

## Seagrass-Watch Logo



The graphic identity of Seagrass-Watch is significant in properly representing the programme's image. Care has been taken to design a visual symbol that is clear and simple.

In 2000, Seagrass-Watch HQ held a competition to create a logo for the programme. The Seagrass-Watch logo was designed based on the winning entry of Kelly Blacklock and Lana Jeffrey (Hervey Bay, Queensland, Australia). The Seagrass-Watch logo represents four important elements of the programme: **seagrass** (represented by *Halophila* leaves because it is a genus found globally); **water** (represented by a wave); **human** (represented by an eye); and **innovation** (represented by text in the hand writing of Leonardo da Vinci).

Seagrass-Watch HQ authorises you to use the Seagrass-Watch logo, subject to the terms and conditions set out in these Conditions of Use.

### Conditions of Use

1. The Seagrass-Watch logo has been created for the branding of the Seagrass-Watch program. The Seagrass-Watch logo is managed by Seagrass-Watch HQ.
2. Seagrass-Watch HQ is responsible for the Seagrass-Watch logo and has the exclusive right to authorise use of the Seagrass-Watch logo. The use of the Seagrass-Watch logo by entities is only permitted subsequent to approval from Seagrass-Watch HQ or its delegate.
3. Use of the Seagrass-Watch logo files are free of charge under the conditions given.
4. You must comply with any directions given by Seagrass-Watch HQ, or its delegate, regarding use of the Seagrass-Watch logo.
5. You are not permitted to copy electronic files or hardcopies of the Seagrass-Watch logo and distribute to third parties without the written or electronic permission of Seagrass-Watch HQ or its delegate.
6. You agree that Seagrass-Watch HQ will not be liable for:-
  - a. Any injury to persons who participate in activities using the Seagrass-Watch protocols or displaying the Seagrass-Watch logo; or
  - b. Any loss, disruption or damage to your data or your computer system from the logo files; or
  - c. Any other loss or damages whatsoever (including, but not limited to, loss of profit or loss of use, direct, indirect or incidental loss) arising out of your use of the logo.

7. You are permitted to use the Seagrass-Watch logo on materials including, but not limited to; stationery, documents (including electronic), printed publications, web based (electronic) publications and presentations that have been endorsed for use by Seagrass-Watch HQ or its delegate, with the primary aim of promoting Seagrass-Watch.
8. You are also permitted to use the Seagrass-Watch logo within web pages including the purpose of linking to the international Seagrass-Watch website.
9. Any alterations of the logo or new logo designs are not permitted. The logo may be used in any format and size as long as the integrity of the design is preserved.
10. You agree that participants will conduct risk assessments, follow risk minimisation procedures, and accept personal duty of care when conducting any activities displaying the Seagrass-Watch name or logo.
11. It is strictly forbidden to resell the files in question, or to use them otherwise than stated above. In particular, they may not be used for:
  - a. advertising or promoting non- Seagrass-Watch products or commercial services
  - b. any production that contravenes national or international law.
12. You will email/post a copy of the endorsed materials that include the Seagrass-Watch logo to Seagrass-Watch HQ ([hq@seagrasswatch.org](mailto:hq@seagrasswatch.org)) within 21 days of its initial use.
13. You agree to allow Seagrass-Watch HQ or its delegate, on reasonable notice, to audit your compliance with these Conditions of Use. You agree you will cooperate with Seagrass-Watch HQ and comply with any of its requests for the production of any information or printed matter from you relating to the Seagrass-Watch logo.

I, \_\_\_\_\_ on behalf of \_\_\_\_\_  
*Name* *Organisation*  
agree to comply with the above stated conditions of use for the Seagrass-Watch logo

Signature: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_