

APPLICATION FORM

Name: _____

Street Address: _____

Postal Address: _____

Town: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Company Name/Community Group: _____

Proposed Use: _____

Business Activity: _____

(give a brief description of your business and location)

OFFICE USE

User Name: _____ Password: _____

Terms and Conditions

1. An application to use the regional identity logo (NZ trademark 737638) for approval must be made for each reproduction.
2. The user must follow any specifications as to colours, quality of reproduction (etc) that may be given by Central Otago District Council (CODC) from time to time as set out in the regional identity guidelines.
3. The CODC may withdraw approval for use of the logo at any time on reasonable notice.
4. The Central Otago regional brand cannot be reproduced for retail purposes.
5. All reproduction of the regional identity logo (NZ trademark 737638) must be proofed by the CODC before reproduction.
6. An application to use the regional identity logo (NZ trademark 737638) is valid for three years from the date of approval.
7. The Central Otago District Council reserves the right to amend these terms and conditions from time to time.

You must use the logo only in accordance with the specific terms, conditions and principles. CODC would appreciate your reporting any suspected misuse or unauthorised use of the logo. You should appreciate that the logo is protected by New Zealand copyright law and by registration under the Trade Marks Act. Consequently any misuse or unauthorised use of the logo will infringe CODC's copyright and trademark rights.

Principles

To maintain Central Otago as a great place to live work and play I will aspire to the following principles in using the Regional Identity:

Making a Difference

We will inspire and lead others with our special point of difference.

WE STAND FOR: Vision, being cutting edge, setting directions and accepting challenges.

Respecting Others

We will respect our cultural and personal differences.

WE STAND FOR: Inclusive actions, harmonious, positive communities.

Embracing Diversity

We will recognise differences and embrace diversity.

WE STAND FOR: Freedom of ideas and different thinking.

Adding Value

We will always ask ourselves if there is a better way – one that achieves a premium status.

WE STAND FOR: Unique experiences and quality interactions.

Having Integrity

We will seek to be open and honest.

WE STAND FOR: Friendly interactions, community mindedness and a truthful approach.

Learning from the Past

We will learn from past experiences with future generations in mind.

WE STAND FOR: Making a positive difference to tomorrow.

Making a Sustainable Difference

We will make decisions in business with the community in mind and in harmony with the natural environment.

WE STAND FOR: Financially viability, sustainable business practices, quality and balance.

Protecting our Rich Heritage

We will protect and celebrate our rich heritage in landscapes, architecture, flora and fauna and different cultural origins.

WE STAND FOR: A living heritage.

Meeting Obligations

We will meet legal obligations at both a local and national level.

WE STAND FOR: Meeting building and resource consent obligations, OSH and DOC concessions.

I agree to adhere to the terms, conditions and principles for use of the regional identity logo (NZ trademark 737638).

Applicant's Name: _____

Applicant's Signature: _____

Date: _____

Approved By:

Print Name: _____

Signature: _____

Date: _____

Central Otago District Council