



**Réserve de biosphère de Fundy Biosphere Reserve**

Board Policy:	<b>FBR-003</b>
Policy:	<b>FBR Logo Usage</b>
Approved:	<b>April 27, 2010</b>
Amended:	June 11, 2013

The Fundy Biosphere Reserve (FBR) logo and wordmark are trademarked entities owned by the Fundy Biosphere Initiative Inc. Use of this logo and other related FBR logos by other entities are defined within this document.

1. **General**

The presentation of the FBR logo, for print and web applications, shall conform to the Fundy Biosphere Reserve Logo Style Guide.

2. **FBR Logo**



3. **Types of Usage**

The FBR logo is available for use only by the FBR, its members, and others as authorized by the Board of Directors of the FBR. The display of the FBR logo must conform to the standards set out in the FBR Logo Style Guide.

3.1 **Websites**

The **FBR Logo** is available only for website usage by individuals, businesses and organizations acting in a manner that is compatible with the mandate of the Fundy Biosphere Reserve. The logo must be hyperlinked to the FBR website ([www.fundy-biosphere.ca](http://www.fundy-biosphere.ca)) to redirect visitors for more information about the organization.

3.2 **Signage**

The **FBR Logo** is available to use on signage by individuals, businesses and organizations acting in a manner that is compatible with the mandate of the Fundy Biosphere Reserve.

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**3.3 Promotional Material**

Use of the ***FBR Logo*** on promotional materials is permitted upon receiving authorisation from the FBR by individuals, businesses and organizations acting in a manner that is compatible with the mandate of the FBR.

**3.4 Merchandise and products**

Use of any FBR related logo for merchandise and products is permitted upon receiving authorization from the FBR for individuals, businesses and organizations acting in a manner that is compatible with the mandate of the FBR.

**4. Termination of Logo Access**

If a Member or authorized user of the FBR logo has acted in ways that contravene the prescribed use of the FBR logo, the Board of Directors of the FBR may terminate that user's access to the FBR logo.