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Conditions for Use of “EatSmart Restaurant Star+” Logos

The “EatSmart Restaurant Star+” Logos are only for use by restaurants participating in the ESR Star+ Campaign. Participating restaurants must agree and comply with the conditions for use and display of the “EatSmart Restaurant Star+” Logos.

Ownership

- The “EatSmart Restaurant Star+” Logos are properties of the DH. They include:



“More Fruit and Vegetables” dish



“3 Less” dish



EatSmart Promotion

Usage

- The “EatSmart Restaurant Star+” Logos should be used for health education and health promotion purposes only.
- The “EatSmart Restaurant Star+” Logos shall be displayed and used in whole and the content of logos cannot be altered.
- The “EatSmart Restaurant Star+” Logos shall be displayed to provide product information and point-of-purchase promotional information to facilitate customers’ selection of healthy dishes.

- The use and display of the “EatSmart Restaurant Star+” Logos on food products manufactured or sold by participating restaurants do not mean that such products are certified, endorsed or approved by the DH.

Request for Approval on Use of “EatSmart Restaurant Star+” Logos in Publicity Materials

- To request for the approval on the use of “EatSmart Restaurant Star+” Logos in other publicity materials other than food menus, participating restaurants should complete the “EatSmart Restaurant Star+” Campaign – Publicity Materials Order Form and submit it together with the artwork in full colour to the Secretariat for approval by the DH.
- Upon receipt of all the required documents for application, the DH shall review the application within ten working days.
- The DH shall approve the use or display of the “EatSmart Restaurant Star+” Logos by the participating restaurants on a case-by-case basis.

Cessation

- Upon withdrawal from the Campaign, participating restaurants shall immediately discontinue the use of “EatSmart Restaurant Star+” Logos and return them to the Secretariat within ten working days.



The DH reserves the right to impose other conditions for use of the “EatSmart Restaurant Star+” Logos at any time as appropriate by which participating restaurants must abide.