

North Pennines Locator Logos - Overview

Summary

- Assist local businesses and others to promote the fact that they operate within, or are allied to, the high quality landscape in the North Pennines AONB & UNESCO Global Geopark
- Produce a suite of five Locator Logos drawing on the North Pennines AONB & UNESCO Global Geopark identity – to enable people to position their business, event or product within the AONB & UNESCO Global Geopark.

The Locator Logos

- Five logos have been produced ('In the', 'Exploring the', 'Based in the', 'Happening in the', 'Made in the') to cover various uses.

What do they represent?

- The Locator Logos represent the **place** – the North Pennines AONB Partnership uses a different logo for their communications.
- They do not constitute a quality mark, and they do not represent an endorsement, funding or any other support by the North Pennines AONB Partnership.

Who can use the logos?

- Businesses, community groups, individuals, charities based in or carrying out a significant part of their work/activity in the North Pennines AONB.
- Businesses etc. located with the 1km buffer zone (see **Figure 1**) will be considered to be within the AONB for the purposes of logo use.
- Applicants will be required to sign up to the **North Pennines 'Locator Logos' Charter** – which outlines a series of commitments and Conditions of Use.
- They can be used in a wide variety of ways e.g. window stickers, on flyers, leaflets, event programmes, posters, website, social media profiles, emails etc.

What will be the criteria for use?

- The logos must not be used in such a way as to bring the AONB Partnership or the North Pennines AONB & UNESCO Global Geopark into disrepute, or which goes against AONB Partnership policies or purposes.
- Promotional material or merchandise that only carries the North Pennines Locator Logos is not permitted. They must be accompanied by the business/seller's own logo/identity. It must be clear who the business/seller is and that they are not AONB Partnership goods, nor AONB Partnership-endorsed.
- The Locator Logos must not be altered in shape, distorted, added to or cropped. Guidelines will be provided.

How much does it cost?

- In the first year the Locator Logos will be free.
- After the trial year we will evaluate the project and the usage of the logos. After evaluation we may decide to levy a charge for future use. This could be allocated to a specific project allied to AONB purposes.

How do people apply?

- Applicants need to complete an application form and sign the North Pennines Locator Logos Charter and return them to the AONB Partnership.
- We may contact businesses to talk through the application and explain the process further.

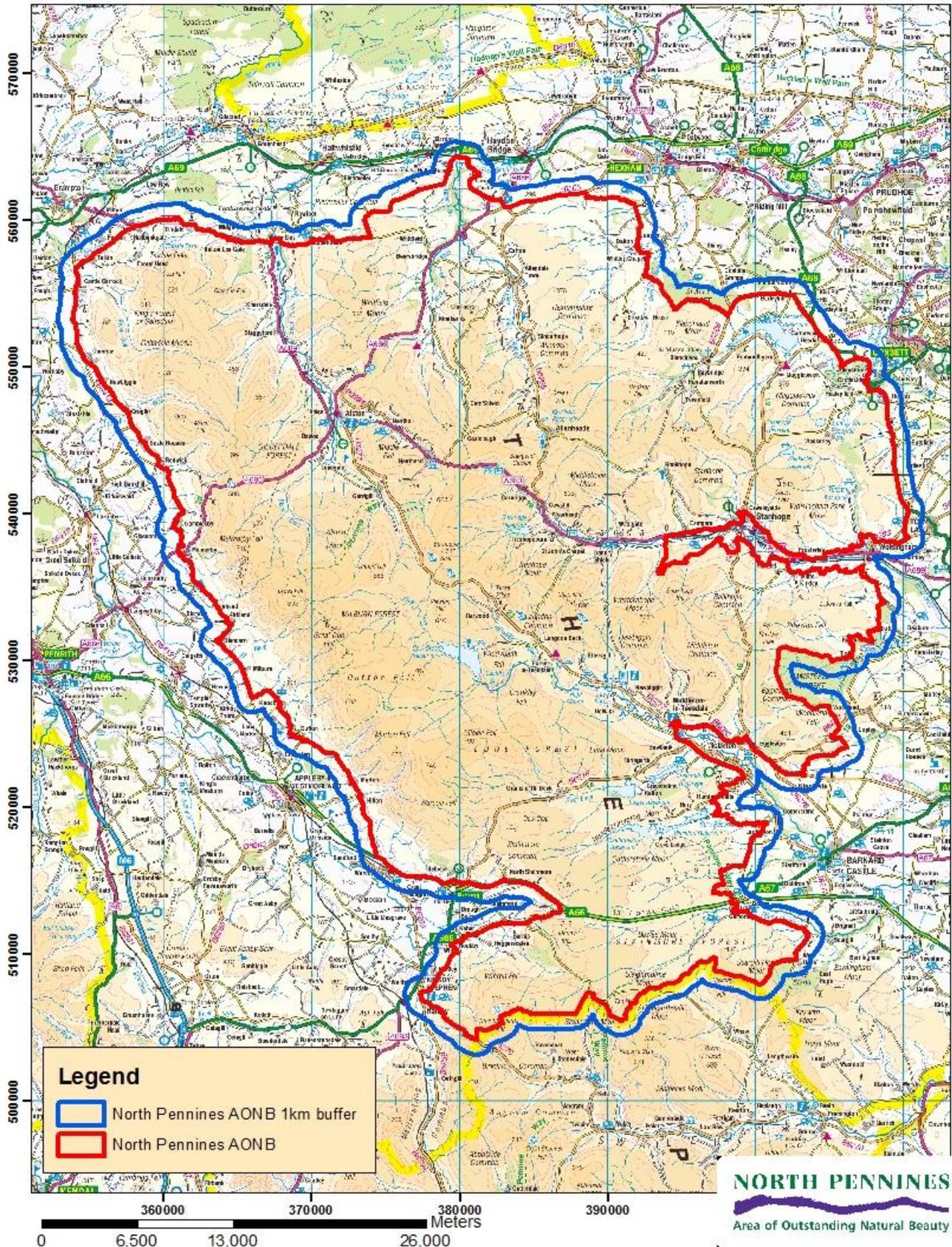
- Assuming they meet the criteria we would confirm their application and send them a welcome pack i.e. high res logos and usage guidelines.
- At the end of the first year we will contact the businesses/organisations to review how it has worked.

Figure 1: 1KM buffer around North Pennines AONB boundary

North Pennines AONB - 1km buffer

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North Pennines Locator Logos – Application Form

You must meet one of the following criteria to be eligible to apply. Please select and then complete and return the form (together with a signed copy of the 'Locator Logo Charter'):

I am a business, community group, charity or individual:

- Based in, or carrying out a significant part of my work in the North Pennines AONB & UNESCO Global Geopark, or whose work is substantially North Pennines AONB related; and/or
- Holding an event or activity in the North Pennines AONB & UNESCO Global Geopark

About you

Name of business, community group, charity or individual:

Business address:

Postcode:

Website:

Company registration number:
(complete if the applicant is a company incorporated in the UK)

Name of person making the application:

Job title or role:

Correspondence address (if different from business address):

Telephone number:

Email address:

Continued overleaf

About your business, charity, organisation, group or activity

Brief description of what you do:

.....
.....
.....

Which logo(s) are you interested in using?

- Exploring the... Made in the... Opening in the...
 Based in the... In the...

Please briefly outline how you intend to use the logo(s):

.....
.....
.....

Signed: Print name:

Position: Date:

I have signed the Locator Logo Charter and have included it with my application form.

Please return your completed form (and signed Locator Logo Charter) to:

- **Shane Harris (Responsible Tourism Lead), North Pennines AONB Partnership, Weardale Business Centre, 1 Martin Street, Stanhope, Bishop Auckland**
- **If you have any question please contact Shane Harris on 01388 528801 / shane@northpenninesaonb.org.uk**



North Pennines ‘Locator Logo’ Charter

The North Pennines Area of Outstanding Natural Beauty (AONB) and UNESCO Global Geopark is a very special place with a high quality natural environment. Using the North Pennines Locator Logos reflects a promise to provide high quality, sustainable and authentic experiences, products and services. The North Pennines AONB Partnership will grant you use of the Locator Logos to help promote your business, event or organisation on you agreeing to the terms below.

I, (Business owner or authorised signatory)

On behalf of (Name of business)

Confirm, agree and undertake that:

- We are proud to operate within the North Pennines AONB and UNESCO Global Geopark
- We respect the special landscape and nature of the North Pennines AONB and carry out our activities in ways that protect and improve the environment of the area.
- We will follow North Pennines Events Guidance if we are organising large-scale outdoor events in the area.
- We are committed to providing quality products, services and experiences and we continually strive to improve our business and customer offer.
- We strive to buy goods and services from local and sustainable sources. We recognise that using local products can increase the distinctiveness of our business and will have a positive environmental and economic impact.
- We will work to provide our customers with an authentic, distinctive and quality experience.
- We will strive to enhance the reputation of the North Pennines AONB as a great place to live, work, visit and do business.
- We will not engage in the sale of minerals, fossils or similar original geological material, in accordance with the UNESCO Global Geoparks Charter.
- We will not act in any way in which will bring the North Pennines AONB and UNESCO Global Geopark, or any business within it, into disrepute.
- We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.
- We will abide by the **Conditions of Use for the Locator Logos** (see overleaf).

Signed: Date:

Conditions of Use for the North Pennines Locator Logos

- We acknowledge that all rights in the North Pennines Locator Logos are the exclusive property of the North Pennines AONB Partnership (the '**AONB Partnership**')
- We acknowledge and agree that we are authorised to use the Locator Logos only in accordance with the Charter, these Conditions of Use, and the Usage Guidelines (these will be provided to you as part of the welcome pack provided to businesses approved to use the logos).
- We are not granted any rights by the AONB Partnership to allow other people to use the Locator Logos, and we undertake not to purport or attempt to give other people the right to use them.
- We acknowledge that Locator Logos must only be used in conjunction with our own brand. The Locator Logos must not be used in isolation, or where it is the defining feature of any item or material.
- We will not do anything to weaken, damage or devalue the Locator Logos or which is likely to bring the AONB Partnership into disrepute, examples of which include using them in a context which may be obscene, offensive, blasphemous, illegal, defamatory, fraudulent or affiliated to a political or religious viewpoint.
- We will allow the AONB Partnership to investigate our use of the Locator Logos on request and will make any changes regarding our use of them which the AONB Partnership require as a result of this. We will provide any information the AONB Partnership request in relation to any investigation into usage.
- We agree that we have no rights to the Locator Logos other than as granted in these Conditions of Use. We will not apply to register any rights in relation to the Locator Logos.
- We acknowledge that rights to use the Locator Logos are being provided on a temporary basis and that the AONB Partnership may withdraw our right to use the brand. In such an event we will cease all use of the logos.
- We acknowledge that rights to use the Locator Logos are being provided on a royalty-free basis.