

Jacob Sheep Society Logo Usage Policy

1. Introduction

The Jacob Sheep Society ("the Society") is dedicated to the preservation, promotion, and improvement of Jacob sheep. As part of our identity, we have a distinctive logo which is protected by copyright and our trademark phrase 'Jacob Sheep Society'. This policy outlines the terms and conditions for the use of the Society's logo and phrase.

2. Purpose

The purpose of this policy is to:

- Ensure that the Jacob Sheep Society logo and phrase are used consistently and appropriately.
- Protect the intellectual property rights of the Society.
- Provide guidelines for members and non-members on the use of the logo and phrase.

3. Copyright and Trademark Notice

The Jacob Sheep Society logo is protected by copyright and the phrase "Jacob Sheep Society" falls under common trademark laws. Unauthorised use is strictly prohibited.

4. Logo and Name Use by Members

Members of the Jacob Sheep Society are granted the following rights concerning the use of the Society's logo and phrase:

- **Permission:** Members are permitted to use the logo and phrase for purposes that align with the goals and values of the Society, such as:
 - Promotional materials for events, shows, and exhibitions.
 - Personal or farm websites and social media.
 - Printed materials such as brochures, flyers, and newsletters.
- **Restrictions:** Members must not use the logo or phrase in any manner that could misrepresent the Society or imply endorsement of personal views or products not affiliated with the Society.

5. Logo and Phrase Use by Non-Members

Non-members, including organisations and individuals not affiliated with the Jacob Sheep Society, must seek explicit permission to use the logo or phrase. To request permission:

- **Application:** Submit a written request to the Society's Board of Directors, detailing the intended use of the logo or phrase, the medium, and the duration of use.
- **Review:** The Society's Board of Directors will review the request and respond within 30 days.
- **Approval:** If approved, the Society will provide written consent specifying the conditions and scope of use.

6. General Guidelines for Logo and Name Use

- **Integrity:** The logo must be used in its original form. Alterations, distortions, or modifications are not permitted. The logo can be used on its own or with the phrase 'Jacob Sheep Society'
- **Quality:** Ensure the logo and phrase are reproduced in high quality and maintain their clarity and legibility.
- **Placement:** The logo and phrase should be placed in a manner that maintains their prominence and is not crowded by other visual elements.
- **Context:** The logo and phrase must not be used in any context that is defamatory, offensive, or harmful to the reputation of the Jacob Sheep Society.

7. Enforcement and Penalties

Unauthorised use of the Jacob Sheep Society logo or phrase is strictly prohibited. The Society reserves the right to:

- Request the immediate removal or cessation of the logo or phrase use.
- Take legal action against unauthorised users to protect the Society's intellectual property rights or reputation.

8. Contact Information

For any inquiries or permission requests regarding the use of the Jacob Sheep Society logo or phrase, please contact:

Jacob Sheep Society
Grassroots Systems Ltd
PO Box 251, Exeter, Devon, EX2 8WX

secretary@jacobsheepsociety.co.uk

Image of the logo and phrase



Jacob Sheep
Society