

"WORLD BEE DAY" LOGO



INSTRUCTIONS FOR USE

***Ministry of agriculture, forestry and food of the
Republic of Slovenia***

April 2018

Table of contents

1. "WORLD BEE DAY" Logo

- Substance
- Graphics (Attachment)
- Ownership
- Interested parties

2. Use of the "WORLD BEE DAY" logo

3. Criteria for the use of the "WORLD BEE DAY" logo

4. Important instructions and warnings

1. "WORLD BEE DAY" (WBD) LOGO

Substantive aspect:

- The "World Bee Day" (hereinafter: WBD) logo is designed to represent the global dimension of 20 May, i.e. World Bee Day;
- it shows a bee on a "stylised flower"; bees are usually depicted in yellow and orange colours, but this one is deliberately brown and grey instead, as this colour combination points to our autochthonous bee breed – the Kranjska sivka –and is at the same time aimed at correcting the stereotype about the colour of bees held by most people;
- the bee is turned towards the left, symbolising that despite being an endangered species, it is not departing from us, but is instead claiming our attention – including through the proclamation of the 20th of May as World Bee Day;
- the "stylised flower" on which the bee has landed is green and as such a symbol of the lush nature, of the "green coat" that surrounds our "blue planet" – it symbolises the importance of bees in the ecosystem for the preservation of biodiversity;
- the logo is encircled by the text, since it is precisely the circle that best symbolises the whole, the connection and the union, and it is found everywhere in nature: the bees through their circular dance communicate about fertile pastures to other bees, and they fly in circles around flowers, which are also predominantly round in shape.

Graphics – ATTACHMENT

Ownership:

- The artist behind the logo is Andrejka Čufer, academic sculptor, designer and illustrator;
- the owner of the logo is the Slovenian Beekeepers' Association;
- the administrator of the logo is the Slovenian Beekeepers' Association.

Interested parties:

- Ministry of Agriculture, Forestry and Food (hereinafter: MKGP)
- Slovenian Beekeepers' Association (hereinafter: ČZS)
- Slovenian Tourist Board (hereinafter: STO)
- Communication Office of the Government of the Republic of Slovenia (hereinafter: UKOM)
- Ministry of Foreign Affairs (hereinafter: MZZ) – Embassies
- Ministry of Culture (hereinafter: MK)
- Ministry of the Environment and Spatial Planning (hereinafter: MOP)
- Ministry of Health (hereinafter: MZ)
- Office of the President of the Republic of Slovenia (hereinafter: UPRS)
- Apimondia or International Federation of Beekeepers' Associations

- United Nations Organisation (hereinafter: UN)

2. USE OF THE LOGO

- The World Bee Day (WBD) logo is used for the purpose of visibility and promotion of 20 May –World Bee Day;
- the logo can be used on various materials, against various backgrounds and in communication tools, such as promotional material, flags, banners, printed matter, leaflets, websites, etc.;
- it can be used in several language versions; the Slovenian and English versions have already been prepared for use – for translation into other languages the interested parties should ask for consent and review;
- the WBD logo shall be used as the "official logo of World Bee Day" with the consent of the MKGP and the consent of the interministerial WBD team;
- the users of the logo are stakeholders of the WBD initiative (ČZS, MKGP, MZZ/DKP, STO, UKOM, MK, MOP, MZ, UPRS, Apimondia and UN);
- the logo can be used by other interested institutions, companies and natural persons – for use they must obtain a **written** consent issued by the ČZS pursuant to the criteria listed below.

3. CRITERIA FOR THE USE OF THE "WORLD BEE DAY" LOGO

- The user of the WBD logo may be a domestic or foreign public institution, company or natural person;
- the use of the logo must be in compliance with the visual identity and the rules for usage;
- the written request of the interested user must clearly indicate the following: identification of the applicant, contacts, the purpose and place of the logo use and the period of the logo use.

4. IMPORTANT INSTRUCTIONS AND WARNINGS

- For both commercial and non-commercial purposes, the use of the WBD logo shall be allowed exclusively for products and services that unambiguously contribute to the conservation of bees and other pollinators, to sustainable environmental protection and to biodiversity;
- any deliberate misleading of the consumer, citizens and other persons arising from inappropriate use of the logo (use on toxic products, products not related to the WBD initiative and in other such cases) shall be forbidden;
- in the event that the owner of the logo or an interested party notices an inappropriate use of the logo, they may request the removal of the WBD logo and prohibit its use (written and oral warnings, reporting to supervisory authorities, etc.);
- the responsibility for the correct use of the logo shall be borne by every particular user of the logo.

ENCLOSURE – Graphic aspect