



CRITERIA FOR USE OF LOVE SAINT LUCIA LOGO

A. MUST BE A REGISTERED ENTERPRISE

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

B. GUIDELINES

- 1) Review of all promotional videos, advertisements, social media promotions to be branded with the Logo to ensure conformity before approval is granted;
- 2) All products to be branded with the Love Saint Lucia logo must be reviewed by the Ministry's team before approval is granted for use;
- 3) All food products **MUST** meet approved health and required standards set by the Ministry of Health and/or the St. Lucia Bureau of Standards;
- 4) All services must be approved services 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.