

Background & Rationale

PESA's corporate logo and name ("Logo") are important aspects of our brand. They represent our identity and reputation and are valuable pieces of intellectual property.

Allowing other organisations or individuals to use our Logo can give the impression that we favour or endorse them. In some situations, it may also result in legal liability.

For these reasons, we need to be careful with the use of our Logo.

Policy

This policy covers use of the PESA Logo and the Corporate Member Logo in all communications, both print and electronic by all third parties.

The Board is responsible for regulating the Corporate Member Logo's and the Logo's proper, effective and appropriate use.

1. Corporate Members

- 1.1 Current, financial Corporate Members of PESA are permitted to use the Corporate Member Logo on their websites or in other collateral solely to communicate that they are PESA Corporate Members, and only during the currency of their membership. Upon expiration or termination of such membership, the Corporate Member Logo must be immediately removed. PESA reserves the right to alter or revoke this permission at any time.
- 1.2 Use of words which may indicate PESA endorsement, accreditation, partnership, support, affiliation, or recommendation are strictly prohibited without prior written approval.
- 1.3 If an Corporate member wishes to use the Logo, not being the Corporate Member Logo, it may request approval by [clicking here](#) and providing details of the intended use, the format of use, the distribution intention, duration of use, and the purpose of the use.
- 1.4 In determining whether to provide approval to such use, the Board will have regard to whether the applicant:
 - Aligns with the mission of PESA
 - Demonstrates values consistent with those of PESA
 - Is fundamentally working in the field of wellbeing science, positive psychology and/or positive education.
 - Can show mutual benefit by using the Logo
 - Provides a marketing opportunity for PESA
 - Agrees to abide by the regulations surrounding its use.
- 1.5 Any externally produced materials intended to bear the Logo need to be submitted to the CEO for checking and final approval before printing takes place.
- 1.6 For quality reasons, the Logo and Corporate Member Logo must never be sourced from anywhere except through PESA, using the process described above. Copying from the website or scanning from another document is not permissible and will be regarded as an infringement of PESA's intellectual property.

- 1.7 Unless approval is obtained through PESA, the Logo and Corporate Member Logo must always be used in its entirety and as originally designed, not separated into its design elements.
- 1.8 Wherever practicable, the Logo and Corporate Member Logo should be used in their correct Pantone colours which are available from PESA, however approval may be given to slightly adjust the colours depending upon the context of use.
- 1.9 The Logo and Corporate Member Logo must always be used at a size where all words are visible. The Logo and Corporate Member Logo should generally be presented on a plain background that offers high contrast with the Logo and Corporate Member Logo's constituent colours. Where a complex background is an integral part of the design, the Logo and Corporate Member Logo must be placed in a white or semi-transparent panel, or the background adjusted sufficiently to make the Logo and Corporate Member Logo clearly visible. Guidelines relating to allowable measurements of the Logo and Corporate Member Logo will be supplied by the CEO.
- 1.10 PESA reserves the right to alter or revoke Logo and Corporate Member Logo use approval under this clause at any time.

2. Third Parties

- 2.1 No third party (except a PESA Corporate member as governed under clause 1) may use the Logo without the prior written approval of PESA.
- 2.2 To request such approval, please [click here](#) and provide details of the intended use, the format of use, the distribution intention, and the purpose of the use.
- 2.3 Clauses 1.4 to 1.10 shall apply to Third Party applications and Logo use.
- 2.4 Under no circumstance may a third party who is not a current, financial PESA Corporate Member use the Corporate Member Logo.

3. Logo Definition

For the purposes of this policy,

- (a) "Logo" shall include:
 - (i) The words "Positive Education Schools Association";
 - (ii) The word "PESA";
 - (iii) The acronym "P.E.S.A";
 - (iv) The cross logo shown below:



- (v) The full logo shown below:



- (vi) The semi-full logo shown below:



- (vii) or any variation thereof which a reasonable person would consider refers to PESA or its intellectual property.

- (viii) “Corporate Member Logo” shall mean:



- (ix) Or the words “PESA Corporate Member”, or “Positive Education Schools Association Corporate Member” any variation thereof which a reasonable person would consider refers to PESA, PESA membership or PESA’s intellectual property.

Review of Policy

This policy will be reviewed every three years, however PESA reserves the right to amend this policy at any time. Corporate Members will be notified.

The next review is due in July 2027.