



License and Conditions of Use of RYA 'Think! Wear Your Kill Cord' sticker artwork

The RYA permit use of the RYA Kill cord sticker artwork (“the Artwork”) to clubs, training centres and marinas (each a “Licensee” or “you”) in accordance with this License and Conditions of Use.

The RYA grants to the Licensee a non-exclusive licence to use the Artwork in connection with events or activities connected with powerboating and Personal Watercraft Craft (PWC) safety (the “Approved Activities”). This Licence is personal to the Licensee which may neither assign it nor grant any sub- licences of the rights licensed to it.

The following conditions apply, and are in addition to any instructions or procedures relating to the use of the Artwork that the RYA may publish from time to time. The RYA reserves the right to amend or update the following conditions from time to time at its absolute discretion.

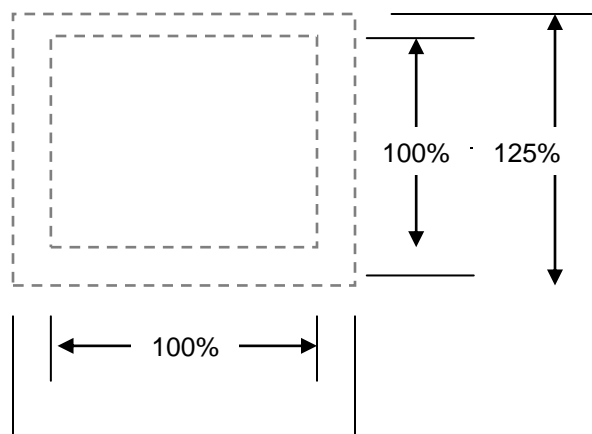
By using the Artwork, you agree to be bound by the following Conditions of Use:

- The Artwork may only be used by the Licensee in connection with Approved Activities. It must not be used by the Licensee in connection with other activities.
- You may display the Artwork on advertising, printed and online marketing materials for the Approved Activity only. For specific conditions and usage in or on other materials, please contact the RYA Communications Manager.
- The RYA Communications Manager can provide you with the Artwork by email. Except for size, you may not alter the Artwork in any manner, including proportions, colours, elements, etc., or animate, morph, or otherwise distort its perspective or two-dimensional appearance.

- The Artwork shall be used in full-colour, positive, and horizontal as shown below. The Artwork must not be reversed out for dark backgrounds. The Artwork must wherever possible be on a plain background, and not on a patterned or graduated background. In some circumstances, placing the Artwork in a plain box may be the only way of displaying the Artwork correctly. The RYA Communications Manager can advise when this might be necessary.



- The colours within the Artwork should conform to the following Pantone references: - Yellow CMYK 1-12-94-0
- The materials and websites on which the Artwork is used must (i) comply with relevant legislation including the British Codes of Advertising and Sales Promotion; and (ii) not contain statements or images which are untrue, misleading, objectionable , tasteless, obscene , offensive or disparaging of the RYA or any other RYA recognised training centre
- The Artwork must stand alone. The Artwork must be given a reasonable amount (ordinarily 125% as illustrated below) of clear space around the artwork separating it from any other object, such as type, photography, borders, edges, and so on. Please refer to the RYA Communications Manager for guidance in relation to specific applications.



← 125% →

- You must not display the Artwork on any materials that disparage the RYA, RYA training or its products or services, infringe any RYA intellectual property or other rights, or violate any intellectual property law of any jurisdiction.
- You must forthwith, and at your cost and expense, correct any specified misuses of the Artwork upon notice from the RYA.

If permission to use the Artwork is withdrawn as a result of breach of this License and these Conditions of Use it shall take effect immediately. Following such withdrawal of permission and forthwith the Artwork shall be removed from any website and stocks of materials bearing the Artwork shall be withdrawn from circulation at your expense.

This Licence shall be governed by the law of England and Wales.

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