

## Background & Rationale

PESA's corporate logo and name ("Logo") are important aspects of our brand. They represent our identity and reputation, and are valuable pieces of intellectual property.

Allowing other organisations or individuals to use our Logo can give the impression that we favour or endorse them. In some situations, it may also result in legal liability.

For these reasons, we need to be careful with the use of our Logo.

## Policy

This policy covers use of the PESA Logo and the Institutional Member Logo in all communications, both print and electronic by all third parties.

The Board is responsible for regulating the Institutional Member Logo's and the Logo's proper, effective and appropriate use.

### 1. Institutional Members

- 1.1 Current, financial Institutional Members of PESA are permitted to use the Institutional Member Logo on their websites or in other collateral solely to communicate that they are PESA Institutional Members, and only during the currency of their membership. Upon expiration or termination of such membership, the Institutional Member Logo must be immediately removed. PESA reserves the right to alter or revoke this permission at any time.
- 1.2 Use of words which may indicate PESA endorsement, accreditation, partnership, support, affiliation, or recommendation are strictly prohibited without prior written approval.
- 1.3 If an Institutional member wishes to use the Logo, not being the Institutional Member Logo, it may request approval by [clicking here](#) and providing details of the intended use, the format of use, the distribution intention, duration of use, and the purpose of the use.
- 1.4 In determining whether to provide approval to such use, the Board will have regard to whether the applicant:
  - Aligns with the mission of PESA
  - Demonstrates values consistent with those of PESA
  - Is fundamentally working in the field of positive psychology and/or positive education
  - Can show mutual benefit by using the Logo
  - Provides a marketing opportunity for PESA
  - Agrees to abide by the regulations surrounding its use
- 1.5 Any externally produced materials intended to bear the Logo need to be submitted to the CEO for checking and final approval before printing takes place.
- 1.6 For quality reasons, the Logo and Institutional Member Logo must never be sourced from anywhere except through PESA, using the process described above. Copying from the website or

scanning from another document is not permissible and will be regarded as an infringement of PESA's intellectual property.

- 1.7 Unless approval is obtained through PESA, the Logo and Institutional Member Logo must always be used in its entirety and as originally designed, not separated into its design elements.
- 1.8 Wherever practicable, the Logo and Institutional Member Logo should be used in their correct Pantone colours which are available from PESA, however approval may be given to slightly adjust the colours depending upon the context of use.
- 1.9 The Logo and Institutional Member Logo must always be used at a size where all words are visible. The Logo and Institutional Member Logo should generally be presented on a plain background that offers high contrast with the Logo and Institutional Member Logo's constituent colours. Where a complex background is an integral part of the design, the Logo and Institutional Member Logo must be placed in a white or semi-transparent panel, or the background adjusted sufficiently to make the Logo and Institutional Member Logo clearly visible. Guidelines relating to allowable measurements of the Logo and Institutional Member Logo will be supplied by the CEO.
- 1.10 PESA reserves the right to alter or revoke Logo and Institutional Member Logo use approval under this clause at any time.

## 2. **Third Parties**

- 2.1 No third party (except a PESA institutional member as governed under clause 1) may use the Logo without the prior written approval of PESA.
- 2.2 To request such approval, please [click here](#) and provide details of the intended use, the format of use, the distribution intention, and the purpose of the use.
- 2.3 Clauses 1.4 to 1.10 shall apply to Third Party applications and Logo use.
- 2.4 Under no circumstance may a third party who is not a current, financial PESA Institutional Member use the Institutional Member Logo.

## 3. **Logo Definition**

For the purposes of this policy,

(a) "Logo" shall include:

- (i) The words "Positive Education Schools Association";
- (ii) The word "PESA";
- (iii) The acronym "P.E.S.A";

(iv) The cross logo as shown below:

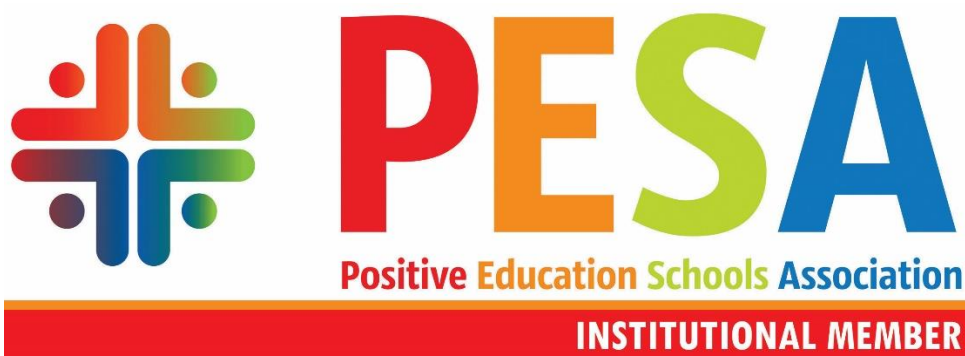


(v) The entire logo as shown below:



(vi) or any variation thereof which a reasonable person would consider refers to PESA or its intellectual property.

(b) “Institutional Member Logo” shall mean:



(i)

(ii) Or the words “PESA Institutional Member”, or “Positive Education Schools Association Institutional Member” any variation thereof which a reasonable person would consider refers to PESA, PESA membership or PESA’s intellectual property.

To request further information in relation to the use of our Logo, please [click here](#).