

## ABOUT THE WISHNI SUPPORTER AND AMBASSADOR LOGO

The WISHNI Supporter and Ambassador logo must not be reproduced or used without written permission from WISHNI chairman and these logo guidelines must always be complied with whenever they are used.

The WISHNI Chairman may consult and seek advice from other forum members prior to authorisation being given.

WISHNI can withdraw permission to use its logo at any time at its absolute discretion.

The WISHNI logo displayed at the top of this page is only permitted to be used by WISHNI.

## WHAT DO THE LOGO'S LOOK LIKE?

WISHNI Supporters logo –



WISHNI Ambassadors Logo –



## APPLY TO USE A LOGO

When applying to WISHNI for permission to use its logo, you must agree to, and follow the rules for using them.

To apply to use a WISHNI Supporter or Ambassador logo, read the following rules and then complete the 'WISHNI Supporter and Ambassador Logo use request form' and email it to [wishnigroup@gmail.com](mailto:wishnigroup@gmail.com).

# WISHNI Logo Guidelines

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WISHNI should reply to you within 10 working days.

## USE OF THE WISHNI SUPPORTER AND AMBASSADOR LOGO

A WISHNI Supporter and Ambassador logo can only be used on:

- business letter headed paper and compliment slips
- business adverts in classified directories, for example 'Yellow Pages'
- formal business emails (but not on bulk emails or unsolicited emails)
- company web pages

It must not be used on:

- clothing
- business cards
- merchandise
- any form of business advertisement or promotional material, other than business adverts in classified directories
- vehicles
- certificates

## POSITION OF LOGO

The WISHNI Supporter and Ambassador logo must be displayed in the bottom left-hand corner of the material or page whenever possible, except when used online or for cobranding.

To prevent the logo from being crowded or obscured, there must always be clear space around it. You cannot place text inside this area.

## WISHNI SUPPORTER AND AMBASSADOR LOGO ARTWORK DETAILS

The logo is available as:

- JPEG Image

## COLOUR AND STYLE REPRODUCTION OF LOGO

You are not permitted to change the WISHNI Supporter and Ambassador logo in any way.

You are not allowed to:

- reproduce the colour in any other colour or tint
- alter or distort the logo, e.g. stretched or compressed horizontally or vertically • change the logo typeface

## SUPPORTING WORDING TO EXPLAIN LOGO USE

The WISHNI Supporter and Ambassador logo can be accompanied by supporting wording to explain its use where appropriate, for example;

‘Our organisation is a proud supporter of WISHNI working to promote health, safety and best practice within the Northern Ireland Waste industry’

or

“Our organisation has been awarded the title of WISHNI Ambassador for actively promoting health and safety within the Northern Ireland waste industry”.

## MISUSE OF THE WISHNI SUPPORTER AND AMBASSADOR LOGO

WISHNI reserve the right to withdraw permission to use the WISHNI Supporter and / or Ambassador logo in order to protect their reputation. If misuse of the logo is identified please contact WISHNI immediately.

## WISHNI Logo Guidelines

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### FURTHER INFORMATION

For further information about using the WISHNI Supporter or Ambassador logo, contact the WISHNI team:

WISHNI Supporter and Ambassador Logo

83 Ladas Drive

Belfast

BT6 9FR

Email – [wishnigroup@gmail.com](mailto:wishnigroup@gmail.com)