



**Using the Children's Week Logo**

The Children's Week Logo is a distinguishable mark of official events and activities coordinated by members of the Children's Week Council.

**Who can use the Children's Week Logo?**

The Children's Week logo can only be used by members of the Children's Week Council or other authorised organisations and groups.

**When can other organisations or groups use the Children's Week Logo?**

The Children's Week logo may only be used in association with Children's Week activities and events coordinated by each state or territory's convenor. Cases falling outside these specifications require permission from their State or Territory convenor. Compliance with specifications and further advice on ethical marketing and advertising can be attained from your State or Territory contact.

**Conditions for using the Children's Week Logo**

The following describes a range of situations and conditions for using the Children's Week and includes advertisements and promotional information in any medium (print, television, radio, banners and internet).

- Organisations must have written approval by the State or Territory Children's Week Council convenor and provide a registration of event form.
- Impressions must not be created that may lead an observer to conclude the event or activity is an official event of Council or its members.
- Under no circumstances can the logo be modified or used for commercial gain or on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging etc.

The Children's Week logo can only be used by other groups in promoting and marketing their children's week events and activities in the year of that event or activity. Approval must be sought each year.

**Application for approval**

**Group/Organisation**.....

**Contact person**..... **Dated:** .....

**Email address**.....

Please submit copy of artwork for approval to [info@sachildrensweek.org.au](mailto:info@sachildrensweek.org.au)

**Approval Granted by:** ..... **Dated:** .....