



Be A Tidy Kiwi Logo Conditions of use

As the caretakers of the Be a Tidy Kiwi (BATK) logo and associated Auckland region wide strategy and programme, the BATK Steering Group (councils of the Auckland Region¹), determine the following conditions for the use of the BATK logo and associated materials and merchandise:

- 1) The Be a Tidy Kiwi contemporary logo may only be used by a New Zealand local authority or non-profit organisation, and cannot be used to obtain financial gain.
- 2) Any BATK promotions, printed, display materials and merchandise etc. must be for the purposes of promoting litter prevention. Profit derived from the sale of merchandise bearing the trademarked BATK contemporary logo must be used solely for the purposes of litter prevention.
- 3) Litter prevention is defined as eliminating littering behaviour and ensuring litter is disposed of correctly, by addressing the causes of littering behaviour through provision of infrastructure; behaviour change programmes and education strategies; and enforcement of the Litter Act.
- 4) Be a Tidy Kiwi branding must be used consistently with BATK brand guidelines.
- 5) Organisations wishing to use the BATK logo are required to notify the BATK Steering Group of their intent.
- 6) The BATK logo and associated materials are not to be used in a manner where the message is taken out of context or the credibility of the BATK Steering Group and other users is compromised or undermined.
- 7) Contractors and suppliers employed under the Be a Tidy Kiwi brand or displaying the BATK logo should be reputable, provide adequate insurance cover and be able to comply with the conditions outlined in this document.
- 8) The Be a Tidy Kiwi brand and logo must not be used to endorse any product or service, or used on any footwear related product.
- 9) The BATK logo is available for use by organisations regardless of their affiliation with the Keep New Zealand Beautiful Trust.

While the use of BATK branding is not conditional on the use of a specific level of recycled-content, fair-trade or sustainable products, it is strongly encouraged that materials are sourced with these factors in mind. In particular when printing BATK materials regard should be made to specifying paper with high levels of post consumer recycled content.

The North Shore City Council hold the BATK logo trademark on behalf of the BATK Steering Group (combined councils of the Auckland Region¹), The BATK Steering Group reserve the right to withdraw permission to use the trademarked BATK logo branding if the above conditions are not complied with.

November 2008

Contact the BATK Steering Group via www.beatidykiwi.org.nz

¹ Auckland City Council, Manukau City Council, North Shore City Council, Waitakere City Council, Franklin District Council, Papakura District Council, Rodney District Council.