City of Victoria Celebrates 150 Years
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On August 2, 1862 the townsite of Fort Victoria was incorporated as the City of Victoria. The work and effort of Victoria’s forefathers and officials laid a clear path for the City of Victoria to thrive, emerging as the Capital City of British Columbia and retaining its prominence as one of the top places to live, work and play in Canada and the world.

In 2012, the City of Victoria will celebrate our rich history and create a window to our equally promising future. It is an opportunity for our community to reflect on 150 years of civic pride and renew our shared commitment to another 150 years as a world-class Capital City.
History in brief

In the spring of 1778, Captain James Cook, R.N., became the first known European to set foot on what is now British Columbia. Permanent European settlement, long delayed, was brought about by the gradual overland penetration of the fur trade companies towards the Pacific Coast. Hence the City of Victoria was founded by the Hudson's Bay Company on March 14, 1843, as a trading post and fort at the location the First Nations people called “Camosack,” or “Rush of Water.”

The Hudson's Bay Company moved its fort from Vancouver on the Columbia River to the southern end of Vancouver Island. On June 10, 1843, it was officially named “Fort Victoria” after the great British Queen. To buttress the British claim north of the 49th parallel, the Hudson’s Bay Company, by Royal Grant dated January 13, 1849, received title to the whole of Vancouver Island, but only on condition that colonization should be undertaken. By midsummer, Chief Factor James Douglas was in residence at Fort Victoria to begin this task. Constitutional history began in 1849 with the creation by the Imperial Government of the Crown Colony of Vancouver Island and on March 11, 1850, Richard Blanshard formally assumed office as Governor of the Colony of Vancouver Island.

The name “Victoria” was adopted when the townsite was laid out in 1852. Victoria was incorporated as a City on August 2, 1862. Thomas Harris was elected (by acclamation) as Victoria's first Mayor on August 16, 1862, and he presided at the City Council's first meeting held on August 25, 1862.

In 1858, gold was discovered on the mainland of British Columbia; miners and adventurers from the gold fields of California and Australia flocked to “Fort Victoria”, which was transformed from a sleepy village into a bustling multicultural, commercial centre. On July 21, 1871, British Columbia became the sixth province of the Dominion of Canada and Victoria was proclaimed the Capital City.

Victoria has been home to some of Canada's most colourful characters in history, including architect Francis Rattenbury, painter and writer Emily Carr, newspaperman and “lover of the universe” Amour De Cosmos, hanging judge Matthew Bailey Begbie and many others, and continues to attract vibrant, creative and talented people from all walks of life.

Today, with an estimated regional population of 326,000, a moderate climate and scenic setting, Victoria has retained a very vital but comfortable quality of life.
Victoria 150 Celebrations

The eyes of the Pacific Northwest will be on the Capital City in 2012 as Victoria celebrates 150 proud years of incorporation. The City of Victoria is working in cooperation with the Greater Victoria Spirit Committee Society to develop a memorable and exciting line-up of 150th anniversary programming for delivery throughout 2012.

The year is intended to be a visual and interactive opportunity that honours and respects Victoria’s proud history and celebrates its bright future. It aims to leverage the city’s natural and historic assets and engage the community in a variety of arts and cultural opportunities spanning the entire year.

The anniversary program will include a wide range of events and projects that embrace Victoria’s rich history and its defining heritage characteristics, while maintaining a current and contemporary view of the future. A focus on arts and culture, community and neighbourhoods, volunteers and community partners is key to the anniversary-year programming.

Anniversary Day Events – August 2, 2012

• **Ceremonial Meeting in Council Chambers** – A short ceremonial meeting will be held in Victoria City Council Chambers with public officials and invited guests.

• **Public Ceremony** – Following the private ceremonial meeting in Council Chambers, an official public ceremony will take place on the Spirit Square stage, including a First Nations welcome, speeches by the Premier, MLA’s, MPs, Mayor, dignitaries and special guests.

• **150Forward Community Celebration** – A free, family friendly afternoon event in Centennial Square will follow the public ceremony. This will be a fun, community party including food, music, clowns, performances, cake, children’s activities and more.

• **Anniversary Gala at Crystal Garden** – A formal reception and dinner with musical entertainment will be held for dignitaries, invited guests and Twin Cities delegates at the historic Crystal Garden.
Anniversary Programs and Events

The Victoria 150 identity will be incorporated into virtually everything the City of Victoria does in 2012. This will include street banners, high profile signage, festivals and special events, community partnerships, and promotional products and campaigns. City programs and activities will be tailored to the anniversary wherever possible and appropriate, to maximize resources and create a well-rounded, highly visual celebration year.

The City and the community will work together to present a wide range of exciting events, programs and initiatives.

“History2Life” – Historical Interactive Performance Company
Part cirque-style street performers, part City ambassadors, these professional, creatively costumed performers will participate in parades and illustrate Victoria’s history through their presence at civic events. Recognizable characters will be interpreted through circus style performers that include stilt-walkers, magicians, giant puppets and more, who will add excitement, life and energy to every function they attend.

“Victoria City Hall: 150 Years” – Commemorative Booklet and Web Pages
The Victoria Civic Heritage Trust will create a high-quality commemorative book and web pages featuring the historic architecture and site development of Victoria’s City Hall. This project involves production of a 40–50 page book and companion web pages to commemorate the history and development of Victoria City Hall over the past 150 years. This project is made possible through the support of Canadian Heritage and the Greater Victoria Spirit Committee.
<table>
<thead>
<tr>
<th>Symphony Splash Celebrates Victoria 150</th>
<th>Victoria Day Parade 150 Anniversary Edition</th>
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<tr>
<td>In 2012, Symphony Splash will include a heritage-theme site including music and instruments from Victoria’s past, a collaborative children’s art project capturing the City’s history, and a commissioned music piece which will be performed by the Victoria Symphony as part of the Splash concert.</td>
<td>The 2012 parade will encompass the theme of 150 years, and will be bigger and better than ever in honour of the occasion! Look for the City’s own Victoria 150 parade entry and hundreds of other thematic and celebratory entries in everyone’s favourite parade.</td>
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<tr>
<th>Canada Post Commemorative Envelope</th>
<th>Unity 150</th>
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<td>The City of Victoria was successful in its request to Canada Post to include the 150th Anniversary in Canada Post’s commemorative envelopes program in 2012. Printed in limited quantities, these commemorative envelopes feature a stamp with a unique pictorial postmark.</td>
<td>On Monday, August 6, 2012, the City of Victoria will co-host a special anniversary party in partnership the United Way of Greater Victoria, which celebrates its 75th anniversary in 2012. This fun, family oriented event will include hands-on interactive activities, live music and roving performers, refreshments and a top level concert.</td>
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<tr>
<th>Victoria 150 Public Art</th>
<th>Fort Victoria</th>
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<tr>
<td>The City of Victoria will commission a special piece of art in commemoration of the 150th anniversary, through its Art in Public Places process.</td>
<td>This fun event will register the universal appeal of ‘forts’ while paying tribute to Victoria’s start as Fort Victoria, a Hudson’s Bay Company outpost, which is the basis for the modern City of Victoria. A one-day ‘fort’ building contest for all ages, to be held in or near Bastion Square (home of the original Fort Victoria), and close to the site of the original Hudson’s Bay company garden, now the site of The Bay Centre. Teams can register to design and build the best ‘fun fort’ to be judged by a panel of celebrity judges. Plan to take part in this fun and interactive event and connect with Victoria’s history in a brand new way.</td>
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150 People and Places – Grant Opportunities

1) Addressing Art and Heritage
This exciting and unique art and cultural grant program project will highlight iconic locations and addresses in Victoria by encouraging and supporting the creative interpretation of their significance by artists of all disciplines. The result will be an exciting, dynamic and inspiring range of artistic endeavours that will bring to light the beauty and history of Victoria's most valued spaces.

2) My Community Celebrates 150!
This grant program is designed for neighbourhood association, community groups and community based non-profits to produce their own participatory celebration or project.

Both grants are made possible by the support of Canadian Heritage and the Greater Victoria Spirit Committee.

Call for Proposals – 150 People and Places:
1) Addressing Arts and Culture
The Greater Victoria Spirit Committee welcomes proposals from artists and arts groups for projects that will celebrate the City of Victoria's 150th Anniversary through creative expression. The mandate of the project is to create a link between historically significant or iconic locations in the city and inspired creative expression, for the enlightenment and enjoyment of the public. The outcome will be to illuminate aspect of the city's physical assets and architecture and draw attention to our history while showcasing the artistic talent of the region.

This exciting and unique art project is intended to encourage and support creative interpretation of significance by artists of all disciplines. The desired result is an exciting, dynamic and inspiring range of artistic endeavours that bring to light the beauty and history of Victoria's most valued spaces, and its proud history and bright future.

Artistic expression may include sculptures on site, lighting installations or projections on buildings, photography or paintings of featured locations (displayed on site or elsewhere), en plein aire paint-in events, site specific theatre, dance or musical performance, pop-up theatre festival, or other. The connection to the location may be direct (on site) or implied (through subject matter).

Call for Proposals are open to individual artists, collectives or established arts groups. There must be a professional artist to lead the project. Community artists and students may contribute under the leadership of an established professional.
• All artistic disciplines are eligible, including but not limited to, visual art – including paint, sculpture, mixed media and photography, performance disciplines including theatre, dance, music and performance art, as well as new art forms, including multimedia and lighting.
• Artists or arts groups must reside or operate primarily within the Capital Region
• All projects must be intended for public presentation in some manner.
• All projects must be linked to a specific location, and rationale for the selection and relationship to the art creation provided.
• In the case of performing arts, remounts may be considered if the artistic merit and rationale for doing so is proven.
• Artists must take responsibility for all permits, licences and required permission related to the location and the creation, installation and/or presentation of their project.
• Grants for selected projects may form all or part of the funding required to complete the project. Applicants’ budgets must clearly show all possible and confirmed sources of funding. Projects not completed due to budget shortfalls will be subject to mandatory return of grant funds.
• Budget would be determined by scope of individual projects to a maximum contribution.
• Projects may involve emerging artists, youth or the community at large in the creation or completion, but must be led by at least one professional artist with an established reputation, proven ‘portfolio’ and a recognized history of completion.
• Projects must be completed and presented no later than December 31, 2012, with the primary focus being on the period between May and October 2012.
• The Greater Victoria Spirit Committee must be acknowledged, and Victoria 150 branding displayed in some manner, used where appropriate and possible for recognition of support received and to create association with the sesquicentennial celebrations.
• Project grants range from $1,000 to a maximum of $20,000.

Criteria for Selection:
Projects will be assessed by a jury made up of the Greater Victoria Spirit Committee Society and several jurors from the broader community. Projects will be assessed on the following criteria:

Quality: The overall quality of the concept – creativity, originality (40%)

Feasibility: Logistical and financial consideration, including a detailed TIMELINE and detailed BUDGET, outlining all expenses and sources of revenue (30%)

Credibility: The artist or arts group’s history of past creation, established ability to deliver (20%)

Accessibility: Degree of access to the public (i.e. free vs. ticketed, public vs. private, small venue vs. public space, etc.) as well as the overall impact on community (inclusion of volunteers, emerging artists, audience, etc.) (10% )

CONTINUED >
Call for Proposals – 150 People and Places:  
Addressing Arts and Culture, continued

Sites for consideration (addresses) may include but are not limited to:

• Carnegie Library
• Carr House
• Chinese Cemetery
• Chinese Imperial School
• Craigdarroch Castle
• Jewish Synagogue
• Lower Johnson
• Market Square
• Maynard Studio
• Ross Bay Cemetery

• St. Andrew's Presbyterian
• St. Ann's Academy*
• Stone Bridge in Beacon Hill Park
• Temple Building
• Weiler Building
• The Empress Hotel
• The Inner Harbour and Causeway
• Bastion Square
• Market Square
• Centennial Square

Deadline for proposals: January 15, 2012
Selection and Announcement: January 30, 2012
Completion of projects: May 2012 to December 2012

Proposals should be submitted to:
The Greater Victoria Spirit Committee
Attention: 150 Coordinator
c/o Suite 121–1925 Blanshard Street
Victoria, BC V8T 1J5

Call for Proposals – 150 People and Places:  
2) My Community Celebrates

The Greater Victoria Spirit Committee welcomes proposals from community groups or neighbourhood associations who would like to hold an event or celebration, create a project or contribute to a legacy for their community. Approved projects may include (but are not limited to) hosting anniversary block parties or community dinners, the creation of community based art projects or the development of printed materials or video projects that demonstrate a significant connection to the City’s history and the anniversary of incorporation. The desired outcome is to involve the community in the celebration and to be reflective of the values and interests of the City’s citizens at a grass roots level.

Call for Proposals are open to community groups, non-profit organizations, neighbourhood associations and educational institutions.
• Groups must reside or operate primarily within the Capital Region
• Groups must take responsibility for all permits, licences and required permission related to the location and the creation, installation and/or presentation of their project.
• Grants for selected projects may form all or part of the funding required to complete the project. Applicants’ budgets must clearly show all possible and confirmed sources of funding. Projects not completed due to budget shortfalls will be subject to mandatory return of grant funds.
• Budget would be determined by scope of individual projects to a maximum contribution.
• Projects must be completed no later than December 31, 2012, with the primary focus being on the period between May and October 2012.
• Project grants range from $500 to a maximum of $5,000.
• The Greater Victoria Spirit Committee must be acknowledged, and Victoria 150 branding displayed in some manner, used where appropriate and possible for recognition of support received and to create association with the sesquicentennial celebrations.

Criteria for Selection:
Projects will be assessed by a jury made up of the Greater Victoria Spirit Committee Society and several jurors from the broader community. Projects will be assessed on the following criteria:

Quality: The overall quality of the concept – creativity, originality, relevance (40%)
Feasibility: Logistical and financial consideration, including a detailed TIMELINE and detailed BUDGET, outlining all expenses and sources of revenue (30%)
Credibility: The group’s established ability to deliver (20%)
Accessibility: Degree of access to the public (i.e. free vs. ticketed, public vs. private, small venue vs. public space, etc) as well as the overall impact on community (10%)

Deadline for proposals: Friday, February 3, 2012
Selection and Announcement: Friday, February 17, 2012
Completion of projects: May 2012 to December 2012

Proposals should be submitted to:
The Greater Victoria Spirit Committee
Attention: 150 Coordinator
c/o Suite 121–1925 Blanshard Street
Victoria, BC V8T 1J5
Sponsorship Opportunities

The City of Victoria welcomes the business community to participate in and support the events and celebrations associated with the anniversary in 2012, to build customer loyalty and community connections through events and activities which promote and celebrate our proud history and bright future.

Event sponsorship opportunities for cash and in-kind support exists for specific events including:

- Fort Victoria (Date TBA – July 2012)
- 150 Forward Community Celebration (August 2, 2012, afternoon)
- Anniversary Gala at Crystal Garden (August 2, 2012, evening)
- Unity 150 (August 6, 2012, afternoon)

Media sponsorship packages can be tailored to specific events or to the overall anniversary programme.

Organizations or businesses interested in learning more about partnering with the City for these exciting activities are requested to please contact:

**Alice Bacon** (Event Sponsorship)
150th Anniversary Coordinator
City of Victoria
T 250.361.0358
E abacon@victoria.ca

**Katie Josephson** (Media Sponsorship)
Director of Corporate Communications
T 250.361.0210
E kjosephson@victoria.ca
CITY OF VICTORIA
150th Anniversary Branding and Licensing Guidelines for Products and Services

General Information:
Licensing programs are agreements that grant rights of use of trademarks or logos, imagery, themes, and emblems to companies to produce products that commemorate an event. The goals of the City of Victoria 150th licensing are:
1. To promote the 150th brand image consistently and widely;
2. To express the unique culture of the community by offering a variety of products and initiatives;
3. To showcase locally based enterprises;
4. To engage the broader community, including the business sector in a creative opportunity to celebrate and honour the City of Victoria’s 150th anniversary.

Coordination of the logo usage requires that only products and services that are appropriate to the look, feel, and significance of the event will be permitted to make an association with the anniversary. Therefore, it is requested that interested parties submit a simple but detailed request form for use of brand materials, naming rights or signature products associated with the 150th Anniversary. Please note it is not necessary to utilize the logo to participate in 150th activities. It is an option to leverage and increase awareness. However, if the logo is to be used it requires approval.

Please outline a brief proposal that addresses the following:

Business/Organization Name: _____________________________________________________________________________________________________

Business Address: __________________________________________________________________________________________________________________

Contact Name: _________________________________________________________________ Phone Number: ________________________________

Email address: _____________________________________________________ Website: ____________________________________________________

Please describe the product or service you would like to associate with the City’s 150th Anniversary.

What is the product title? ___________________________________________________________________________________________________________

How does this product or service tie in to the City’s 150th Anniversary? ________________________________________________________________

_______________________________________________________________________________________________________________________________________

How will this product or service be marketed to the public? _____________________________________________________________________

When will it be made available? ____________________________________________________________________________________________________

Where will it be offered or sold? _________________________________________________________________________________________________

Would you require use of the 150th logo in your design or packaging? □ Yes □ No

Please describe or show the graphic elements that will be used in packaging if possible.

_______________________________________________________________________________________________________________________________________

_______________________________________________________________________________________________________________________________________

Have you read the the logo use guidelines (style guide)? □ Yes □ No

Use of the brand is subject to the City of Victoria’s licensing agreement (attached), and must adhere to the style guide for the City of Victoria 150th logo.

If you have any questions, please do not hesitate to contact:
Alice Bacon, City of Victoria 150th Coordinator
T 250.361.0358
E abacon@victoria.ca
Trade-mark Licence Agreement

Date of Agreement: _____________________________, 2011

BETWEEN:

THE CORPORATION OF THE CITY OF VICTORIA
#1 Centennial Square
Victoria, B.C. V8W 1P6
(the “Owner”)

AND:

Full legal Name(s): ______________________________________________________
Incorporation No. (if applicable): ________________________________________
Business Name (if different): _____________________________________________
Address: ________________________________________________________________
(the “Licensee”)

WHEREAS:

A. The Owner is a municipality and will be celebrating its 150th Anniversary in the calendar year 2012 (the “Anniversary”);
B. The Owner is the owner of certain trade-marks set forth in Schedule “A” hereto, together with such other trade-marks, trade names, slogans, designs, logos, symbols, graphics, get-up and other proprietary identifying characteristics as the Owner may from time to time own (the “Marks”); and
C. As part if its Anniversary celebrations, the Owner will grant to third-parties a non-exclusive license to use the Marks on products that commemorate the Anniversary and are authorized by the Owner (the “Products”) pursuant to this License Agreement.

THEREFORE, the parties hereto covenant and agree with each other as follows:

1. LICENCE

1.1 Non-Exclusive Licence – In consideration of an annual royalty of $1 payable by the Licensee to the Owner, the Owner grants to the Licensee, on the terms and subject to the conditions of this agreement, a non-exclusive licence to use the Marks in association with the Products (the “Licence”). For greater certainty, the Licensee acknowledges that its right to use the Marks is derived solely from this Agreement and is limited to use of the Marks only in association with the Products in compliance with this Agreement.

1.2 Term – The term of the Licence is one year commencing January 1, 2012 and ending January 1, 2013.

1.3 Property of Owner – The Licensee acknowledges the validity of the Marks and the Owner’s sole ownership of the Marks. The Licensee further acknowledges that the Marks are and will remain the sole property of the Owner, and that all benefits and goodwill associated with the use of the Marks by the Licensee will enure entirely to the Owner.

1.4 Cooperation – The Owner and the Licensee will cooperate to protect, preserve and enhance the Marks and the Owner’s interest therein, and, accordingly, the Licensee will promptly execute and deliver to the Owner all documents that the Owner determines are necessary or advisable from time to time.

1.5 Notice of Ownership and Licence – The Licensee will ensure that marked on the packaging of each of the Products themselves is a conspicuous statement, in such forms as the Owner may specify from time to time, providing notice to the public that the Marks appearing thereon are trade-marks owned by the Owner and are used under licence, and the Licensee will ensure that every use of and reference to any of the Marks is accompanied by such statements.

1.6 Use of Marks – The Licensee will:

(a) Ensure that, at the time of transfer of the property in or possession of each of the Products in the normal course of trade, the Marks are marked on the Products;
(b) Use the Marks only in association with the Products (and not any other products, wares or services) and only within British Columbia;
(c) Use only the Marks, and not any other trade-mark, trade name, product name or any other means of designation or identification, in association with the Products;
(d) Not alter any of the Marks in any way;
(e) Not use any of the Marks in any manner that may constitute a representation that the Licensee is the owner of any of the Marks;
(f) Ensure that, in all instances in which any of the Marks appear, each is followed by TM or ®, as required by the Owner;

(g) Provide to the Owner promptly upon each request and prior to the transfer of the property in or possession of each of the Products, representative current packaging and copies of material on which any of the Marks appear;

(h) Adopt and use (at the Licensee's own cost) such additional Marks and changes to Marks, and to discontinue using Marks, as directed by the Owner from time to time; and

(i) Use the Marks only as permitted by the Owner from time to time.

1.7 Good Faith Covenants – The Licensee will not itself and will not assist, permit or encourage any third party whatsoever, in or with respect to any jurisdiction whatsoever, to do anything or omit to do anything that might jeopardize or infringe any of the Marks or the Owner's rights relating to any of the Marks, to oppose or otherwise challenge the validity of any of the Marks or the Owner's rights relating to any of the Marks, or to use any trade-mark or other characteristic that incorporates any feature of, is derived from, or is confusingly similar to any of the Marks.

1.8 Infringement and Claims – If the Licensee becomes aware of:

(a) Any third-party use of any trade name, trade-mark or advertising that might reasonably amount to infringement of any of the Marks or to unfair competition or passing-off, the Licensee will immediately report the particulars of such uses to the Owner;

(b) Any application to register any trade-mark that could conflict with any of the Marks or any allegation that any of the Marks is invalid, infringes any third-party rights or is open to any other form of attack, the Licensee will not make any admission regarding any allegation and will immediately report the particulars of such matters to the Owner.

The Owner will have sole conduct of all third-party litigation and negotiations relating to the Marks and will have no liability to the Licensee for failure to defend or prosecute any proceedings. The Licensee will assist in such litigation and negotiations as the Owner may require.

1.9 Character and Quality Control – The Licensee acknowledges that the Owner has control over the character and quality of the Products, and the Licensee will:

(a) Ensure that all Products sold or marketed are approved by the Owner in writing and conform to the standards of character and quality set by the Owner from time to time; and

(b) To withdraw from the market any and all Products that fail to conform to the standards of character and quality set by the Owner from time to time or do not otherwise comply with the Owner’s terms of approval.

1.10 Assignment to Owner – The Licensee absolutely and irrevocably assigns and transfers to the Owner all right, title and interest that the Licensee may now have or may later acquire in the Marks and all related goodwill. The Licensee will promptly do all such further acts and execute (under seal if so requested) and deliver to the Owner all such further documents as the Owner determines are necessary or prudent to further effect, register or perfect this assignment.

1.11 Disclaimer – The Owner makes no representation or warranty to the Licensee regarding any of the Marks (including without limitation those regarding ownership, registrability, validity and whether or not any of the Marks infringe the rights of third parties), and the Licensee waives all rights and claims regarding the Marks that the Licensee would otherwise have or acquire.

2. TERMINATION

2.1 Early Termination – Notwithstanding the term of the License and any provision of this Agreement to the contrary, the Owner will have the right to terminate the Licence, without prejudice to any other rights or remedies available to the Owner, immediately if the Licensee breaches any provision of this Agreement and such breach continues for a period of 10 days after written notice thereof has been given to the Licensee.

2.2 Obligations on Termination – Upon termination of the Licence for any reason whatsoever: (a) the Licensee will immediately discontinue using the Marks; and (b) any and all rights in and benefits from any or all of the Marks that may have accrued to the Licensee pursuant to the laws of any jurisdiction will be automatically assigned and transferred from the Licensee to the Owner without any action required on the part of the Licensee or the Owner.

2.3 Survival of Obligations – All agreements, covenants, liabilities and obligations of the Licensee pursuant to this Agreement that arise before the termination of the Licence or that by their nature will or may require all or part of their fulfillment or performance after the termination of the Licence will (whether or not so stated in the provisions of this Agreement) survive the termination of the Licence and this Agreement and remain in full force and effect for the benefit of the Owner thereafter.
3. GENERAL

3.1 Indemnity – The Licensee will indemnify and save harmless the Owner from and against any and all losses, damages, injuries, liabilities, obligations and costs (including without limitation legal costs on a solicitor-and-client basis) that may be incurred by or claimed against the Owner as a result or arising out of any and all uses of the Marks by the Licensee and any and all breaches by the Licensee of this Agreement.

3.2 Injunctive Relief – The Licensee acknowledges that a breach by the Licensee of this Agreement would cause the Owner irreparable harm for which damages would not be an adequate remedy and, therefore, the Licensee agrees that, in addition to all other rights and remedies, the Owner will be entitled, with respect to each such breach, to injunctive relief against the continuing or further breach by the Licensee without the necessity of proof of actual damages.

3.3 Governing Law and Jurisdiction – This Agreement is to be governed and interpreted in accordance with the laws of British Columbia and the laws of Canada applicable in British Columbia, and the parties hereto attorn to the jurisdiction of the courts of competent jurisdiction of British Columbia in any proceeding hereunder.

3.4 Whole Agreement – This Agreement contains the entire agreement between the parties hereto, and this Agreement may not be varied except by written instrument signed by both of the parties hereto.

3.5 Enurement – This Agreement will enure to the benefit of and be binding upon the parties hereto and their respective heirs, executors, administrators, successors and assigns.

3.6 Independent Advice – The Licensee acknowledges having been advised to obtain independent legal advice with respect to this Agreement and has done so or has considered doing so and, in the Licensee’s sole discretion and judgment, has decided that such advice is not necessary.

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<th>THE CORPORATION OF THE CITY OF VICTORIA</th>
<th>LICENSEEE:</th>
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<td>PER:</td>
<td>(Print Legal Name)</td>
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<td>Authorized Signatory</td>
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<td>or (if a corporation)</td>
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<td>I/We represent that I/we have the authority to bind the company.</td>
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Logo Guidelines

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Introduction | Overview of Victoria 150 Logo

For it to be an effective identifier the Victoria 150 logo must have a consistent appearance wherever and however it is used.

The purpose of these Graphic Standards is to guide the correct use of the Victoria 150 logo and other visual representations. It will serve as a resource to develop print materials, signage, advertising and vehicle identification for the City of Victoria.

It is critical that each time the public comes in contact with the City, our identity is communicated in consistent, visual terms. To ensure correct usage of the Victoria 150 logo, refer to this manual and use only approved files. For more information, contact the Corporate Communications Office.

If you are in doubt about the appropriate use of the logo or any other elements related to corporate identity, please contact the Corporate Communications Office at 250.361.0544.

Key Definitions

**Logo**
A logo is a name, symbol, or trademark designed for easy and definite recognition. Victoria 150 logo consists of the symbols and ‘150 Victoria’ wordmark used together. Also known as ‘identity’.

**Mark**
A mark is a specially designed visual element used as a primary identifying tool. The symbols are the Victoria 150’s marks.

**Wordmark**
A wordmark is a stylized treatment of an organization’s name. The word ‘150’ and ‘Victoria’ that accompany the symbols make up the Victoria 150’s wordmark.

**Screen/Tint**
A screen/tint is a percentage or shade of 100% colour.

**Reversed-out**
Reversed-out is a term which refers to text that is knocked out or reversed-out of a dark background so that the type appears in the colour of the paper, typically white.

**Pantone/Pantone Matching System (PMS)**
A popular colour matching system is used by the printing industry to print spot colours. Pantone colours are identified by either by number or name.
The Logo | Basic Elements

The Victoria 150 logo consists of two elements:

1. Symbols
2. Wordmark

These elements must never be altered or redrawn in any way and should never appear separately.

File types for use

There are two different logo files available, depending on usage:

- **JPEG**: This is for use in most web and word processing applications. Compatible with MS Word, PowerPoint and Excel.
  
  For applications that require a bitmap (pixel based) version of the logo.

- **EPS**: For offset printing and signage applications. Compatible with Illustrator and InDesign.
  
  For all applications that require a vector version of the logo.
The Victoria 150 logo is most commonly reproduced in process colour. These colours have been carefully selected and should not change from one application to another.

For Process Colour (CMYK) Applications
1. Blue: $C = 100, M = 20, Y = 4, K = 18$
2. Pink: $C = 12, M = 100, Y = 0, K = 0$
3. Yellow: $C = 0, M = 30, Y = 99, K = 0$
4. Green: $C = 67, M = 0, Y = 98, K = 0$
5. Black: $C = 0, M = 0, Y = 0, K = 100$

For Spot Colour Applications
1. Blue: PMS 307
2. Pink: PMS 233
3. Yellow: PMS 7408
4. Green: PMS 369
5. Black: Black

For Web Applications (RGB)
1. Blue: $R = 0, G = 117, B = 176$
2. Pink: $R = 197, G = 0, B = 132$
3. Yellow: $R = 242, G = 175, B = 0$
4. Green: $R = 88, G = 166, B = 24$
5. Black: $R = 0, G = 0, B = 0$

Electronic image files for the logo and all departmental logos are available from Corporate Communications Office. To ensure logos have not been modified, these are the only files that should be used.

1. CMYK is the acronym for the four basic ink colours used in four-colour process printing: Cyan, Magenta, Yellow and Black.
2. This is a colour that is reproduced using a single ink. Spot colour swatch books and links are provided by companies such as Pantone. (PMS is the common term for Pantone Matching System.)
3. RGB is the acronym for the basic additive colour model used for colour video display, as on a computer monitor: Red, Green and Blue.
The Logo | Black and White Reproduction

For black and white reproduction, please use the logo in black only.

Do not reproduce any part of the logo in less than 100% solid black. Do not use screens or shading.

Occasionally, the logo may need to be reproduced on a black or dark background or on an image. Use the reversed out (white) version of the logo in these circumstances.
The preferred backgrounds for the Victoria 150 logo are white and black. The full colour version of the logo must always appear as shown depending on background colour.

The full colour version with ‘150’ in black (Figure 1) is only used on a white background, and the version with ‘150’ reversed (Figure 2) is only used on a black background.

Occasionally, the logo may need to be reproduced on a colour background. To avoid poor reproduction, colour clashes and general inconsistency in these cases, please use either the reversed-out (white) or the black only version.

Note: The logo may not appear over a photograph (see Incorrect Usage page xx).

If you have any questions regarding the use of the logo, please contact Corporate Communications.
The Logo | Spatial Relationships

The logo was designed to appear on a white background and in colour whenever possible. It is important that an appropriate amount of white space or ‘buffer space’ be left to separate the logo from other design elements (such as photos, text, or other partner logos).

Minimum Space Requirements:
The logo should be reproduced with a minimum buffer space around it equal to the x-height of the wordmark (FIGURE 1).

Logo Sizing:
The minimum size that this logo should appear in any application is 2.794 cm/1.1" wide (FIGURE 2).

Resizing the Logo:
**MS Word:** Hold the SHIFT KEY down while you click and drag the lower corner of the logo to reduce or enlarge proportionally.
Often, the City of Victoria logo will appear alongside other logos (for example, in sponsorship ads and partnership materials). It is important that it is used correctly and consistently by external sources.

The preferred positioning of the logo is to the left of other logos. When possible, the logo should appear in full corporate colour. If other levels of government are present, we may defer to orders of protocol.

The logo should always be the same size or larger than other logos. The distance between logos should not be less than the x-height City of Victoria wordmark (Figure 1).
The Logo | Incorrect Usage

Always use the electronic image files available to you. The logo should never be rebuilt or recreated. This will ensure that the Victoria 150 logo appears correctly and consistently wherever it is used.

Do not reproduce the logo from photocopies, printed materials, scanned images or other sources, as reproduction quality will be poor.

You may:
- Resize the logo to suit your application (as long as you do not make it smaller than 2.794 cm | 1.1” wide). If you are unsure how to resize proportionally, please consult the help menu of the software program you are using; and
- Print the logo in black, white, or full colour.

Do not:
- Alter the logo in any way;
- Stretch or distort the logo;
- Change the colour;
- Reset the type in the wordmark;
- Separate the V-banner from the wordmark;
- Use the logo smaller than specified;
- Use the logo in any colour not specified;
- Use the logo on any angle other than horizontal;
- Use the logo without correct buffer space;
- Use the logo without the wordmark;
- Place the logo over photographic background;
- Place the logo over a pattern or gradient background;
- Add any additional words; and
- Add any clip art.

Unacceptable Logo Usage: samples
Contact Information | Logo Application

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