


**FLINDERS RANGES TOURISM OPERATORS ASSOCIATION INC
TRADE MARK LICENSE CONDITIONS OF USE**

Please note: It is not the intention of the Flinders Ranges Tourism Operators Assoc Inc(FRTOA Inc) to make this logo difficult to use. Quite the opposite, we encourage its wide spread use.

The intention of this document is to track the use of this logo and ensure FRTOA Inc are not misrepresented.

We thank you for your understanding and hope that you will take the time to complete this document and use this logo / trademark wherever possible to promote the Flinders Ranges.

TRADE MARK	
APPLICANT AND ACN / ABN OR COMPANY INCORPORATION / REGISTRATION DETAILS	NAME: ACN/ABN: ADDRESS: PHONE: FAX: EMAIL:
TERM	UNLIMITED, UNLESS NOTIFIED IN WRITING
COUNTRY OF USE	
DESCRIPTION OF GOODS AND/OR SERVICES TO WHICH TRADE MARK ENDORSEMENT WILL APPLY	

The Flinders Ranges Tourism Operators Association Inc is the owner of the Trade Mark and grants you non-exclusive license to use the Trade Mark on the Goods and/or Services in the Country for the Term provided that you:

1. only use the Trade Mark in accordance with the Visual Identity Guidelines provided at the end of this document. In particular minimum size and quality requirements.
2. provide the Flinders Ranges Tourism Operators Association Inc with this completed form at least 7 days prior to publication of the Trade Mark. The Flinders Ranges Tourism Operators Association Inc may withhold approval at its discretion.
3. do not attempt to change the Trade Mark in any way (for example colour palette, font style or size) and do not register or apply to register any trade marks, domain names or other names which include the Trade Mark or are substantially identical or deceptively similar to the Trade Mark.
4. do not use the Trade Mark in any way which is illegal or likely to damage the Trade Mark or reputation of the Flinders Ranges Tourism Operators Association Inc or any other business, group or individual that has licensed use of the trade mark.
5. indemnify the Flinders Ranges Tourism Operators Association Inc against any action, claim, cost, demand, cause of action, proceeding, loss or damage which the Flinders Ranges Tourism Operators Association Inc may incur or become liable for as a result of your use of the Trade Mark.

The Flinders Ranges Tourism Operators Association Inc may cancel this license on written notice to you at any time if you do not comply with these Conditions of Use or on sixty (60) days' written notice for any other reason and will not be liable to you in any way if it does so.

SIGNED for and on behalf of the **FLINDERS RANGES TOURISM OPERATORS ASSOCIATION INC** by its authorized signatory.

SIGNED for and on behalf of **THE APPLICANT** by its authorized signatory.

Signature

Signature

Name

Name

Position

Position

Date

Date

VISUAL IDENTITY GUIDELINES



Full Colour



Grayscale

Minimum Sizes:

Business Card:	25mm x 5mm
DL document:	40mm x 8mm
B5 document:	60mm x 12mm
A4 document:	60mm x 12mm
A3 document:	120mm x 24mm
Banner:	200mm x 40mm
Web page:	200px x 40px
Email or other electronic applications:	200px x 40px

Font: As shapes embedded in Trade Mark

Colour palette: Full Colour or Grayscale

Minimum Quality:

Print documents:	150dpi
Web page:	72dpi
Electronic application:	72dpi

Spacing:

Space to the left and right of Trade Mark, 5% of Trade Mark width

Space above and below Trade Mark, 20% of Trade Mark height

e.g. Bounding box of Trade Mark = 250mm x 50mm.

Top space = 10mm (50 x 20%)

Bottom space = 10mm (50 x 20%)

Left space = 12.5mm (250 x 5%)

Right space = 12.5mm (250 x 5%)

Back ground colour: White or any colour at 7% or less opacity.