

Brand Use Application

www.cairngorms.co.uk



The Cairngorms National Park Brand is a strong identity representing quality and positive environmental management. The values that underpin the Cairngorms National Park Brand are epitomised by the brand proposition: **'At any season be inspired by Scotland's most exciting and accessible wilderness experience'**. We want you, as businesses and organisations based in the Park to use it to add value to your activity, and best of all, it's **FREE!** All we ask is that you meet criteria which have been developed to set a standard for use. If you are unsure of the criteria relating to you, please contact Fiona Milligan by email (fionamilligan@cairngorms.co.uk) or by telephone on 01479 870519. When you're happy that you meet the criteria, please complete this form and return it to the address shown overleaf.

Type of application

- Business
- Club (Sporting or other)
- Community or Tourist Assoc/Group*
- Event

Applicant/Event Organiser

Type of business

(accommodation, attraction, food/craft producer etc)

Name of event (if applicable)

Number of members

(club, community group or tourist associations only)

*please list members on a separate sheet stating QA/GTBS status where applicable

Date(s) of event (if applicable)

Key contact & position

Address

Town

Postcode

Telephone no.

Email address

Website address

Quality Criteria

Are you a member of your industry quality standards scheme eg. VisitScotland QA, the AA, RAC, Quality Meat Scotland, VisitScotland Code of Conduct? *(please state which)*

which

grading

If you are a club, are you a member of your relevant sporting body eg, SGU

If you are eligible, are you a member of the Green Tourism Business Scheme (GTBS)?

If you are eligible, but not accredited by GTBS, please tick here to commit to becoming a member and achieving at least the minimum level within one year.

Do you require further information on GTBS?

If you are not eligible for GTBS, please attach a copy of your environmental policy. If you do not currently have an environmental policy and would like assistance in forming one, please tick here.

More information on what the Park brand conveys, the VisitScotland Code of Conduct, GTBS and QA schemes can be found at www.cairngorms.co.uk/parkauthority/brand

Please list all planned uses of the brand (eg. print, packaging, website etc)



In the uses above, are you able to use environmentally sustainable paper or materials from the Park which are characteristic of the Park?

Declaration

I, on behalf of the applicant understand that in applying for use of the Cairngorms Brand, there are guidelines for use and I agree to adhere to these guidelines. If there is any disparity between the guidelines and the use of the brand in any marketing activity, I agree to contact the Cairngorms National Park Authority (CNPA) for clarity on best use of the brand in these circumstances.

I agree to meet the quality and environmental criteria required to be able to use the Cairngorms Brand for the use(s) stipulated above and agree to notify the CNPA of any additional use of the brand which differs from those already agreed.

I understand and agree that the brand will only be used for that which is applied for and that where there are different facets to the business' operations, the brand may only be used to market those elements of the business for which permission has been given.

Signed

On behalf of

Date.....

Please return this form along with any relevant documents to:

Fiona Milligan
Marketing Officer
Cairngorms National Park Authority
14 The Square
Grantown-on-Spey
Moray PH26 3HG

We will always endeavour to respond within two weeks of receiving your application. Should you have any questions about the application form or the criteria for use, please don't hesitate to contact us.