



Morecambe Bay Curriculum Logo Licensing Agreement for Educational Members: Schools, Colleges, Early Years Providers

The licensors (organisations that own the license) of the Morecambe Bay Curriculum (MBC) Logo are Lancaster & Morecambe College and Lancaster University. The license agreement is between these two parties and your organisation.

As part of the MBC Membership offer, schools/colleges/other educational organisations, where an MBC education member works, are permitted to use the logo:

- On your organisation's website and social media
- On your organisation's printed materials i.e. brochures etc.
- On educational materials relating to place, sustainability, and the environment. Specifically, when these topics relate to wellbeing, careers or local pride. These could be materials used live, online, hard copies or electronic copies.

Your organisation's obligations if you choose to use the logo:

- In order to use the logo, your organisation must agree to adhere to the brand guidelines, which can be found here: [Membership-area](#)
- Your organisation must agree to safeguard the MBC brand, ensuring that the logo is never used in a context that might weaken or damage the overall MBC brand.
- Organisations must not share the logo with other organisations who do not have an educational MBC member active in their organisation.
- Organisations must not use the logo for monetary gain unless explicitly discussed with the licensors Lancaster & Morecambe College and Lancaster University.
- If any regulatory industry or other authority communicates with your organisation regarding the MBC, please ensure the MBC team is notified.
- Organisations must agree to supply reasonable support and communication if the use of the MBC brand is damaged or tarnished in any way due to your organisation's use of the logo.
- To communicate with the MBC team, during their annual organisational check-ins.

Terms of use

- This logo licensing agreement is ongoing; however the licensors reserve the right to immediately withdraw permission to use the logo if your organisation does not adhere to the obligations above.
- Your organisation and the licensors have the right to terminate this agreement with 30 days written notice of termination.
- If the agreement is terminated, your organisation must cease to use the logo on all resources and organisational materials.