

## **Policy for Any Use of the British Columbia Persons With AIDS Society (BCPWA) Name and Logo by Persons and Organizations other than BCPWA**

The British Columbia Persons With AIDS (BCPWA) Society's name and logo are solely owned by BCPWA, 2<sup>nd</sup> flr, 1107 Seymour Street, Vancouver, BC, V6B 5S8. Use of said name and logo is granted only under the terms and provisions of this agreement and use policy.

BCPWA reserves the right to change these guidelines at its discretion. BCPWA also reserves the right to immediately terminate permission to use its name and logo to anyone not following these guidelines.

The use of the BCPWA name and logo must be authorized by BCPWA and is meant to note a specific relationship between BCPWA and an individual, organization or business that works with BCPWA for the benefit of enabling persons living with AIDS and HIV disease to empower themselves through mutual support and collective action.

Use of the BCPWA corporate name and logo may be granted by BCPWA to any person, individual or corporation, upon request

BCPWA must approve all intended use(s) of the BCPWA name and logo including:

- Print media including use(s) on business cards, advertisements, letterhead, news stories or in any similar manner prior to printing or usage.
- Broadcast media including TV commercials, public service announcements and any other form of usage.
- The Internet - if the BCPWA name and logo appear, there must always be an active link to BCPWA's official website: [www.bcpwa.org](http://www.bcpwa.org) (exception may be granted in extenuating circumstances). BCPWA may visit participating websites to check on compliance with these guidelines. In addition, BCPWA may terminate such permission and/or linkage at any time.

Only the BCPWA name and logo as seen on BCPWA's website and printed documents have been approved by BCPWA for use. The individual or organization agrees to use the version of the BCPWA symbol as illustrated. It may be displayed at a different size than the original, but all the elements of the BCPWA name and logo must be recognizable and only changed in size proportionally. The logo may be reproduced in the approved color scheme or in the black and white version.

When external sources request logo use in advertising, whether print, broadcast or electronic media, the BCPWA logo and name should not be the dominant element in the advertisement. An initial proof for printed use must be provided to BCPWA Communications for review prior to printing.

By using the BCPWA name and logo, the user agrees to these terms and conditions. Use of the BCPWA name and logo in violation of these terms shall be considered unauthorized use and subjected to appropriate legal remedies shall be available to Persons With AIDS Society of British Columbia.

Logos are available electronically by contacting the Director of Communications and Education at [info@bcpwa.org](mailto:info@bcpwa.org).

Accepted per board motion December 10, 2003