the terms and conditions relating to the use of the logo of Mornington Peninsula and Western Port Biosphere Reserve Foundation Ltd.

POLICY:

1. The Foundation Board may authorise the use of the "UNESCO Biosphere" logo for:
 - i. Promotion of the Foundation's activities.
 - ii. Use by supporters in recognition of that support as in "*Proud supporter of....*"
 - iii. Use by partners with the approval of the Executive or authorised officers.
2. The Mornington Peninsula Shire Council, Frankston City Council, Casey City Council, Cardinia Shire Council and Bass Coast Shire Council, DSE, Parks Victoria, RMIT University and Phillip Island Nature Park, may display and use the "UNESCO Biosphere" logo on their website, stationery, signage and publications, to promote their association with and support of the Biosphere Reserve Foundation.
3. The Board or the Executive may set conditions for use of the logo by corporate and other entities.
4. Formal approval of the Board or the Executive must be obtained prior to use of the logo by any organisation and details of such authorisation entered in the register maintained for this purpose.
5. The logo must always be used in conjunction with the name "Mornington Peninsula and Western Port Biosphere Reserve Foundation" unless written permission of the Board or authorised officers has been provided.
6. An organisation or group authorised to use the logo **cannot** authorise **another** party to use the logo without prior written approval of the Board or its authorised officers.
7. The logo **must not** be used in a manner that presents a misleading association with the Foundation or UNESCO, or implies accreditation of a particular product or organisation, unless such accreditation or endorsement has been provided in writing by the Foundation Board.

Definitions: The Board – The Board of the Foundation
The Executive – The Executive of the Foundation
Authorised Officers – The Executive Officer or person delegated by the Executive

Approved by the Board
18th September 2008