

# SCOUTS CANADA STANDARD OPERATING PROCEDURES

## SECTION 16000 – INTELLECTUAL PROPERTY

### 16000 – OFFICIAL SCOUTS CANADA LOGO AND CORPORATE SEAL

The corporate seal of Scouts Canada was redesigned following the enactment by the Canadian Parliament of Bill S-1001 on February 2, 2007 officially changing the name of the organization to SCOUTS CANADA. A likeness of the redesigned seal is shown below. The Board of Governors is responsible for use of the corporate seal, as outlined in By-Law No. 2.

The official logo of Scouts Canada, shown below, was originally approved by the May 1976 National Council. The design of the logo emphasizes and meets three criteria:

- We are part of the world-wide Movement, identified through the use of the World Scouting symbol (the North Point of the compass).
- We are Scouts Canada, identified through the use of the Scouting symbol and the maple leaf, as well as the words “Scouts Canada”.
- We have an emphasis on the outdoors and camping, identified through the shape of the logo. It is seen by some as a tripod over a fire (outdoors) and by others as a tent (camping).

The logo assists in helping members and the general public identify Scouting, both now and in the future.

The logo is PMS 032 red and black on a white background. The typeface used in the logo is Univers 67. For further colour options or artwork, please contact the Director of Communications at the National Office.



Official Logo



Corporate Seal

The Scouts Canada logo was registered as a trade-mark with Consumer and Corporate Affairs on October 11, 1978.

The corporate seal will be registered as a trade-mark in the near future.

## **16001 – USE OF SCOUTS CANADA’S INTELLECTUAL PROPERTY**

The official Scouts Canada logo was designed and approved for use throughout Scouts Canada by groups, areas and councils. Several examples of use are: business cards, letterheads, envelopes, signs and on clothing as approved by National Retail Services and/ or National Communications.

### **16001.1 – Limitations of Use of Logo and Other Intellectual Property**

Discretion is intended as a guideline, and good judgment is required in avoiding usage that will cause internal problems or bring disrepute on Scouts Canada.

To note:

- The logo or other intellectual property cannot be used on any advertising or merchandise for sale that is not authorized by National Communications Services or National Retail Services.
- The logo or other intellectual property cannot be used in a manner that is in poor taste and not in keeping with the Mission, Principles and Practices of Scouts Canada or would clearly bring disrepute on Scouts Canada.
- The logo or other intellectual property cannot be used on products that are of poor quality or dangerous, or may cause Scouts Canada to be seen as negligent.

The Scouts Canada logo, the term Scouts Canada, or any other registered trade-mark of Scouts Canada may not be used by any company or individual without the express permission of Scouts Canada – such unauthorized use would constitute a breach of trade-mark and whatever action necessary will be taken to correct any such violation.

The Council Operating Procedures Manual (COPS 410) contains a list of the suppliers authorized by Scouts Canada to use its Trade-marks or Logos.

### **16001.2 – Requests for Use of Logos and Other Intellectual Property**

Any requests for use of Scouts Canada’s intellectual property, including its official logo are separated into two difference groups:

1. Requests for use of Scouts Canada's intellectual property by Scouting members, must contact the Director of Communications Services, National Office for approval to ensure consist, accurate messaging and appropriate usage.
2. Requests for use of Scouts Canada intellectual property by non- Scouting members for Scouting purposes or by the authorized suppliers (see above), must be referred to the Director of Communications Services, National Office for approval, as outlined below:
  - Proposals for the use of intellectual property must be submitted in writing to the Director, Communications Services, National Office.
  - Proposals must include both text and visual materials, along with product samples. If approval is granted, an indemnification will be required from the company or individual in favour of Scouts Canada. Accordingly, proof of the financial strength of the company or individual must accompany the proposal.
  - Following a thorough review of the proposal, the Director of Communications Services will refer it to the Risk Manager who will determine whether Scouts Canada may, as a matter of law, grant the right to use the logo in respect to the specific product or service which is the subject of the proposal.
  - The Director of Communications and/or the Risk Manager will then make a recommendation to the Executive Commissioner and Chief Executive Officer.
  - Following approval, the resulting letters of acceptance or required license agreements are subject to review by the Honorary Legal Counsel, and will include an indemnification clause in favour of Scouts Canada. The company or individual will also be required to provide proof of liability insurance coverage. Further, in return for use of the intellectual property, the company or individual will be expected to make a financial contribution to the organization, the amount of same to be determined by negotiation.
  - Communications Services will be responsible for final approvals of all copy and logo placements.
  - Councils will be informed of approvals in writing.

Please note: At the advice of Honorary Legal Counsel, companies or individuals should be advised that payments to Scouts Canada for the use of its intellectual property are considered contributions and/or fees for service and are not, therefore, tax creditable donations.