



Logo Use Guidelines

Healthy Living NT has a range of logos and branding available for its use:

1) Healthy Living NT branding

This comprises a range of distinctive logos, branding and graphics for use as specified in the Branding Style Guide and through the approved electronic logos.

Copyright for the logos, branding and components vests in Healthy Living NT and is the primary branding for the organisation

2) Life. Be In It branding

This comprises a range of distinctive logos, graphics and word marks which HLNT can use in its health promotion activities, in accordance with the *Life. Be In It* Style Guide.

Healthy Living NT does not own the copyright for *Life Be In It* branding but is licensed to use it within the NT for a specified range of purposes.

Life Be In It branding may be used in conjunction with Healthy Living NT branding.

3) Bill Raby Diabetes Fellowship branding

This comprises a distinctive logos for the Fellowship which HLNT can use in administering and promoting the Fellowship, in accordance with the the Fellowship Terms of Reference.

Copyright for the logo vests in Healthy Living NT. *Fellowship* branding may be used in conjunction with Healthy Living NT branding.

4) Healthy Territory Kids branding

This comprises a distinctive logo for identifying HLNT's childhood obesity prevention and management program. Copyright for the logo, branding and components vests in Healthy Living NT.

Healthy Territory Kids branding must be used in conjunction with Healthy Living NT branding and may also contain reference the *Better Health Co* branding (refer 5 below).

For example:

Healthy Territory Kids

Delivered by Healthy Living NT

Powered by Better Health Co

5) Better Health Co branding

This comprises a range of distinctive logos, graphics and word marks which HLNT can use in its delivery of childhood obesity prevention and management programs in the NT, in accordance with the SLA with the Better Health Co.

Healthy Living NT does not own the copyright for *Better Health Co*

www.healthylivingnt.org.au

Incorporated as Diabetes Association of the Northern Territory ABN 11 374 693 055
The Diabetes Association of the NT Inc. trades as Healthy Living NT.



branding or trademarks but is licensed to use it within the NT for the specific delivery of the program. Refer point 4 above.

6) *Mindful Eating* branding

This comprises a range of distinctive logos, graphics and word marks which HLNT can use in its delivery of Mindful Eating programs, in accordance with the terms and conditions of the licensor.

Healthy Living NT does not own the copyright for *Mindful Eating* branding or trademarks but is licensed to use it within the NT for the specific delivery of the program.

Conditions of Use

Use of HLNT graphics, branding and logos is approved for official Board communications and all staff (within the scope of their employment) for the sole purpose of transacting official Healthy Living NT business.

Healthy Living NT provides access to approved graphics and templates covering items such as letterhead, publications, policy, procedure and media statements, reports, advertising formats, power point presentations and promotional materials. These templates incorporate bi-branding with the *Life Be In It* logo in an approved manner and include additional templates for use in official health promotion activities.

Approved graphic branding/templates must be used for all official communications, publications, documents and presentations, with the exception of electronic communication of client data.

Where approved templates are not being used e.g. a unique ad, the selection of HLNT logos (wide, tall or square logos) will be based on the format that best compliments publication layout and use. Prior approval for unique use of logos or brands must be sought from the CEO, MES or FAM.

The CEO must also approve any modification, addition or other change from the original approved graphics (including the addition of titles or other words), prior to the changed version being used.

Other subsidiary or third party logos may only be used for the specific purpose for which use has been approved ie they are program or activity specific and in most instances must be used in conjunction with HLNT branding on specific templates. Prior approval for any other use must be sought from the CEO, MES or FAM.

Third Party Use

The logos and graphics may be provided to third parties such as printers/ publishers/secretariats for their proper use in association with authorised business.

Logos, branding, graphics and trademarks that are either owned by Healthy Living NT or Healthy Living NT is licensed to use must not be:

- Applied to any brochure, publication or promotional item that might create an impression that Healthy Living NT endorses, supports or operates in partnership with any particular product, brand, business, event, initiative or person, where no approved endorsement, support or partnership exists
- Applied to any brochure, publication, promotional item or event in any way that may bring discredit upon Healthy Living NT through potential misrepresentation
- Given to any third party (individuals or organisations) for use by that third party for purposes that may be considered to have only indirect or ancillary linkage to Healthy Living NT business or the aims of the organisation without express prior permission.

The CEO may approve third party use of Healthy Living NT and *Life. Be In It* logos, branding and graphics where such use is in acknowledgement of a Community Support Grant approved under the Bill Raby Diabetes Fellowship.

All other requests to use Healthy Living NT and *Life. Be In It* logos, branding and graphics or other branding under HLNT's control must be referred to the Board for approval. Third parties may seek approval to use logos, branding and graphics owned by Healthy Living NT or under its control by making application to the Board including the following information:

- Name, contact details and background information of individual or organisation seeking use
- Details of the event, activity or purpose for which logo use is sought, including whether any fundraising or commercial activities are proposed
- A description of how the logo or branding will be used and/or promoted, and the direct benefit or linkage to HLNT business aims and objectives.
- The Board will consider the application at its next scheduled Board Meeting and either approve, reject or seek further information on the application. The decision of the Board will be final.

Responsibility for Policy

The Board of Diabetes Association of the NT Inc. is responsible for ensuring this policy is up to date and complied with.

Approval

Original Approval Date:	Board Meeting 1/13 of 16 February 2013
Revision 1 Approval Date:	Board Meeting 6/16 of 10 December 2016
Revision 2 Submission Date:	Board Meeting 6/17 of 9 December 2017
Revision 2 Approval Date:	Board Meeting 6/17 of 9 December 2017
Circulation:	All HLNT Board, staff and volunteers.
Sign off by:	Chair of the Board



Signature: *On behalf of Board*

Related Policies:

Ethical Practice and Relationships Guide