



Terms and conditions for use of Buy Local Norfolk logo, as per image above.

To be retained by each Member.

Use of the Buy Local Norfolk logo

Only current, registered Members of Buy Local Norfolk are licensed to use the logo, and then only within strict accordance with the terms & conditions of membership and these terms of use of logo.

It is a condition of use that the mark shall not be used without indicating that it is a collective mark

Members acknowledge that ownership of the logo shall remain at all times with Buy Local Norfolk and Members acknowledge that they shall not acquire any interest in the logo save to the extent permitted by these terms.

Use of the logo by Members is limited to the context that it:

1. signifies that they are a business entity which is a current Member of the scheme 'Buy Local Norfolk'
2. means the Member is a business entity which satisfies the criteria for membership and is therefore a business that is truly local and independent to Norfolk, England.

The logo must not be used in any other context. It is important to note that the logo must not be used to imply or suggest quality, sponsorship or endorsement of any goods and/or services.

Each Member of Buy Local Norfolk is encouraged to display the Buy Local Norfolk logo on relevant business material belonging to that Member; this may include, but is not limited to, printed and electronic media.

Buy Local Norfolk greatly appreciates the public support of its Members. If Members wish to use the logo on their website please link the logo image to the following address: <https://www.buylocalnorfolk.org.uk>
Suggested ALT text for the logo image is "visit the Buy Local Norfolk website"

Logo description

The logo may be uniformly re-sized but it must not otherwise be stretched or distorted in any way. The logo should always be reproduced using the electronic masters available in various formats and file sizes via Buy Local Norfolk, please email info@buylocalnorfolk.org.uk.

The brand colours which must be adhered to are:

Light green:	CMYK 41, 0, 64, 28	Hex 6DB842	RGB 109, 184, 66
Dark green:	CMYK 99, 0, 38, 47	Hex 018754	RGB 1, 135, 84
White	CMYK 0, 0, 0, 0	Hex FFFFFFFF	RGB 255,255,255

Whenever possible, please use a full colour version of the Buy Local Norfolk logo against a white background.

Misuse of logo

Should a Member cease to be a Member of Buy Local Norfolk, at any time for any reason, that Member's licence to use the logo terminates immediately and the former Member must remove all uses, references and links to the Buy Local Norfolk logo and/or the Buy Local Norfolk web-site from every area of their business immediately.

Should any Member, in the reasonable opinion of the Board of Directors, bring the logo and/or the Buy Local Norfolk brand into disrepute, the Board of Directors will decide upon the relevant sanction, which may include immediate, temporary or permanent withdrawal of Membership of the defaulting Member.

Members agree to indemnify Buy Local Norfolk against all losses and costs suffered by Buy Local Norfolk on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from any misuse by that Member of the logo and/or failure to adhere to the values associated with the brand Buy Local Norfolk.

The Board of Directors of Buy Local Norfolk

Registered Address: The Willows, Ipswich Road, Long Stratton, NR15 2TG
Last revised December 2023