

The Campaign for Drawing Terms and Conditions:

The Campaign for Drawing aims to raise the profile of drawing and to promote its use as a tool for thought, creativity, and social and cultural engagement for everyone. Big Draw events celebrate drawing and widen the opportunities for people of all ages to discover that they can draw, given encouragement and stimulus. The Campaign invites free registration, and on its website and Big Draw Participants' CD, offers practical advice for planning and delivering activities which extend the use of drawing. In order to reflect the Campaign's aims, event organisers must agree to the following terms and conditions, which require the use of one (or both) of its logos on all related publicity.

This document describes the terms and conditions on which we agree to supply any of the Materials (as defined below). They are binding once you register for the Big Draw.

TERMS AND CONDITIONS FOR USE OF OUR MATERIAL

1. GENERAL

- 1.1 This page (together with the documents referred to and which are accessible on it) tells you the terms and conditions ('the Terms') on which we supply to you and allow you to use the Materials (as defined below). Please read these Terms carefully before requesting and/or using any Materials.
- 1.2 You should print a copy of these Terms for future reference.
- 1.3 Any reference to 'we' or 'us' or 'our' is a reference to The Campaign For Drawing, a company limited by guarantee registered in England and Wales under registration number 05763509, the registered office of which is at One Bishops Square, London E1 6AO, and any reference to 'you' or 'your' is a reference to any user of our websites at www.campaignfordrawing.org and www.thebigdraw.org.uk ('the Websites'), and any recipient of any Materials.
- 1.4 In addition to the above defined words and expressions the following words and expressions in the Terms shall have the meanings shown below:
'Materials' means any materials, information, assets, know-how and documents we may provide to you including but not limited to our advisory literature, downloadable guidance, publicity materials, books, and the Marks.
'Activities' means any of your activities in furtherance of drawing as a tool for learning, interpretation and engagement (including but not limited to organisation of and/or involvement in a local Big Draw event), which activities must be not for profit;
'Marks' means our name, sign(s) and logo(s) in the style(s) presently used by us, and all our registered and unregistered trade marks, as specified or shown [*please go to Logo Guidelines on page 2 of this document*] or as notified by us to you from time to time;

2. GRANT OF LICENCE

- 2.1 We grant you a non-exclusive licence to use the Materials in accordance with these Terms and in relation to the Activities only. No right to sub-licence is given.
- 2.2 You may only use the Marks in the form stipulated [*as above in 1.4*] or as notified by us to you from time to time, and shall observe any reasonable directions given by us.
- 2.3 You shall not use the Marks in any way which would tend to allow them to become generic, lose their distinctiveness, become liable to mislead the public, be liable to revocation or be materially detrimental to our good name, goodwill, reputation and image.
- 2.4 You shall not obtain or claim any right, title or interest in the Marks except the rights of use set out in these Terms. Further, you shall not adopt, use, or apply to register, any trade mark or symbol which includes or is confusingly similar to, or is a colourable imitation of, the Marks.

3. UPDATING DETAILS

You agree that you are responsible for ensuring that all information you

us if any such information becomes inaccurate or incomplete, by visiting the Websites and making the appropriate amendments and/or additions.

4. INDEMNITY

- 4.1 You understand and agree that the exercise of the licence granted in Clause 2 is subject to all applicable laws and regulations and that you shall at all times be solely liable and responsible for the due observance and performance thereof. You will obtain all licences, permits and consents necessary for conduct of the Activities.
- 4.2 You shall (notwithstanding termination of this Agreement) be liable for, and indemnify us (together with our officers, servants and agents) against all liability, loss, damages, costs (including reasonable legal costs) and other expenses of any nature incurred or suffered by us arising out of the performance or non-performance by you of these Terms or resulting from any liability or claims arising from your Activities.

5. TERMINATION

- 5.1 If you commit any breach of these Terms, we may terminate the licence granted in Clause 2 by notice in writing to you having immediate effect from the date of its receipt by you.
- 5.2 Termination of the licence granted in Clause 2 shall be without prejudice to any existing rights and/or claims.
- 5.3 Upon termination of the licence granted in Clause 2, you shall, as soon as possible, cease using the Materials, remove or obliterate the Marks from all materials used in connection with the Activities and shall not thereafter commit any act which might lead any person to believe that you are still licensed to use the Materials or are in any other way connected with us.

6. NO WARRANTIES OR REPRESENTATIONS

We give no warranties or representations (express or implied) (either on our own behalf or that of our directors, officers, employees, agents or advisers) with regard to the accuracy, quality, timeliness, reliability or completeness of any of the Materials, or otherwise in relation to any of the Materials. All Materials are supplied on an 'as is' basis, and you are responsible for making your own evaluation of the Materials.

7. GENERAL

- 7.1 You may not transfer, assign, charge or otherwise dispose of any of your rights or obligations arising under these Terms without our prior written consent.
- 7.2 We may transfer, assign, charge, sub-contract or otherwise dispose of, any of our rights or obligations arising under these Terms, at any time.
- 7.3 Nothing in these Terms shall be deemed to constitute a partnership, or create a relationship of principal and agent for any purpose, between you and us.
- 7.4 If we fail to exercise, or delay in exercising, a right, power or remedy provided by these Terms or by law this shall not constitute a waiver of that right, power or remedy.
- 7.5 If we waive a breach of any of these Terms this shall not operate as a waiver of a subsequent breach of that particular provision, or as a waiver of a breach of any other provision.
- 7.6 A waiver by us of any of these Terms is only effective if it is in writing, signed by or on behalf of us, and shall apply only to the person to whom it is addressed. It shall not prevent us from subsequently relying on the right or remedy in other circumstances.
- 7.7 The illegality or invalidity of any part of these Terms shall not affect the legality or validity of the remainder of these Terms.
- 7.8 The rights, powers and remedies provided in these Terms are cumulative and not exclusive of any rights, powers and remedies provided by the law, or otherwise.

8. GOVERNING LAW AND JURISDICTION

These Terms are governed by the law of England and Wales and both you and we submit to the non-exclusive jurisdiction of the courts of England and Wales.

Logo Guidelines follow on page 2...

The Campaign for Drawing Logo Guidelines:

The guidelines have been produced to ensure effective management of the visual identity. They provide simple guidance to ensure that our identity is expressed consistently across all activities.

Big Draw logo

Minimum size

To ensure the best possible reproduction, when the Big Draw logo is used without the website it should not be reproduced smaller than 20mm wide as shown opposite. When the Big Draw logo is used with the website underneath, then it should be reproduced no smaller than 35mm wide.

Exclusion zone

The importance of the exclusion zone is that it guarantees an amount of clear space for the identity and so prevents any visual interference. The exclusion zone is clearly shown below. The diameter and height of the red cross is 5mm and provides an exclusion zone of 5mm all around the logo. This must not, under any circumstances, be encroached by imagery or typography.



**5mm exclusion zone all round
both versions of the Big Draw logo**



The Campaign for Drawing

**Minimum size 20mm
for identity
without website**



The Campaign for Drawing
www.thebigdraw.org

**Minimum size 35mm
for identity
with website**

Website use

When the Big Draw logo is used without the website, then the website - www.thebigdraw.org should be clearly shown elsewhere on the promotional material.

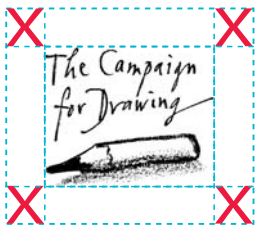
The Campaign for Drawing (CFD) logo

Minimum size

To ensure the best possible reproduction, when the CFD logo is used without the website it should not be reproduced smaller than 20mm wide as shown opposite. When the CFD logo is used with the website underneath, then it should be reproduced no smaller than 35mm wide.

Exclusion zone

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**5mm exclusion zone all round
both versions of the
Campaign for Drawing logo**



**Minimum size 20mm
for identity
without website**



www.campaignfordrawing.org

**Minimum size 35mm
for identity
with website**

Website use

When the Big Draw logo is used without the website, then the website - www.campaignfordrawing.org should be clearly shown elsewhere on the promotional material.