



USE OF 'THE DAILY MILE'™ NAME AND LOGO



Thank you for your interest in endorsing 'The Daily Mile'™. We are very grateful for the support of all individuals and organisations helping to promote the implementation of 'The Daily Mile' according to its core principles, and as a Foundation, are keen to work collaboratively to ensure the sustained success of the programme in its various settings.



'The Daily Mile' name and logo (illustrated beside) are the intellectual property of The Daily Mile Foundation, and as such must not be used without expressed permission, in writing – which requires agreement to at least the following terms (or other terms as may be required in the future).

AGREEMENT FOR THE USE OF 'THE DAILY MILE' TRADEMARKS

Permission to use 'The Daily Mile' name and logo is granted specifically and only for the following communication / promotional material:

[describe use]

To the following organisation:

[name and address]

For the following brand:

[*Children Fit For Life or Fit For Life**]

*In reference to logos visible above (left)

The permission is subject to the terms outlined below.

Permission is granted on a one-time use basis. The Daily Mile Foundation reserves the right to refuse further use of 'The Daily Mile' name and logo for repeat print runs, publication revisions or alternative publications.



Key requirements:

- 'The Daily Mile' name should be referred to in any written / online publications as 'The Daily Mile'™. (After the first mention of the initiative, 'The Daily Mile' will suffice throughout.)
- The coloured version of the logo/s (above) should be used against a white / light background. Where the background is dark / coloured and the logo is obscured, the reverse (white relief) version of the logo should be used instead.
- All printable materials bearing the logo/s must display the following small-print on a suitable visible area of the publication (e.g. footer or back page):
 - The Daily Mile logo and 'The Daily Mile' name are trademarks belonging to The Daily Mile Foundation, Hawkslease, Chapel Lane, Lyndhurst. U.K. and are reproduced with permission. All rights reserved.
- The Daily Mile Foundation must be permitted to preview and approve materials in advance of printing or publication.
- The Daily Mile Foundation reserves the right to withdraw this permission to use 'The Daily Mile' name and logo/s at any time.

Please confirm that you have read and agree to these terms for usage of 'The Daily Mile' name and logo/s.

Signed:

[name]

[date]

[email]