



Ontario's West Coast

HURON COUNTY • CANADA

Application to Use Ontario's West Coast Logo

Both the Ontario's West Coast logo and the components contained within the logo are registered trademarks of the County of Huron and should not be used by third party organizations without the written permission of the Clerk of the Corporation of the County of Huron.

Upon approval of logo use, a Brand Standards Guide will be supplied. It provides clear directions on how to use the logo. It includes colour standards, size restrictions, proper placement and clear space requirements.

Please complete and return this form, including a copy of the proposed use of the logo to:

Logo Application

Corporation of the County of Huron
Clerk's Office
1 Court House Square
Goderich, Ontario
N7A 1M2
Email: huronadmin@huroncounty.ca
Phone: 519.524.8394, Ext. 1

General Information

Name of Organization

Contact Name

Contact Phone

Contact Email

Contact Address

Type of Organization

Relationship to County of Huron

Event Sponsor

Jointly Operated Facility

Grant Recipient

Partnership

Details of Intended Logo Use

Terms and Conditions

The Corporation of the County of Huron (herein referred to as the “Corporation”) hereby grants to the party identified below a non-exclusive, non-transferable license and permission to use and display the Ontario’s West Coast Logo (herein referred to as the “logo”) subject to the party agreeing to the following terms and conditions:

1. The party to this undertaking shall use and display the logo only in the form and in accordance with the specifications shown on, and for the purpose set out on Schedule “A” to this undertaking.
2. The party to this undertaking shall at all times use his/hers/its best efforts to preserve the distinctiveness, value and validity of the logo and without restricting the generality of the foregoing, shall not, without the Corporation’s consent,
 - a. Make any alteration to the logo;
 - b. Use or adapt the logo as part of another graphic symbol or mark;
 - c. Use the logo in proximity to or in conjunction with another graphic symbol or mark;
 - d. Use the logo for any commercial purpose whatsoever; or
 - e. Use the logo for any purpose other than as described on Schedule “A” to this undertaking.
3. If the Corporation so requests, the party to this undertaking shall in his/her/its use and display of the logo include a notice or other indication to the effect that the logo is the property of and is used by the party under authorization from the Corporation.
4. During the term of this undertaking, the party to the undertaking shall not grant permission to any other person to use the logo.
5. The party to this undertaking shall during the term hereof make available to the Corporation, without expense to the Corporation, samples of any type of product or service material on or in which the logo is used or displayed.
6. It is hereby acknowledged by the party to this undertaking that the Corporation assumes no liability in respect of the party’s use of the logo and in that regard the party to this undertaking hereby agrees to save the Corporation harmless.
7. The permission granted by this undertaking shall be for a period of two (2) years from the date hereof, or for the period of use described in Schedule “A” to this undertaking, whichever is shorter.
8. This undertaking shall terminate immediately upon an event of default specified in paragraphs 1, 2, 3, 4, 5, 6, or 7 of this undertaking where no remedy of such an event of default is completed by the party to the undertaking of such time as is specified in writing by the Clerk of the Corporation to the party to the undertaking.

Acceptance of Conditions

I hereby accept all of the conditions with respect to the use of the logo that are set out in paragraphs 1 to 8, inclusive, of this undertaking.

Dated at _____, Ontario this _____ day of _____, 20____

Name (and title if
applicable)

Signature

Approval

The following to be completed by County of Huron staff.

Application **APPROVED**

Application **DENIED**

Name of Approver

Position of Approver

Signature of Approver

Schedule A

Criteria for Supplying Logo

The County of Huron will only provide its Ontario's West Coast logo in the event you meet one of the following criteria. Please check the option(s) that applies.

Your organization/program/event currently receives monetary support from the Corporation of the County of Huron.

Your organization/program/event currently receives in-kind support from the Corporation of the County of Huron.

Unfortunately, if you do not qualify within one of these categories, we are unable to grant you permission to use the corporate trademark logo or any of the logo's trademarked individual components.

Use of Logo

This application for permission to use the Ontario's West Coast logo is with respect to:

Print marketing/promotional material and/or informational or educational literature. Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc.

A mock-up/sample layout of the intended logo use is attached.

Electronic publication(s), for example, a website, on-line newsletter or video.

Please describe

Other, for example, clothing, pennants, coffee mugs, balloons, etc.

Please describe

Use of Logo

The intended reproduction of the logo is in:

Full Colour

Black only

Grey Scale

White only

The Corporation of the County of Huron is connected with this program, event, activity:

Event Sponsor

Jointly Operated Facility

Grant Recipient

Partnership

Date of Use

The date/expected period of use of the logo is: