



Réserve de biosphère de Fundy Biosphere Reserve

Board Policy:	FBR-003
Policy:	FBR Logo Usage
Approved:	April 27, 2010
Amended:	

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

1. **General**

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

2. **FBR Logos**

2.1 **FBR Logo**



2.2 **FBR Charter Member Logo**

The FBR Charter Member logo builds on the FBR Logo to signify the Charter Membership of the FBR.

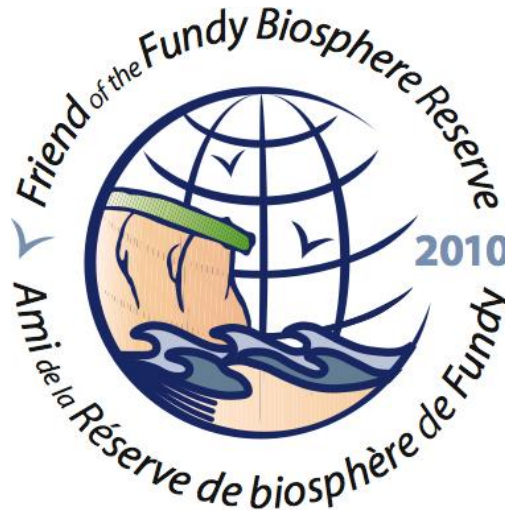


A UNESCO Designation / Une désignation de l'UNESCO
CHARTER MEMBER / MEMBRE OFFICIEL

Board Policy: FBR-003
Policy: FBR Logo Usage

2.3 **Friends of the Fundy Biosphere Reserve Logo**

The Friends of the Fundy Biosphere Reserve Logo is a non-transferable decal used to signify a person's or an organizations' contribution to the FBR.



3. **Types of Usage**

3.1 **Websites**

The **FBR Logo** is only available for website usage only in the case of specific endorsement requests. The logo must be hyperlinked to the FBR website (www.fundy-biosphere.ca) to redirect visitors for more information about the organization.

The **FBR Charter Member Logo** is available for website usage by Charter Members only. The logo must be hyperlinked to the FBR website (www.fundy-biosphere.ca) to redirect visitors for more information about the FBR.

The **Friends of the Fundy Biosphere Reserve Logo** is not available for website use.

3.2 **Signage**

The **FBR Logo** is available to use on signage as stated in a specific endorsement requests.

The **FBR Charter Member Logo** is available to use on signage by Charter Members only.

The **Friends of the Fundy Biosphere Reserve Logo** is not available for use on signage.

3.3 **Promotional Material**

Use of the **FBR Logo** on promotional materials is prohibited unless written consent from the Fundy Biosphere Reserve Inc. is obtained or in the case of specific endorsement requests.

The **FBR Charter Member Logo** is available to use on promotional materials by Charter Members only.

The **Friends of the Fundy Biosphere Reserve Logo** is not available for use on promotional materials.

Board Policy: FBR-003
Policy: FBR Logo Usage

3.3 Merchandise and products

Use of any FBR related logo for merchandise and products is prohibited unless written consent from the Fundy Biosphere Reserve Inc. is obtained.