

Communications and Brand Policy



Aqua for All

This Communication and Brand Policy applies to all communications on Aqua for All by third parties resulting from any form of relationship, including sponsored programmes and joint initiatives.

1 Use of Aqua for All's brand and logo

- Aqua for All is the exclusive owner of the name, logo, design, symbol, word, and brand which may be used by [name of organisation].
- Aqua for All grants [name of company] the right to use Aqua for All's name, logo and to refer to Aqua for All as a reference partner in its communications and marketing (online and offline) as well as in any other activities related to the relationship with Aqua for All. This use must be in accordance with good business practice.
- Mentioning Aqua for All, its sponsored programmes, and/or joint initiatives, and using its logo must always be in the appropriate terms that define the relationship between Aqua for All and [name of organisation].
- Aqua for All's logo will not be used for endorsing advertising, promotional, and sales efforts of [name of organisation]'s products and services.
- Any references to and images of Aqua for All or its staff in publications, reports, press releases, articles, news, blogs, and materials must be signed-off by Aqua for All in advance.
- In the case of publications and events, and their marketing materials:
 - [Name of organisation] must inform Aqua for All in advance on any possible use of the Aqua for All brand or logo;
 - The Aqua for All logo, reference, or any other related graphic symbol, logo, icon or image does not appear on or in the publication or on any (marketing) materials related to the publication or event without express written permission from Aqua for All;
 - Aqua for All will determine whether a disclaimer of sponsorship, affiliation, or endorsement by Aqua for All is required.
- [Name of organisation] will use the official boiler plate for describing Aqua for All.
- [Name of organisation] will not put the Aqua for All logo on business cards.
- The Aqua for All logo will be used without alteration in its colours or proportion.
- [Name of organisation] agrees that it is its responsibility to remain informed about, and to immediately comply with, any changes Aqua for All may make in the agreement for use of logos and its brand.
- [Name of organisation] will not use, register, or seek to register any of Aqua for All's trademark, trade name, company name, domain name, or user name or user group or other identification means in social media sites (e.g. Facebook, LinkedIn, Twitter, Instagram), which is identical to or similar to any of the trademark of Aqua for All, whether alone or together, whether during or after the term of the agreement, or in any country worldwide.

2 Use of partner organisation's name, logo and information

- [Name of organisation] grants Aqua for All the right to use its name and logo and refer to [name of organisation] as a reference partner in its communications, PR, press and marketing work and materials - both online and offline - as well as any other activities related to the relationship with Aqua for All. This use must be in accordance with good business practice. This use will be in the appropriate terms that defines the relationship between Aqua for All and [name of organisation].
- [Name of organisation] consents Aqua for All's to use its name and logo for the purpose of giving examples of partner organisations and showing a pipeline overview, which may be published on its website, in hard and soft copy materials, or mentioned in presentations, events and in its premises.

3 General communications

- In its communications, [name of organisation] must refer to Aqua for All's involvement including its logo and a link to Aqua for All's website, whenever possible. Any reference must be signed-off by Aqua for All.

3.1 Organisations supported by Aqua for All

- [Name of organisation] will provide Aqua for All with photos to communicate on the development of the joint activity.
 - The photos should be in high resolution (at least 2 MB);
 - Information provided by [Name of organisation] on the activity must be correct. Aqua for All does not accept any responsibility for the use of incorrect information provided by [name of organisation].
 - The photos should include a brief description – date and location, activity taken place, name of the people depicted and their affiliation with [name of organisation].
 - [Name of organisation] will ensure that the people depicted in the photo(s) have been informed of the purpose and use of their portraits by Aqua for All and that they have given their consent.
- [Name of organisation] will support Aqua for All's efforts to gather materials (still and moving images) and information regarding its support and the general development of the initiative. This includes facilitating visits of photo and film crews, journalists, communications professionals and agencies, or others. The purpose, outcomes and time of these visits will be agreed in advanced.
- Aqua for All will support [name of organisation]'s communications efforts by supplying information and materials, if possible.
- Conditions of use as stated in clause 1 apply.

3.2 Joint initiatives or sponsored programmes

- All collateral and promotional content relating to the programme shall be co-branded, unless otherwise agreed by the parties, to the extent and in the manner permitted by (or not prohibited by) applicable law.
- Communications' efforts will be coordinated among parties.
- Conditions of use as stated in clause 1 apply.