



Terms and Conditions

"Clare Valley" Brand Assets

Brand assets

The brand assets that are available for use comprise of logos and certain photographs. High-resolution, downloadable versions of the assets are available if you meet the eligibility for use requirements and complete the form below.

Eligibility for use

To be eligible to use the brand assets, you must meet one or more of the below requirements (to be assessed by you):

- (a) not less than 30% of your total operations are based in the Clare Valley Tourism Region; or
- (b) not less than 50% by value of your inputs, ingredients or components sourced in the Clare Valley Tourism Region; or
- (c) you maintain your business or other headquarters in the Clare Valley Tourism Region.

If you do not meet one or more of the above requirements, but you still have a substantial connection to Clare Valley Tourism Region, please write to us here cvtourism@yorkeandmidnorth.com.au and we will consider whether discretionary access might be provided.

You must notify us if you cease to meet one of the requirements referred to above at any time. We will then let you know if you continue to be eligible to use the brand assets.

Licensing Fee

To access the Clare Valley brand assets an annual fee of \$25 will occur if you are part of a local association. In subsequent years, this will be included in your annual membership fee. If you are not part of a local association an annual fee of \$50 will occur.

Amendment

These terms and conditions may be amended from time to time in our discretion. Amendments will be effective upon being updated on the Regional Development Australia Yorke and Mid North website. Further use of the brand assets will be deemed to be your agreement to the amended terms and conditions.

Style guide

You must not use the brand assets other than as directed by the style guide. The style guide can be found within the dropbox files which will be emailed to you once you have signed the terms and conditions and given access to use the brand assets. If these assets are not used in line with the style guide your license will be revoked.

Other conditions of use

You must not use the brand assets in a way that could reflect adversely on the Clare Valley Region or the people or businesses and other organisations that are represented in the photographs, or any of the partners of the Alliance (Regional Development Australia Yorke and Mid North, The Clare and Gilbert Valley Council, Regional Council of Goyder, The Clare Valley Winemakers, The Clare Valley Tourism and Business Association, The Clare Valley Grapegrowers, The Clare Valley Visual and Performing Arts and The Clare Valley Wine, Food and Tourism Centre).

Logo use can be rescinded by Regional Development Australia Yorke and Mid North (RDAYMN) if the product is found to be of poor quality, if use is not in accordance to conditions of the Brand, or if the use of the logo and Brand devices are not within the collaborative 'spirit' of the Clare Valley Brand.

You must immediately cease using the Clare Valley brand assets upon being directed to do so by the Regional Development Australia Yorke and Mid North.

Access

To obtain access to the brand assets:

1. Complete the form below and send it back to Amanda Redden email cvtourism@yorkeandmidnorth.com.au or phone 0427 423 116.
(scan copies or a photo of the forms taken on your phone are acceptable)
2. Following verification of your details you will be sent a dropbox link by e-mail;
3. Login to dropbox and access the Clare Valley brand assets.

Privacy

Personal information will be collected in connection with your use of the brand assets. If you wish to read our privacy policies please email cvtourism@yorkeandmidnorth.com.au for a copy.



Consent Form

“Clare Valley” Brand Assets

The Clare Valley branding devices and logos cannot be used on any published material or resource without the prior approval of Regional Development Australia Yorke and Mid North (RDAYMN).

Permission to use the logo is conditional upon the approval of the intended use by RDAYMN and your acceptance of the logo's Brand Guideline conditions. The Brand devices / logos remain the intellectual property of RDAYMN.

1. Contact Information

Organisation/Business	
Contact person	
Address	
Telephone	Mobile
Email	

2. Describe the intended use of the logo (please tick)

Signage <input type="checkbox"/>	TV/Digital Media <input type="checkbox"/>
Promotional Material <input type="checkbox"/>	Packaging <input type="checkbox"/>
Web (please provide web address) <input type="checkbox"/>	Other (please specify) <input type="checkbox"/>

3. Membership Details (please tick)

Clare Valley Businesses and Tourism Association <input type="checkbox"/>	Clare Valley Cuisine <input type="checkbox"/>
Clare Region Winegrape Growers Association <input type="checkbox"/>	Clare Valley Winemakers <input type="checkbox"/>
Visual and Performing Arts Association <input type="checkbox"/>	Regional Council of Goyder <input type="checkbox"/>
Other (please Specify) <input type="checkbox"/>	

4. Payment Details

Name on Card		
Card Number		
Expiry Date	Card Type	
Total Amount: \$25	Non Member Fee \$50	Date:
Print Name	Signature	

5. Conditions of use:

I accept the above conditions for the use of the Clare Valley brand assets:

Name

Signature

Date

**Please return SIGNED form to Regional Development Australia Yorke & Mid North
cvtourism@yorkeandmidnorth.com.au or 0427 423 116**

You will be notified by email if your logo request has been approved. The email will also include your specified logo file and a copy of the Brand Guidelines. For further information about this request form, please contact RDAYMN on 1300 742 414 or email cvtourism@yorkeandmidnorth.com.au

Office use only

Logo request approved by:

Additional Conditions:

Signature:

Date: