

## Guidelines for use of the Eden Valley Logo by businesses and organisations

The purpose of these guidelines is to encourage the use of the Eden Valley Logo by businesses and organisations – the campaign is assisted by wider public recognition of the Logo.

At the same time it is important to protect the Logo from misuse that might devalue it and cause confusion with members of the public.

### Using the correct Logo

- A business or organisation can obtain the correct Logo by downloading from the website [www.edenvalleykent.org](http://www.edenvalleykent.org) or by contacting [lindsey@edenbridgetowncouncil.gov.uk](mailto:lindsey@edenbridgetowncouncil.gov.uk)
- The Logo should be reproduced in colour, using the correct colours. If black and white is essential, a black and white Logo is available by contacting the above email address.

### Correct use of the Logo

- The Logo should only be used on material directly connected with the tourism sector within the Eden Valley area.
- It may be used alongside the Logo of a business or organisation.
- Please let the office have a copy of any material where the Logo has been used. This enables us to respond to any enquiries and also helps us build a picture of the range and types of local activity.
- The Logo can be used on all company communication tools such as Letterheads, Compliment Slips, Business cards, Advertising, Leaflets, Brochures, Exhibition Graphics and all forms of electronic media.
- If you wish to use the Logo on any **printed** material - publications, promotional material etc - you **must not** use the web site versions of the Logo.
- Your organisation or company name must appear on any communication materials where the Logo is used.
- You may not modify or alter the Logo design in any way. The Logo may not be translated or otherwise localised into any other language.
- You may not combine the Logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features or website audio files.
- The Logo must not be stretched or compressed horizontally or vertically or distorted in any way.
- The Logo should appear only once in any given document, should not be used as a design feature on any of your communication materials and you should not use a copy of the Logo that has been scanned at low resolution.
- You may not use the Logo in any manner that is derogatory or in any way which would allow the Logo to become generic or which would be

inconsistent with the aims and objectives of the Eden Valley Tourism Initiative.

- You will not attempt to register as a trademark anywhere in the world the Logo or any mark, which is confusingly similar to, or a colourable imitation of it.
- If you should become aware of any unauthorised use of the Logo or any mark confusingly similar to or a colourable imitation of it, you shall immediately notify [lindsey@edenbridgetowncouncil.gov.uk](mailto:lindsey@edenbridgetowncouncil.gov.uk)
- The Logo remains the copyright of Edenbridge Town Council ©2006