

Guidelines for use of the Consumer Protection BC logo

As a Consumer Protection BC licensee or interest holder, you may want to display the Consumer Protection BC name and logo on your advertising, print and internet materials to demonstrate that you are appropriately licensed to operate your business in BC. (This goes above and beyond the requirement for licensees to publicly display their licence.)

As the Consumer Protection BC name and logo are registered marks, please read and follow the information below to understand the terms under which you may use the Consumer Protection BC name, logo and related branding images, and to receive appropriate copies of the logo for your marketing materials.

Policy for use of Consumer Protection BC logo

The marks Consumer Protection BC and Design/Logo (the “Consumer Protection BC Marks”) are the registered marks of the Business Practices and Consumer Protection Authority of BC (“BPCPA”):

PO Box 9244, Victoria, British Columbia, V8W 9J2

And solely owned by the Consumer Protection BC.

Use of the Consumer Protection BC logo is granted to approved licensees and interest holders and then only under the terms and conditions set out in this document. As an authorized party to use the Consumer Protection BC logo, you are agreeing not to claim any right, title or interest in or to the Consumer Protection BC logo or to adopt any confusingly similar name, designation or mark in Canada or any other country.

Consumer Protection BC reserves the right to change these guidelines at its discretion. We also reserve the right to immediately terminate permission to use the Consumer Protection BC logo for anyone not following these guidelines.

Licensees

The use of the Consumer Protection BC logo is meant to represent that a licence has been issued for and remains in good standing. If you are no longer licensed with Consumer Protection BC, you must remove all implications that you are still licensed, including the Consumer Protection BC logo.

Interest holders

The use of the Consumer Protection BC logo is meant to represent that an individual, organization or event has a relationship in good standing with Consumer Protection BC.

Logo usage guidelines

Website link

When you use the Consumer Protection BC logo or the name on the internet, always include at least one active link to the Consumer Protection BC official website: <https://www.consumerprotectionbc.ca/>. You can either link from the organization name or the image of the logo.

Logo shapes and sizes

You can use the logo in different sizes but please resize them proportionately and do not distort. All elements of the logo must be recognizable.



Please only use the logo in full colour provided to you.



The Consumer Protection BC logo may not be printed, embossed or displayed on products, literature, packaging or websites that would suggest endorsement or promotion by Consumer Protection BC. When you use the logo in advertising, whether printed or electronic media, please do not use it as the dominant element. It may not adjoin, overlap or in any way be incorporated into the dominant element of the advertisement.