



Draft Resolution for the use of the ICRI logo

Presented by ICRI Secretariat

Background

1. ICRI logo was formulated in 1997 by the Great Barrier Reef Marine Park Authority, which provided secretariat services during the Australian hosting of the ICRI Global Coordinating Unit. The ICRI logo is intended to be a visual identity of ICRI instantly recognized worldwide as the leading initiative aiming to conserve coral reefs and related ecosystems.
2. There are no formal copyright arrangements attached to the logo. It was intended by ICRI at the time of the logo's conception that the logo or elements of it that identify with ICRI (e.g., The twin wave device at the bottom of the logo) be freely available to ICRI and organisations, programs or activities associated with ICRI to identify themselves with the ICRI theme.
3. The ICRI logo has historically been used for ICRI official website, ICRI official documents, ICRI meeting materials, and ICRI related publications, while there have not been any terms and conditions that defined the use of the ICRI logo.
4. In recent years, there have been some requests from ICRI members on the use of ICRI logo for their publications and web sites (**Annex 1**), but the lack of such a definition has prevented ICRI to be consistent on this matter.
5. Thus this proposal seeks to clarify and defines the terms and conditions for the use of ICRI logo to ensure that it is used properly in future.

Action Requested

6. The General meeting members are invited:
 - a. To review and discuss on the attached draft Resolution on the terms and conditions for use of the ICRI logo; and
 - b. To adopt the ICRI Resolution on the terms and conditions for use of the ICRI logo.

Resolution on the Terms and Conditions for Use of the ICRI logo

The ICRI logo is available to ICRI Secretariat and ICRI members wishing to use it for their related materials, websites and publications under below terms and conditions:

1. The approved ICRI logo is that logo for which the versions are given at **Annex 2** including Black & White and their reversed versions, and only the approved versions may be used.
2. In order to maintain its visual integrity, only the copy from the master ICRI logo provided from the ICRI Secretariat should be used. The logo should not be reproduced from other sources.
3. Use of the logo refers to the use of both the approved logo in itself and/or the use of elements of the logo (including, but not limited to, the “wave device” at the foot of the logo).
4. Current Resolution does not restrict the application of the “wave device” to new logos by organisations, programs or activities associated with ICRI, and use of such logos by these units including existing partners (i.e., CORDIO, GCRMN, ICRAN, IFRECOR).
5. The organization’s name should be International Coral Reef Initiative or abbreviated as ICRI.
6. The logo could be used as a hyperlink when used for the web site but it must not link to anywhere other than the home page of ICRI’s official web site (ICRIForum: www.icriforum.org).
7. The logo can only be used for materials that support the aims and objectives of ICRI as per the Call to Action, Renewed Call to Action and Framework for Action.
8. Any application of the logo needs to be reviewed and approved by the Host Secretariat. Application of the logo is restricted to below cases.
 - ICRI official documents, including General Membership Resolutions, General Membership Decisions, ICRI Internal Reports, ICRI Reports, ICRI Secretariat Advisories, and Host Secretariat Correspondence.
 - ICRI official web site, ICRI Operational Network’s web site, and ICRI page which the Host Secretariat is hosting on their web site.
 - printed materials and websites related to events and meetings that ICRI hosts or co-hosts.
 - hyperlinks to ICRIForum on the web.
 - publications endorsed by ICRI (i.e., ICRI brochures, ICRI posters, ICRI Operational Networks).
 - printed materials and websites including those produced in non-English language for outreach and awareness purposes that introduce and/or promote ICRI. Only the ICRI focal points have the right to request an application. The contents of such materials should follow the descriptive contents of ICRI official publications. The Secretariat will circulate the draft on ICRIForum for member’s comment prior to approval.

Annex 2.

List of requests for use of the ICRI logo in recent years.

| Date logo requested | Name | Organisation | Reason |
|----------------------------|--|-------------------------------|--|
| 04 June 2004 | Hiroe Asahara pdj_cvn@nta.co.jp | Secretariat for the 10th ICRS | Use logo to acknowledge ICRI support for ICRS |
| 02 April 2005 | Sherry Flumerfelt sflumerfelt@coral.org | CORAL | ICRI logo on CORAL Issue Brief |
| 08 April 2005 | Patrice Boned p.boned@unesco.org | UNESCO | Logo on Poverty and Reefs |
| 08 November 2005 | David Obura dobura@cordioea.org | CORDIO | SocMon WIO guidelines |
| 08 Dec 2005 | Vellayutham Pachaimuthu: pachaimuthu@un.org | UNEP EAS/RCU | Use of logo on website and for "Green Fins" Initiative |
| 12 January 2006 | Bob Foster bob@reefcheck.org | Reef Check | Use of logo for Reefcheck post-tsunami Report |
| 04 July 2006 | Natasha Harris: nh@coralcay.org | Coral Cay | Use of logo on flyers and brochures |

Annex 2.

Types of ICRI Logo.



INTERNATIONAL
CORAL REEF
INITIATIVE

INTERNATIONAL
CORAL REEF
INITIATIVE