



Government of Samoa  
Malō o Samoa



## Licence for Use of the CHOGM 2024 Logo

The Government of Samoa ("the Government") grants a licence to:

**[insert legal name, description and registered address] ("the Licensee")**

to use the **CHOGM 2024 Logo** under the following terms and conditions:

### **Permitted Use:**

1. The Licensee is granted a non-exclusive licence to **display** the logo, event name, and copyrighted symbols (together and severally referred to as the **CHOGM 2024 Logo**) for the Commonwealth Heads of Government Meeting 2024 (**the event**).
2. The CHOGM 2024 Logo may be used **ONLY** to refer to the event.

### **Brand Guidelines:**

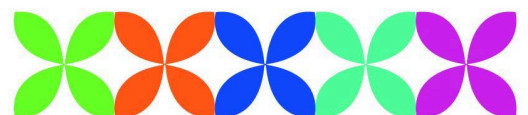
3. The Licensee agrees to strictly abide by the Government's CHOGM 2024 Brand Guidelines (attached as **Annexure A**). It is the Licensees' responsibility to remain current on any and all changes made to these Guidelines and to comply with them.
4. The Licensee shall promptly correct and remedy any deficiencies in its use or display of the CHOGM 2024 Logo to ensure compliance with the Brand Guidelines.

### **Prohibited Use - Merchandising, Marketing material etc:**

5. The CHOGM 2024 Logo or any reference to the event **must not** be used on any merchandising, seek to indicate partnership, or be used for any commercial purposes.
6. The Licensee agrees **not** to use CHOGM 2024 Logo in any way that indicates or implies that it has any ownership or control of CHOGM or its brand representation.
7. The Licensee **must not** use the CHOGM 2024 Logo in any way that would harm, diminish or impair the Government's brand, reputation or the event.
8. This Licence does not allow the Licensee to sublicense the CHOGM 2024 Logo to third parties.

### **Cancellation of Licence:**

9. The Government may cancel this licence at any time and require the Licensee to promptly remove any and all references to CHOGM 2024 Logo, and may do so through **email and by letter**. The Licensee is obligated to cease use of the



logo and remove all references to it no later than ~~5 days~~ from the date of the cancellation notice.



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**Term of Licence:**

10. This Licence is valid from **[insert date]** and expires at midnight on **[31 October 2024]**

This Licence is granted on this \_\_\_\_\_ day of \_\_\_\_\_ 2024

Authorised by: \_\_\_\_\_ **[signature]**

Peseta Noumea Simi  
National Coordinator  
CHOGMS 2024 taskforce

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I, \_\_\_\_\_ acknowledge and accept all the terms and conditions set out in this Licence for Use of the CHOGM 2024 Logo.

\_\_\_\_\_ **[signature]**

\_\_\_\_\_ **[date]**

[Insert legal name and description of Licensee]

