

The SnowRoads Brand Charter (the "Charter")

The SnowRoads and the Cairngorms National Park are outstanding places. The brand image should indicate a customer promise to give the best these areas can offer and should inspire high quality, sustainable and authentic experiences, products and services.

Signing up to be a SnowRoads member will grant you use of the SnowRoads brand to help promote your business or event. By becoming a SnowRoads member you are confirming and agreeing to the terms set out below and undertake that:

- We are proud to operate within the SnowRoads and/or the Cairngorms National Park.
- We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.
- We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.
- We will always respect the special nature of the SnowRoads and the Cairngorms National Park and carry out our activities in ways that protect and improve the environment of the area.
- We will work to provide our customers with a distinctive and authentic experience of quality.
- Where possible we purchase goods and services from sustainable sources. We recognise that local products are part of the authentic experience and using them can have a positive effect on the environment.
- We will strive to enhance the reputation of the SnowRoads and the Cairngorms National Park as a great place to live, visit and do business.
- We will not act in any way which will bring the SnowRoads or the Cairngorms National Park or any businesses within it into disrepute.
- We will abide by the Conditions of Use relating to the SnowRoads brand.

Conditions of Use relating to the Snow Roads Brand (the "Conditions of Use")

- We acknowledge that all rights in the SnowRoads brand (including all goodwill relating thereto and the Trade Mark referred to below) (the "Brand") are the exclusive property of the Cairngorms Business Partnership of Inverdrue House, Aviemore, PH22 1QH (the "CBP")
- We are granted no right by CBP to allow other people to use the Brand, and we undertake not to purport or attempt to give other people the right to use the Brand.
- We acknowledge the right to use the Brand is limited to use in relation to products and services which comply with the Charter, these Conditions of Use, and the Brand Guidelines.
- We are granted no right to use the Brand upon the body of any product, such as clothing, mugs or toys, is given. Separate permission must be obtained for such use.
- We acknowledge the Brand must be used only in conjunction with our own brand and not in isolation, or where it is the defining feature of any item or material. Separate permission must be obtained for such use.
- We will not do anything to weaken, damage or devalue the Brand or which is likely to bring CBP into disrepute, examples of which would include creating a logo which is confusingly similar to the Trade Mark, or using the Brand in a context which may be obscene, offensive, blasphemous, illegal, defamatory, fraudulent or affiliated to a political or religious viewpoint.

- We will allow CBP to investigate our use of the Brand on request and will make any changes regarding our use of the Brand which CBP require as a result of this. We will provide any information CBP request in relation to any investigation.
- We agree that we have no rights to the Brand other than as granted in these Conditions of Use.
- We will not apply to register any rights in relation to the Brand in any jurisdiction.
- We acknowledge that rights to use the Brand are being provided on a temporary basis and that CBP may withdraw our right to use the Brand at any time. In such an event we will cease all use of the Brand.
- We acknowledge that rights to use the Brand are being provided on a royalty-free, "as-is" basis and that CBP makes no guarantee in respect of and accepts no liability in respect of (so far as is permissible by law) the use of the Brand (including any non-infringement of third party brands).
- We indemnify and will keep indemnified CBP against any loss, cost, expense, damage or other liability it incurs as a result of our use of the Brand.
- We will promptly notify CBP of any actual, suspected or threatened misuse of the Brand or any claim that use of the Brand infringes the rights of any third party. CBP will have exclusive control of any legal proceedings relating to such matters, and we will provide all assistance CBP require in relation thereto.
- These conditions and the attached Charter shall be governed and construed in accordance with Scottish law and we hereby irrevocably submit to the exclusive jurisdiction of the Scottish courts.

How you can meet and benefit from the SnowRoads Brand Charter

We are proud to operate within the SnowRoads.

Only businesses, products or services located or operating within or within reasonable distance of and/or with relevance to the SnowRoads may be associated with the SnowRoads brand identity. If you're in doubt whether you can be included, just ask.

We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.

Business Gateway is a useful starting point for current requirements for businesses.

We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.

Acting as a chamber of commerce for the Cairngorms National Park, the Cairngorms Business Partnership run and promote a range of training courses and networking events that can help you improve your business. Quality Assurance schemes are a good way to communicate your commitment to quality in a way that customers can trust.



We will always respect the special nature of the SnowRoads and the Cairngorms National Park and carry out our activities in ways that protect and improve the environment of the SnowRoads and the Cairngorms National Park.

Advice on minimising your environmental impact is available from a range of sources, including the Green Tourism Business Scheme and the Energy Saving Trust. You could also consider supporting a local initiative like Cairngorms Nature, Cairngorms Outdoor Access Trust, a wildlife charity or community project.

We will work to provide our customers with a distinctive and authentic experience.

Our SnowRoads digital toolkit offers a range of tools to help businesses promote the area and enhance the visitor experience. Use the tools to promote what makes the area so special and encourage your customers to make an emotional connection and visit again.

Where possible we purchase goods and services from sustainable sources. We recognise that local products are part of the authentic experience and using them can have a positive effect on the environment.

A good place to start if you're looking for local food is the Cairngorms Producer's Directory, available from Cairngorms National Park Authority office.

We will strive to enhance the reputation and promote the Cairngorms National Park as a great place to live, visit and do business.

Learn about the other products and services on your doorstep and across the SnowRoads route and think about where you can make connections. You could also consider getting involved in local community groups and initiatives if you aren't already.