



USE OF THE LOGO:



GIUDELINES FOR ALL MEMBERS

INTRODUCTION

The Herifairs network cooperates with many external organisations, companies and fairs and the need to use the MEMBER OF HERIFAIRS logo has to be possible by all members of the network.

The logo of Member of Herifairs is a protected trademark. The board of Herifairs will pursue cases of abuse and fraudulent use of the logo.

1. Terms and conditions of use

Members may use the logo Member of Herifairs subject to following terms and conditions.

The Member logo may be used only if:

- The member requesting to use the logo has completed the registration procedure.
- The logo is not used in connection with objectives or activities, which are incompatible with the aims and principles of the Herifairs Network.
- The Herifairs Member logo cannot be used for direct commercial purposes.
- The logo shall be used in its entirety without distorting, modifying or separating its component elements.

2. Request for permission to use the Member logo

Each member of Herifairs, after proceeding with the registration request, can use the logo according to the conditions listed above. The official logo will be sent to members upon completion of registration by secretariat.

3. Graphical placement of the Member logo

The Member of Herifairs logo must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited. For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure...) can infringe upon.

Placing the logo on a background that contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected. If the background distorts or interferes with the logo, the protection area around the logo should be white or marked with a flat colour.



FONT: Codec Warm Trial


Codech Warm Trial bold


MEMBER OF


Codec Warm Trial light


**HERITAGE
FAIRS**


COLORS:

 C=25 M=100 Y=100 K=26

 C=3 M=42 Y=93 K=0

 C=69 M=32 Y=38 K=14

 C=0 M=0 Y=0 K=100

 C=0 M=0 Y=0 K=0