

## Wheatbelt Natural Resource Management Incorporated

### Use of the Corporate Logo and Name Policy

<b>Policy Name:</b>	Use of the Corporate Logo and Name Policy
<b>Policy Number:</b>	2.8
<b>Policy Version Number:</b>	V2.00
<b>Policy Category:</b>	Operational Management
<b>Contact Officer:</b>	Chief Executive Officer
<b>Date Approved by the Board of Management:</b>	8 November 2016
<b>Date of Last Review:</b>	4 <sup>th</sup> November 2016
<b>Period Until Next Review:</b>	36 months from the approved date or as required
<b>Related Legislation:</b>	1. Associations Incorporation Act 2015 (Western Australia)
<b>Related WNRM Policies or Procedures:</b>	1. 2.4 Partnership Policy 2. 3.2 Sponsorship, Fundraising and Donations Policy 3. 5.2 Copyright Compliance Policy 4. 5.3 Media Communication Policy 5. 5.4 Intellectual Property Policy

#### 1. Definitions

“**Communications**” means documents, presentations and other Copyright materials created during Representatives’ course of duty at Wheatbelt NRM.

“**Copyright**” means the exclusive legal right to reproduce and control an original piece of work”.

“**Corporate Logo**” means the accepted brand logo that represents Wheatbelt NRM and as shown below in its full colour form and its reversed form:



Reversed Corporate Logo:



**“Corporate Name”** means the registered business name of the association, being ‘Wheatbelt Natural Resource Management Incorporated’.

**“Intellectual Property”** means property that results from original creative thought, relating to patents, designs, Copyright material, trade secrets or trade marks, that have or could have commercial value.

**“IP Australia”** means the Australian Government organisation that administers Australia's intellectual property rights system, specifically patents, trade marks, designs and plant breeder's rights.

**“Partnership”** means a documented, mutually beneficial and co-operative business relationship between two or more parties that supports Wheatbelt NRM in better achieving its vision and objectives.

**“Representatives”** means Board Directors, employees, contractors or volunteers of Wheatbelt Natural Resource Management Incorporated.

**“Sponsorship”** means the support of an event, activity, person, or organisation financially or through the provision of products or services, often done in return for publicity.

**“Trade Mark”** means a word, phrase, letter, number, sound, smell, shape, logo, picture, aspect of packaging or a combination of these, acknowledged as being associated solely with Wheatbelt NRM and forms part of its protected brand.

**“Wheatbelt NRM”** means Wheatbelt Natural Resource Management Incorporated.

## 2. Overview

This Policy relates to the correct and rightful use of the Corporate Logo and its approved design, and declarations pertaining to its Trade Mark. Wheatbelt NRM is committed to presenting a professional and consistent brand image and protecting its Copyright and Intellectual Property rights.

The Corporate Name is the legal name of the incorporated association known as Wheatbelt Natural Resource Management Incorporated.

The Wheatbelt NRM Corporate Logo exists as an unregistered Trade Mark.

Representatives who breach this Policy may be subject to disciplinary action.

## 3. Policy Statements

### Use of the Corporate Logo

3.1 The Corporate Logo will be reproduced as accurately as possible as set out in this Policy, and will not be digitally altered, adapted or modified in any way, or used in

part, including maintaining its original colour scheme, unless otherwise agreed in writing by the Board of Management.

- 3.2 It is intended that the Corporate Logo be reproduced in its full colour form. However, to add flexibility to this reproduction, a Reversed Corporate Logo can be used. The Reversed Corporate Logo can appear as a light colour on a dark colour or as a dark colour on a light colour. The choice of these colours is not limited, but it is essential to ensure that any use of colour does not compromise the integrity of the logo. Attention to contrast must always be considered carefully. The Reversed Corporate Logo must not appear in light colour on a light background colour. The logo must not appear as a dark colour on a dark background. The various elements of the Reversed Corporate Logo must not be represented in more than one colour.
- 3.3 The Corporate Logo will be placed in a position of prominence.
- 3.4 When the Corporate Logo is used with other logos, the logos may be scaled to the same visual weight unless in accordance with specific contractual provisions.
- 3.5 Public Communications pertaining to, and under the control of, Wheatbelt NRM that can be seen or are accessible by outside parties, whether in hardcopy or electronic, will be accompanied with the Corporate Logo where practical to do so.
- 3.6 Copyright publication-based material created solely by Wheatbelt NRM will carry the Corporate Logo.
- 3.7 Intellectual Property in written form created solely by Wheatbelt NRM will carry the Corporate Logo.
- 3.8 Jointly owned Copyright publication-based material created with another party will carry the Corporate Logo unless the partnering contract sets out other agreed provisions. Where the Corporate Logo appears on a document, the material can be assumed to be solely or jointly Copyright material of Wheatbelt NRM.
- 3.9 Highlighted hardcopy or electronic text followed by the symbol '™' will be used to signify to the public that it is an unregistered Trade Mark.
- 3.10 Highlighted hardcopy or electronic text followed by the symbol '®' is to be used to signify to the public that it is a registered Trade Mark in accordance with a granted Trade Mark through IP Australia.
- 3.11 Agreements formalising Partnership(s) or Sponsorship(s) will specify the terms for using the Wheatbelt NRM logo and other logos.
- 3.12 There will be no charge for the use of the Corporate Logo by other parties who are part of a formalised Partnership or Sponsorship, however the use of the Corporate Logo can only be used where written approval has been given by the Board of Management or Chief Executive Officer.
- 3.13 Outside parties, who do not have a formalised Partnership or Sponsorship, wanting to use the Corporate Logo on any publication or advertising material are required to gain written consent by the Board of Management or from the Chief Executive Officer.

### **The Corporate Logo Design**

- 3.14 The Corporate Logo must adhere to its design, comprising a symbol representing a fingerprint overlaid by a leaf enclosed in multiple circles positioned to the left and three lines of text positioned on the right:

- 3.14.1 The dimensions will be 41.3mm height by 111.34mm length, or as adjusted using the same aspect ratio;
- 3.14.2 An exclusion zone of at least the diameter of the circular-based symbol must be used horizontally and vertically when the corporate logo is used;
- 3.14.3 The circular-based symbol to be positioned on the left will use the following colours:
- Light green = 7994 U
  - Mid green = 5777 U
  - Lightest blue = 556 U
  - Light blue = 562 U
  - Mid blue = 7470U
  - Dark blue = 343 U
  - Orange = 145 U
  - Red = 1805U
- 3.14.4 The text to be positioned to the right of the logo will be:
- 'wheatbelt' in bold Segoe (modified) font, presented in title case text, coloured using Pantone 349U, and positioned on the top line;
  - 'natural resource' in normal Segoe (modified) font, presented in lower case text, coloured using Pantone 7490U, and positioned on the second line;
  - 'management' in normal Segoe (modified) font, presented in lower case text, coloured using Pantone 7490U, and positioned on the third line.

### **Use of the Corporate Name**

- 3.15 The organisation will always be referred to initially in public Communications as 'Wheatbelt Natural Resource Management Incorporated' or 'Wheatbelt Natural Resource Management Inc.' (the full name).
- 3.16 'Wheatbelt NRM' can only be used after the full name has been defined.
- 3.17 The use of 'WNRM' is not acceptable as a short form on external or publically accessible documents.
- 3.18 The use of "wheatbelt natural resource management" is restricted to the Corporate Logo.

## **4. Responsible Officers**

- 4.1 The Board of Management, as part of its governance authority, is responsible for the approval and publication of this Policy, including the approval of any subsequent changes.

- 4.2 The Board of Management approves all Corporate Logo changes.
- 4.3 The Audit Committee is responsible for reviewing this Policy prior to Board of Management approval, and ensuring the scheduled review of this Policy.
- 4.4 The Board of Management or Chief Executive Officer approves all external use of the Corporate Logo.
- 4.5 The Chief Executive Officer is responsible for the operational compliance of the organisation to this Policy.

## 5. Approval

This Policy was approved by the Board of Management on the 8<sup>th</sup> of November 2016

Jim Sullivan  
Chairperson  
Board of Management  
Wheatbelt Natural Resource Management Incorporated