



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.

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 a red stylized maple leaf, a silver needle and thread, the acronym "eac/acb" and the full name (as illustrated below). The trademark proportions cannot be altered. The mark should not be crowded, and clear space equal to the width of the lowercase "c" in the EAC/ACB acronym must be provided on all four sides of the mark logo. The official colours for the trademark are 032C Pantone Red and 424C Pantone grey. 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 leaf, needle, thread and acronym graphic combination 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 is used continuously by the association and claimed as a trademark by inserting the <sup>TM</sup> symbol above the "c" in the logo. At the least, therefore, the organization is giving notice to the public that 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.

1. Chapters are encouraged to display the EAC/ACB trademark on their paperwork and to display the EAC/ACB banners at events.
2. Signage should accompany any displays of the Heritage Collection, EAC/ACB exhibitions, shows of works, booths, etc.
3. Every effort needs to be made to use the trademark in all aspects of the EAC/ACB and its chapters.
4. Any business that wants to use the EAC/ACB mark must first ask permission from the board of directors.

The logo proportions (1:1.08) and colours (Pantone 032C and 424C ) cannot be altered. On each side, a clear space equal to the width of the lowercase “c” below the trademark symbol and from the outermost element must be maintained.



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