

Logo Usage Policy for Sign Association of Canada

Sign Association of Canada (“SAC”), in its sole discretion, may allow you, as a member, to use its logo in an approved manner.

As a general rule, no third party may use SAC’s logo; unauthorized use is strictly prohibited. You may only use SAC’s logo without a license under the following limited circumstances:

- (a) in advertising, marketing material or a website that references your membership in SAC

In such circumstances, you are required to follow SAC’s logo usage requirements set out in this policy.

Rules of Proper Logo Use

1. You may not use the logo in any way as to imply that you or any third party is SAC or a department of SAC. All written correspondence must identify you and include your complete contact information.
2. Any use of the logo on the Internet is subject to the following requirements:
 - (a) all use must meet the requirements set out in this policy
 - (b) use of a domain name, path name or other URL must not be misleading;
 - (c) SAC may, in its sole discretion, remove or require that you remove any materials, website links, or references to websites in association with the logo;
3. You must, upon request from SAC, provide samples of any marketing and advertising materials that include the logo.
4. You acknowledge that SAC is the owner of all right, title, and interest in the logo and will not challenge the validity of SAC’s ownership of the logo.
5. SAC may from time to time modify the logo. SAC will use commercially reasonable efforts to give you notice of such modifications. You must promptly update all uses of the logo.
6. You must take all reasonable steps to protect SAC’s rights in the logo and immediately notify SAC of any conflicting uses or logos.
7. Upon termination of your membership in SAC, you must immediately cease and desist from all use of the logo in any way and not adopt or use, without SAC’s prior written consent, any word, mark, or other identification that is likely to cause confusion, mistake, or to deceive with respect to any association with SAC.