

ALWAYS BE NATURING USAGE RULES

Last updated: 1 September 2025

INTRODUCTION

Thank you for downloading the 2025 visual guide for Always Be Naturing (public version), and for your interest in promoting and showcasing positive acts of naturing in New Zealand.

OVERVIEW OF THESE USAGE RULES

There is no cost to you to use the Always Be Naturing identifiers in the visual guide (which we call the “identifiers”). However, in using the identifiers, you will need to follow these usage rules, our visual identity guidelines, and other guidance.

If you wish to use any Always Be Naturing materials that are not included in the visual guide, or if you wish to use the identifiers in a way that is not permitted by these usage rules, you must first obtain our written consent.

If you have any questions about Always Be Naturing, or about these usage rules, please contact us at naturing@doc.govt.nz

ABOUT ALWAYS BE NATURING

We (the Department of Conservation, also known as DOC) are the owner of the intellectual property and goodwill in the “Always Be Naturing” visual toolkit and brand.

Our Always Be Naturing trade marks are the subject of New Zealand trade mark applications.

WHEN THESE USAGE RULES APPLY

By using an identifier, you agree to comply with these usage rules. Please read these rules carefully, as they form a legally binding licence agreement between you and us.

CHANGES TO THESE USAGE RULES

We may change these usage rules from time to time. If we change these usage rules, we will upload the updated version to our website.

The new terms will apply to you 15 days after they have been uploaded. We encourage you to check our website from time to time for updates.

WHAT YOU CAN DO WITH THE ALWAYS BE NATURING IDENTIFIERS

Until we say otherwise, you may only use the identifiers for your personal, non-commercial use to promote or showcase positive acts of naturing.

Examples of how you may use the identifiers include applying the identifier:

- over a video of you and friends walking through nature.
- over an image of you and your family watching TV, sharing that watching documentaries about nature in New Zealand is a great way to get educated (naturing from the couch).
- on an image of you and your colleagues cleaning litter up from the beach. This image can be posted from a business account but cannot be used directly to promote goods or services or in paid advertising.

Your use of the identifiers must also be in accordance with our visual identity guidelines, as updated from time to time.

WHAT YOU CAN'T DO WITH ALWAYS BE NATURING IDENTIFIERS

Unless you have our prior written consent, you must not, and must not encourage anyone else, to:

- modify the identifiers in any way (unless permitted under the visual identity guidelines).
- use the identifiers for any commercial reason, for example in paid media, advertising, or content, or to advertise a business.
- use the identifiers in relation to a political issue or a political party.
- use the identifiers outside New Zealand.
- do anything that could be detrimental to the distinctive character or goodwill of the identifiers.
- do anything that could be damaging to our reputation, or that is inconsistent with our [purpose and outcomes](#), or that is inconsistent with our areas of work.
- do anything that could imply a formal partnership with us.
- do anything with the identifiers that is inconsistent with, or goes beyond, promoting or showcasing positive acts of naturing.

WHEN YOU MUST STOP USING THE IDENTIFIERS

If we tell you to, you must remove all uses of the identifiers within 15 days of us notifying you, or within 24 hours if we believe (acting reasonably) that your use contravenes these usage rules.

YOUR PRIVACY

For information on how we collect, use, and handle personal information that relates to your interactions with DOC websites, please refer to our [privacy and security policies](#).

SOME OTHER IMPORTANT TERMS

These usage rules are governed by the laws of New Zealand. If we give you extra time or leeway to comply with these usage rules, that does not mean that we have waived our ability to exercise any of our rights.