

ecoBiz partner symbol guidelines



If you are a registered **ecoBiz** partner, you may be eligible to use the **ecoBiz** partner symbol according to the guidelines set out below.

Please refer to the **ecoBiz** partner agreement for partner registration requirements.

This agreement is only valid when signed by designated representatives of both the partner business and the Environmental Protection Agency.

Approved use

ecoBiz is a registered trademark of the Queensland Government.

Approval for use of the **ecoBiz** partner symbol is granted only to registered **ecoBiz** partners as long as they:

- remain active participants in the **ecoBiz** program and their registration remains current;
- abide by the guidelines for use contained in this document.

Meaning

The **ecoBiz** partner symbol should be used in accordance with the specific meaning the symbol conveys and should not be used in a way that misrepresents the intended message.

The **ecoBiz** partner symbol is intended to signify that the organisation has entered into an agreement with the Queensland Government Environmental Protection Agency and has met the requirements to become an **ecoBiz** partner.

Status as an **ecoBiz** partner is site-specific. This means that a business with several facilities may claim **ecoBiz** partner status only for those facilities at which the **ecoBiz** program has been undertaken and which have been registered as **ecoBiz** partners.

Application

The **ecoBiz** partner symbol may be applied to products, services, communication and promotional items generated from those facilities for which registered **ecoBiz** partner status has been awarded.

Such applications may include corporate stationery, publications, websites, advertising and promotional material, display materials, signage and packaging.

Exclusions

The **ecoBiz** partnership symbol must not be used:

- in ways that misrepresent the meaning of the symbol;
- on products to imply anything more than what it signifies – partnership in the **ecoBiz** program and commitment to improving eco-efficiency; or
- to imply endorsement or recommendation of the partner organisation's products or services by the Queensland Government.

Format

The **ecoBiz** partner symbol:

- may only be reproduced from original artwork supplied by the Environmental Protection Agency (EPA) (i.e. do not typeset the symbol);
- should be reproduced in PMS 5115 and PMS 520 or black. In limited colour applications, the darkest available colour should be used;
- should not be reproduced smaller than 25mm in width; and
- may be used alongside an appropriate phrase or slogan provided prior approval has been granted by the EPA.

Additional information

For further advice on appropriate use of the **ecoBiz** partner symbol contact:

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Email: ecobiz@epa.qld.gov.au

For more information

- > visit www.epa.qld.gov.au
- > email ecobiz@epa.qld.gov.au
- > call (07) 3225 1999