



## Logo Reproduction Guidelines + Application Form

### Trademark Protection

The City of Victoria's logo has been submitted for registration and protection under the Trademark Act of Canada. Unless written permission has been obtained from the City of Victoria, any use of this logo is prohibited.

### To Access the Logo

Contact the Manager, Corporate Communications (361-0210) to arrange for the format you require (PMT or electronic).

### Colour and Black Only

The logo is available in black and white or two colours. If using the colour version, the v-banner mark is to be printed in process blue and the wordmark is black only.

### Do's and Dont's

- Do not separate the elements
- Do not print in any colours than those specified here
- Do not separate the mark (v-banner) from the text "The City of Victoria"
- Do not reset the type (i.e. the whole thing should be treated as a graphic)
- Do not print the logo smaller than 7/8" x 1/3"

### Quality Control

If using the electronic version of the logo, it needs to be imported and resized. We ask that care be taken to keep the logo proportional.

Event sponsors are requested to send a copy of their draft artwork showing the logo application to the Manager, Corporate Communications for review (fax: 361-0348). It will be reviewed and responded to as quickly as possible.

### Questions?

If you require any additional information, please call Katie Josephson, Manager, Corporate Communications at 361-0210.

# Application to Use the City of Victoria Logo

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**Please complete this form and return it with a copy of the proposed use of the logo to:**

Logo Application, Manager, Corporate Communications  
#1 Centennial Square, Victoria, BC V8W 1P6  
Fax: (250) 361-0348 E-Mail: kjosephson@victoria.ca

## General Information on Your Organization:

Name of Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Type of Organization: \_\_\_\_\_

Relationship to the City:  Event Sponsorship  Jointly Operated Facility  
 Grant Recipient  Partnership

Details: \_\_\_\_\_  
\_\_\_\_\_

## Proposed Use of Logo:

Event Advertising  Participant/Volunteer T-shirts  Other \_\_\_\_\_  
 Temporary Site Banners  Permanent Site Signs  Other \_\_\_\_\_

## How Does the Proposed Use Fit with the following Criteria for Approval (explain each if more than one)?

- Identify ownership of City services, facilities and programs
- Recognize funding provided (in dollars or in-kind) or a mutually beneficial partnership (such as promotion of a City service)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## If you are using the logo for products such as leaflets, educational materials, t-shirts, etc.:

Quantity to be printed: \_\_\_\_\_ For sale or free distribution: \_\_\_\_\_

If for sale, explain the use(s) and indicate how the profits will be used:

\_\_\_\_\_  
\_\_\_\_\_

Distribution by Country: \_\_\_\_\_

**Questions?** Contact Katie Josephson, Manager, Corporate Communications at (250) 361-0210 or email: kjosephson@victoria.ca