

Niseko Promotion Board Guidelines for Usage of the NPB Logo (Original Edition)

The logo (see Attachment 1) used by the Niseko Promotion Board (NPB) was created for the purpose of promoting the Niseko area.

The NPB Logo is controlled by the NPB Secretariat, which may grant permission for use that falls within the stipulated guidelines. Permission must be requested and approved by the NPB Secretariat prior to use of the logo as outlined below.

Usage of the NPB Logo shall be based on the following guidelines.

(Definitions)

Article 1

- (1) NPB ... An associated organization which consists of members as defined in the Articles of Association of the Niseko Promotion Board.
- (2) NPB members ... Individuals or organizations who currently hold a membership in the NPB in accordance with the Articles of Association of the Niseko Promotion Board.
- (3) NPB Secretariat ... The administrative body which carries out the business of the NPB.
- (4) NPB Logo ... A logo which is managed by the NPB Secretariat.

(Range of Use of the NPB Logo)

Article 2 The NPB Logo's range of use is limited to the following:

- (1) For events and projects which are organized and/or run by the NPB, and relevant print materials
- (2) For events and projects which are sponsored and/or supported by the NPB, and relevant print materials
- (3) For websites which are run by the NPB Secretariat or NPB members
- (4) For print materials, goods, etc. produced and controlled by the NPB Secretariat or NPB members
- (5) For websites which are run by international or domestic organizations or individuals that are approved by the NPB Secretariat
- (6) Print materials, goods, etc. which are produced and controlled by international or domestic organizations or individuals that are approved by the NPB Secretariat

(Restrictions on Use of the NPB Logo)

Article 3 Even within the range of use stipulated in Article 2, the NPB Logo may not be used in the following circumstances:

- (1) Printed materials or goods sold for profit by a specific organization
- (2) Promotional activities which exclusively promote areas other than Niseko

(Permission for Use of the NPB Logo)

Article 4 Anyone who wishes to use the NPB Logo within the range of use stipulated in Article 2 must obtain permission for use from the NPB Secretariat.

- 2 To obtain permission to use the NPB Logo, one must submit an “Application for Permission to Use the NPB Logo” to the NPB Secretariat prior to use.
- 3 Using the NPB Logo for the following purposes does not require prior approval:
 - (1) Website link to the NPB website
 - (2) Use on the NPB website or NPB member’s website
 - (3) Any other use by the NPB Secretariat
- 4 In the case that prior approval is not required, the user may download the NPB Logo directly from the “About NPB” page on the NPB website.

Article 5 Upon granting permission stipulated in the preceding article, the NPB Secretariat may, if necessary, impose conditions on the permission for use.

Article 6 Those who have obtained permission for use of the NPB Logo as stipulated in Article 4 shall submit a “NPB Logo Usage Report” along with relevant attachments to report results of the usage to the NPB Secretariat.

(Method of Use of the NPB Logo)

Article 7 Usage of the NPB Logo must comply with the following guidelines:

- (1) The usage must comply with the specifications defined in the Niseko Visual Identity Style Guide.
- (2) Using only part of the logo, changing the shape of the logo, or superimposing other graphics or texts is prohibited. Changing the color or the font is also prohibited.
- (3) When the NPB Logo is used on goods primarily managed by an organization other than the NPB, that company’s name, logo, trademark, etc. (shop, property, service, etc.) should appear more prominently on the related materials in order to avoid the appearance that said company owns the NPB Logo.
- (4) The NPB Secretariat may, when necessary, grant conditional permission for exceptional uses of the NPB Logo.

(Request for Changes in Use of the NPB Logo)

Article 8 If any usage is found to be in breach of the guidelines stated above, the NPB Secretariat may request the applicant make changes to its use of the NPB Logo.

(Revocation of Permission for Use of the NPB Logo)

Article 9 The NPB Secretariat may revoke permission for use of the NPB Logo and request that all items on which the NPB Logo is used be withdrawn from circulation should any of the following occur:

- (1) False information is found in the application mentioned in Article 4.
- (2) Any additional conditions imposed as per Article 5 are violated.
- (3) The guidelines stipulated in Article 7 are violated, and improvements are not made based on a request for changes as stated in Article 8.

Supplementary Provision

These Guidelines for Usage of the NPB Logo came into effect on September 1st, 2011.

Revision history

Revision No.	Revised contents	Revised by	Revised date	Note
Original Edition		Chiho, Max	2011/10/13	
1				
2				
3				
4				
5				
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7				
8				
9				
10				



(Attachment 1)
NPB Logo

