



SAINT LUCIA

CRITERIA FOR USE OF LOGO

A. MUST be a Registered Enterprise

- 1) A letter expressing interest to use Logo.
- 2) Provide a copy of your business certificate via email at: cisaintlucia@gmail.com.

B. TERMS FOR USE OF “LOVE SAINT LUCIA” CAMPAIGN LOGO

- 1) Review of all promotional videos, advertisements, social media promotions to be branded with Logo to ensure conformity before granting of approval;
- 2) All products to be branded with Love Saint Lucia logo must be reviewed by the Ministry's team before the granting of approval for use;
- 3) All food products must meet approved health standards set by the Ministry of Health and/or the St. Lucia Bureau of Standards;
- 4) All services must be approved by the Ministry of Commerce;
- 5) Businesses, Ministries, Organizations, Agencies must prominently display promotional material featuring the Love Saint Lucia campaign within their establishment;
- 6) Businesses, Ministries, Organizations, Agencies using the Logo must agree to participate in Love Saint Lucia Promotions, inclusive of interviews, photographs, articles;
- 7) The Ministry of Commerce has the right to place on its website or social media pages material created and published by partnering businesses;
- 8) The Ministry of Commerce may display the products or services of partnering businesses in the Ministry's showroom;
- 9) The logo must be used in its true form (*coding available*). It must not be modified in any manner which would negatively impact the integrity of the brand.