



Use of Member Logo Policy

We have compiled information and resources to help you promote Wayland Chamber. If you are unsure about how to implement the use of the logo please contact the Chamber Secretary in the first instance who will be able to help you.

This policy refers to the use of the Wayland Chamber of Commerce logo which appears in an enclosed circle with the word ~~M~~ember and is the only logo which can be used by members of the Chamber of Commerce.

The following guidelines must be adhered to at all times:

- You must **clearly state who you are** (this means the name you trade under as a member of the chamber)
- You are not allowed to adopt the Chamber Brand as your brand in any way shape or form, nor pass yourself or your organization off as the Wayland Chamber
- The Wayland Chamber Trade Mark must not be used without prior written permission from the Chamber
- Whenever you use the logo you must use it according to the specification below
- The Green and Buff colour versions of the mark must be used whenever possible
- You may also use black only or, if you have a dark background, you may use the logo as a negative i.e. white out of the dark background
- You must make sure there is enough clear space around the logo. This space should be the width of the ~~M~~ in WAYLAND the whole way round the logo. At all times the wording should be readable. Ideally on literature the print should be no smaller than 8pt
- The shape and colour of the logo must not be altered.
- You may size the logo but it must be sized proportionately. It must not be stretched or condensed. (*Drag by the corner when resizing, never by an edge.*)
- When the logo is used on a website we would expect you to provide a link back to our website

Agreed 19th May 2010