



Sq'ewqel (Seabird Island)

P.O. Box 650 | 2895 Chowat Rd. | Agassiz, BC | V0M 1A2

Phone: 604-796-2177 | Fax: 604-796-3729

www.seabirdisland.ca

SQ'EWQEL LOGO / REGISTERED TRADEMARK USE APPLICATION / AGREEMENT

Name of Applicant: _____ Date: _____

Title: _____ Organization (outside of Seabird): _____

Address: _____

Phone: _____ E-mail: _____ Other: _____

Affiliation with Seabird (check all that apply):

____ Employee - Department/Program: _____

____ Band Member and/or _____ Seabird Ancestry - Family: _____

____ Community Member _____ Partner/Contractor _____ Other: _____

For what period of time do you wish to use the Brand? _____

Start Date: _____ End Date: _____ Date Reply Requested by: _____

Describe the nature of the intended use of the Seabird Brand (check all that apply):

Note: a sample of the proposed design will be required prior to final approval to use!

____ Website _____ Advertising _____ Promotional literature (brochures, newsletters,...)

____ Social Media _____ Stationary _____ Promotional merchandise and or gifts (not for resale)

____ Promotional merchandise (for re-sale items) _____ Other: _____

*Description: _____

Graphic Formats: _____ EPS, _____ AI, _____ PNG, _____ JPG, _____ PDF, _____ TIFF, _____ Other _____

I agree to the terms and conditions set forth in this document (both sides) and related documents herein.

Applicant Signature: _____ Date: _____

NOTE: Initials required on side/page 2, to acknowledge you have read and understand everything pertaining to the logo use.

Approval / Denial (this section is for office use)

Date Application Received: _____ Date of Review: _____

____ Approved _____ Denied for the following reasons: _____

Royalty: _____ Exempt _____ Due - Amount: \$ _____ or % _____ payable to Sq'ewqel Communications

Authorizations: Signature: _____ Date: _____ Signature: _____ Date: _____

Signature: _____ Date: _____ Signature: _____ Date: _____

____ Additional authorizations by e-mail attached.

NOTE: Internal Staff requests Communications Manager and/or Supervisor signature required for authorization. **External requests** a minimum quorum of a ¹Chief and Council, the ¹CAO and a ¹Communications Manager and/or Supervisor is required for authorization (3 Chief & Council Members signatures are required for Commercial use).

SQ'ÉWQEL LOGO REGISTERED TRADEMARK USE

Thank you for helping us build and maintain a strong, united community presence. The Sq'Éwqel logo is protected as a Registered (R) Trademark and use is strictly monitored. Our goal is to make using our brand easy while ensuring its security and consistency.

This agreement covers any use of the Sq'Éwqel brand, including logos for departments, programs, and services. More details are spelled out in the Sq'Éwqel Communications Visual Identity Guide, ask for a copy from Sq'Éwqel Communications.

LOGO USE RESTRICTIONS:

- The Sq'Éwqel logo cannot be used without written consent from either:
 - One Chief and Council member, the CAO, and a Communications Manager/Supervisor, or
 - Three Chief & Council members for commercial use.
- Logo use must comply with the "Sq'Éwqel Communications Visual Identity Guide." Any alterations to the logo weaken the brand and confuse the audience. Inappropriate use will not be tolerated, and Seabird reserves the right to revoke logo use permission without notice.
- The Sq'Éwqel logo must be given equal or higher prominence compared to other logos. The minimum size is 1" squared unless the item (like a pen or lanyard) cannot fit this size.
- Users must not imply ownership or rights to the logo outside the terms of the consent. Assigning, transferring, or enabling others to use the logo without written consent is prohibited.
- Users must comply with all relevant laws and regulations, especially those related to trademarks in Canada and any other countries where the logo will be used.

RESERVATION OF RIGHTS:

- Sq'Éwqel reserves the right to terminate, revoke, modify, or suspend logo use approval at any time. Approval may require proof of printed material or electronic displays being submitted to and approved by Sq'Éwqel Communications.
- Permission to use the logo is granted for specific projects, programs, or initiatives only, and cannot be extended to other uses.

USER OBLIGATIONS:

- Do not alter or modify the logo.
- Ensure the logo is used as supplied, without combining it with other elements. Sq'Éwqel logo must be visible as KING.
- Do not use the logo as part of another logo or trademark.
- Avoid using the logo in any way that might harm Sq'Éwqel's reputation.
- Do not use the logo on any website or social media that violates Sq'Éwqel policies or laws.
This includes "Free template websites".
- uploading the logo to these sites is **NOT** permitted!
- Use the logo truthfully, without implying any untrue relationship, endorsement, or sponsorship by Sq'Éwqel.

ADDITIONAL NOTES:

- Submitting a request does not guarantee approval. Once approved, proper logos will be provided. All applicants must follow the Visual Identity Guide, available upon request.

* A copy of this form will be retained by Sq'Éwqel Communications for future use, and may be retained by HR and Records for future/historical reference.

FOR SPECIFIC USERS:

Initial your section below as well as the "Use Requirements", indicating you have read and understand this contract in full.

- **Non-commercial Use:** The brand is free for non-commercial purposes if you agree to follow the rules in this form and the Visual Identity Guide.
- **Partners / Free Advertising:** If a partnership contract states, this form may not be required. Sq'Éwqel Communications may request a copy of the contract. All advertising must follow the guide/contract and be approved by Communications before use/publication.
- **Sq'Éwqel Staff:** All staff must read, understand, and sign this contract before using the logo. All advertising must be approved by Sq'Éwqel Communications. Staff cannot share the logo with others, inside or outside the organization. Send all logo requests to Communications.
- **Commercial Use:** Special permission from three Chief & Council members is required for commercial use. Approved requests will incur fees, including a 6% royalty on gross sales over \$5,000, payable at year-end.

USE REQUIREMENTS:

- Even with Chief and Council approval, final authorization from the Sq'Éwqel Communications Manager or Supervisor is required for each use.
- **You cannot share the logo with others.** All logo request are required to go through Communication. Proof of contract is required, and **ONLY** Sq'Éwqel Communications is permitted to distribute the logo after approval.

All Sq'Éwqel Brands remain the property of Sq'Éwqel (Seabird Island) at all times. By requesting to use any images, you agree to these terms. Approval requests may take thirty (30) days, especially for commercial use.

SUBMIT PERMISSION REQUEST:

Complete the form both sides and submit:

To the attention of: Communications Manager/Supervisor
E-mail: comm@seabirdisland.ca
external requests also email the Executive Assistant to Chief & Council at: eatocc@seabirdisland.ca
Mailing Address: #2895 Chowat Rd. P.O. Box 650
Agassiz, British Columbia V0M 1A0

FOR MORE INFORMATION:

Phone: 604-796-2177 • **Fax:** 604-796-3729