



Request Form – The City of Saint John Secondary Logo

Thank you for requesting to use the City of Saint John Secondary Logo, as more fully depicted in the attached **Schedule "A"** (the "Logo"). Please complete the request form below to begin the process. Your request will be reviewed by the City within five (5) business days against the criteria established by the City in the Terms of Use set out below, which may be amended at the City's sole discretion from time to time. If your request is approved, you will receive correspondence to that effect together with the Logo in three electronic formats (.jpg, eps vector and .pdf).

Name of the Requesting Party: _____

Email: _____

Address: _____

Phone Number(s): _____

Please provide a detailed description below respecting how you intend to use the Logo, having regard to the Terms of Use identified below (use a separate sheet if necessary):

I have read the Terms of Use below and hereby acknowledge that I understand and accept them

Terms of Use

- The Explorer image on the Logo is the intellectual property of the Greater Saint John Economic Development Agency, Incorporated, carrying on business as ESJ - Enterprise Saint John ("ESJ"). ESJ has given its permission to the City to utilize the Explorer image on the Logo for the purposes contemplated under these Terms of Use; however, you hereby acknowledge as the Requesting Party that ESJ could withdraw its permission in this regard at any time in the future with the consequent effect that your permission to use the Logo would immediately cease;
- Requesting parties interested in using the Logo are to submit the Request to logo@saintjohn.ca;
- The City reserves the right to refuse to grant permission to a Requesting Party, at its sole and absolute discretion, to use the Logo based on the nature of the request and whether it adheres to any brand standards that the City may put in place from time to time;
- The Logo must be used on a standalone basis on merchandise and cannot be used in conjunction with any other logo, wording or tagline. For the benefit of clarity, the Logo cannot be manipulated or altered in any way whatsoever that departs from the Logo, as provided in the aforementioned three electronic formats. This includes, but is not limited to, adding or deleting any text or "stretching" the image;
- The Logo cannot be used to endorse any events, for sponsorship or for any use other than to be placed on merchandise approved by the City under these Terms of Use;
- The City reserves the right to order the Requesting Party to remove and destroy any merchandise that does not adhere to acceptable use guidelines or that portrays the City in a negative manner, as determined at the City's sole and absolute discretion;
- The City will provide the Logo in only the three formats outlined (.jpg, eps vector and .pdf). The City will not provide any other formats;
- A Requesting Party does not have the right to allow others (i.e. any third party) to use the Logo. Any use of the Logo will be evaluated on a case by case basis having regard to the Terms of Use.
- The Requesting Party hereby agrees to indemnify and hold the City harmless for any claims, actions or demands arising from the Requesting Party's use of the Logo;
- The City reserves the right, at any time, to withdraw permission to any Requesting Party to use or continue to use the Logo. Should such permission be withdrawn by the City, at its sole and absolute discretion, the Requesting Party acknowledges that it shall have no claim or cause of action against the City or any of its employees, agents or assigns.

May 4, 2017

Schedule A: Acceptable Use

Annexe A : Utilisations acceptables

ACCEPTABLE

Attributes

- The logo must be used in the proportions and all text and graphics must be maintained as shown



ACCEPTABLE

Attributs

- Le logo doit être utilisé dans les mêmes proportions et le texte et les graphiques ne doivent pas être modifiés.

Colour

- All colour variations are acceptable



Couleur

- Toutes les variations de couleur sont acceptables.

Clear Space

- 1" clear space must be maintained between the logo and other text, graphics etc.



Espace vierge

- Un espace vierge de 1 po doit être conservé entre le logo et tout autre texte, graphique, etc.

NOT ACCEPTABLE

Attributes

- The text cannot be altered or removed
- The logo cannot be stretched disproportionately



PAS ACCEPTABLE

Attributs

- Le texte ne peut pas être modifié ou supprimé.
- Le logo ne peut pas être agrandi de manière disproportionnée.

Clear Space

- Text and graphics cannot encroach on the clear space around the logo



Espace vierge

- Le texte et les graphiques ne peuvent pas empiéter sur l'espace vierge autour du logo.



The City of Saint John