

## **CHARTER FOR USING THE NATIONAL PARK LOGO**

The use of the National Park logo is available to all those who live in, have a business in or are holding an event in the Yorkshire Dales National Park, or who carry out a substantial part of their business in the National Park, and who agree to the following conditions.

The National Park logo represents a place, that place having special qualities. It is not a mark of quality nor an endorsement by the Yorkshire Dales National Park Authority. It simply locates your event, business or product as being in the Yorkshire Dales National Park.

A licence fee of £30 will be payable and the licence will last for three years at which point you will be required to apply again.

### **CONDITIONS**

I agree to:

1. Use the National Park logo as appropriate, only for the purpose agreed and as defined in the guidelines supplied.

2. Uphold the principles of National Park purposes, and not bring them into disrepute. These are to:

- conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park
- promote opportunities for the understanding and enjoyment of the special qualities of the area by the public.

### **What you will receive**

In return you will be given a benefits package including:

- The National Park logo and guidelines for use
- Posters for display
- Support and advice from the Authority's communications team