



Children's Week Council of Australia

Authorised use of the Children's Week logo policy



Children's Week logo

The Children's Week logo is a distinguishable mark of official events and activities coordinated by members of Children's Week Council of Australia. The Children's Week logo may only be used in association with authorised Children's Week events and activities. The original artwork was originally created by Children's Week South Australia.

Council legally holds the Children's Week logo trademark and retains full responsibility for its administration.

The three approved versions are:

- the world map in blue and green with multi-coloured letter's spelling CHILDREN'S WEEK and children's shapes in orange, yellow, red and purple. Australia is clearly visible on the world map;
- a greyscale version; and
- the world map in blue and white with blue letter's spelling CHILDREN'S WEEK and children's shapes in shades of blue.

The logo can only be used by Council members, or those bodies expressly authorised to do so.

Applications for use the logo need to be directed to Council members for their consideration and approval. Members will determine on a case-by-case basis if such applications should be referred to Council for its consideration and approval.

Council and Council members are responsible for publishing on their website the *Conditions for use of the Children's Week logo*.

Conditions for use of the Children's Week logo

The logo cannot be associated with:

- profitable gains for any individual, service or business; or
- exploitation of children.

The logo can only be used at events that:

- promote the rights of children;
- are child safe and celebrate children;
- acknowledge parents, carers and those associated with the wellbeing of children; and
- are alcohol, smoking and illicit substance free.



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Approved users will:

- apply for approval to use the logo in the form determined by Council;
- only use the logo during the period of time approved by Council;
- not alter or distort the logo in any way;
- appropriately place and size the logo

Breaches in conditions for use of the Children's Week logo

Breaches of the conditions for use of the logo by any user must be addressed at the State or Territory level and escalated to Council only if unable to be resolved.

Council members who are unable to effectively manage the appropriate use of the logo may be refused future authorisation by Council. Every effort will be provided to assist Council members to be compliant prior to any action being taken.