

Preserving Cultural Sensitivity

Lena Smith's artworks are of significant cultural importance. Handle them with the utmost respect and cultural sensitivity.

Specific Use for Curriculum Materials

Lena's artworks are designated for use in curriculum-related materials, particularly on the covers of activity packs, and on promotional materials that supports curriculum. Ensure they are exclusively used in this context.

This can include:

- Promotional flyers – when promoting the program or curriculum related events
- Promotional posters – when promoting the program or curriculum related events
- Graduation certificates.

Lena's images must **not** be used for:

- Promotion of External Events unrelated to HIPPY
- Provider-Specific Promotion (unrelated to HIPPY)
- Apparel, such as T-shirts, hoodies, hats, or any clothing item (unless approved by HIPPY Australia)
- Merchandise, such as tote bags, mugs, keychains, or notebooks etc (unless approved by HIPPY Australia)
- Items intended for sale or profit.

No Alterations:

- Lena's artworks should be treated with utmost respect and integrity. Therefore, no alterations are allowed in any form. This includes:
 - Changing and altering the **colours**
 - Warping the **proportions**
 - **Altering elements** of the original design.

Acknowledgment

All materials featuring Lena's artwork must include the acknowledgment:

"HIPPY Australia acknowledges Lena Smith for the use of her artworks in our new curriculum and promotional materials. Lena Smith is a Kamilaroi Yinarr woman from Moree, NSW."

Mixing Lena's Animals with HIPPY Brand Animals

Combining the two design sets is **discouraged** to maintain a cohesive visual identity. Before mixing the two styles, please contact the Communications team for advice and approval.

Approval

Items featuring Lena's artwork must adhere to the guidelines outlined, and should be submitted for approval before production via the HIPPY Australia inbox.