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**LOGO APPROVAL FORM: VISUAL IDENTITY**

Group requesting approval:

Name of Group: Contact Name: Address: City: Postal Code: Phone Number: E-mail Address: District: Area: Approval Required By:

Things you need to know:

* Allow up to one month from the date of submission for approval.
* Any items that carry the signature “Girl Guides of Canada” or “Guides Canada” and/or logo **must** be approved. Any items for use in Guiding (whether or not the signature or logo is used) must also be approved, such as clothing, key chains, crests, mugs, pens, etc.
* Refer to the “Guidelines for use of the logo” in the Visual Identity Manual and POR Section 3 to ensure proper usage.
* A **computer-generated image** (not hand-drawn) of the item(s) must be submitted. It should be actual size; otherwise, give dimensions. Please state colors.
* It is preferred that submissions be made by e-mail (if possible).
* Any items using the World Symbol(s) or other Regional symbols must go to National Council, then the World Bureau, for approval. Since this may take several months, please plan accordingly.
* Insignia intended to be worn on the uniform (pins, badges, patches, buttons, crest, etc.) must go to National Council for approval. Since this may take several months, please plan accordingly.
* Items available from National Merchandising **cannot** be produced.
* If you incorporate another organization’s logo into your item(s), you must obtain and submit written approval from them with this request.
* Once an item is approved, it may be reproduced without seeking further approval.
* An approved logo may be re-used changing the shape or event date without further permission. Other elements of the design must stay the same.

Type of Item Colors Shape and Dimension

Description of the Design:

**Please submit items to:** Logo Approval, c/o [PR@girlguides.ns.ca](mailto:PR@girlguides.ns.ca)

# 3581 Dutch Village Road, Halifax, Nova Scotia, B3N 2S9

Date Received: Approved: Yes No (if no, reason being returned)

Logo Approval Form Nova Scotia Council Nov 2018