



Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

EAC/ACB Name and Logo Policy

This policy covers the existing EAC/ACB trademark, as shown in this document. The trademark is being refreshed with a new mark to be ready in mid-2022. At that time, the board of directors shall review this policy and make a decision on whether to register the new trademark.

For the purpose of promoting the association, the identifying mark of the Embroiderers' Association of Canada, Inc./Association canadienne de broderie, Inc. will consist of the shield emblem and the full name (as illustrated below). The trademark proportions cannot be altered. The mark should not be crowded and clear space must be provided on all four sides of the mark logo (one-half the width of the shield emblem). The official colour for the trademark is 072 Pantone Blue. The mark may also be displayed in all black, all white or all grey.

Any necessary modifications due to space must be approved by the communications director. In some instances, the shield may be used separately; however, the communications director must approve such uses.

There is no requirement in Canada to register a trademark. Common law protects an unregistered trademark anywhere in Canada that it is used continuously by the association. At the least, therefore, our logo is protected within the areas where we have chapters and wherever *Embroidery Canada* is distributed.

The value of registration is that it is proof of ownership. The holder of the trademark has the right to prevent unauthorized use and to enforce its trademark throughout Canada. While an unregistered trademark can also be enforced, this is not so easy and requires a greater burden of proof. That being said, the primary value of a registered trademark is clearly in commercial situations, which we are not.

Chapters are encouraged to display the EAC/ACB trademark on their paperwork and to display the EAC/ACB banners at events.

Signage should accompany any displays of the Heritage Collection, EAC/ACB exhibitions, shows of works, booths, etc.

Every effort needs to be made to use the trademark in all aspects of the EAC/ACB and its chapters.

Any business that wants to use the EAC/ACB mark must first ask permission of the board of directors.

The logo proportions (1:1.25) and colour (Pantone 072) cannot be altered.

