

## Cairngorms Brand Use Application Form

[www.cairngorms.co.uk](http://www.cairngorms.co.uk)

The Cairngorms National Park Brand is a strong identity representing quality and positive environmental management. 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 sign the **Cairngorms Brand Charter** which confirms your commitment to help promote the best the Cairngorms National Park can offer and deliver high quality, sustainable and authentic experiences, products and services.

If you would like to discuss the Brand Charter, please contact Alison Fleming,  
Communications Officer, Cairngorms National Park Authority – Tel: 01479 870544  
Email: [alisonfleming@cairngorms.co.uk](mailto:alisonfleming@cairngorms.co.uk)

When you're happy to sign the Cairngorms Brand Charter, please complete this form and return it along with your signed Charter to the address shown overleaf.

**Name of Applicant &  
Position**

**Address**

**Town**

**Postcode**

**Telephone No**

**Email Address**

**Website Address**

### Your Business or Organisation

Which of the following best describes your organisation? (Please tick all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Visitor Attraction        | <input type="checkbox"/> Manufacturing & Construction            |
| <input type="checkbox"/> Outdoor Activity Provider | <input type="checkbox"/> Agricultural, Land Management & Estates |
| <input type="checkbox"/> Accommodation             | <input type="checkbox"/> Provider Forestry                       |
| <input type="checkbox"/> Retail                    | <input type="checkbox"/> Community Organisation or Club          |
| <input type="checkbox"/> Events                    | <input type="checkbox"/> Public Sector Organisation              |
| <input type="checkbox"/> Food & Drink              | <input type="checkbox"/> Other (please specify)                  |

### Quality Standards

Which quality standards schemes or professional body are you involved with?

### Sustainability Standards

Do you participate in an environmental scheme or have an environmental policy?  
(Please specify)

If 'yes' – are you willing to share your approach to help others improve their sustainability standards? (Please tick)

If 'no' – would you be interested in getting support to help you improve your sustainability standards? (Please tick)

**Please send your completed application form and signed Cairngorms Brand Charter to:**

**Cairngorms National Park Authority  
FREEPOST NAT 21454  
Grantown-on-Spey  
PH26 3BR**