

6. USE OF THE BLOCK PARENT® SYMBOL AND WORDS "BLOCK PARENT®" AND "PARENTS-SECOURS®"

The Block Parent® Program of Canada is the registered owner of the following Canadian trademarks (see Schedule B):

1. the words "Block Parent" (registration number 225,385);
2. the words "Parents-Secours" (registration number 225,386); and
3. the Block Parent symbol (registration number 225,964).

These trademarks may only be used with written permission from BPPCI or under license agreement with the corporation.

The trademarks and symbol may be used only for educational purposes, media advertising and promotional material.

The Block Parent® Program of Canada also owns the copyright on the Block Parent symbol, and as such, it is protected under the Copyright Act in Canada.

A. Copyright and Trade Mark Notation

Space permitting, both the copyright and trade mark notations shall be shown. Where space is limited, the trade mark notation alone shall be used. The use of © by itself without the rest of the notation has no meaning and should not be used.

If both symbol and words or symbol alone are used:

English - ® shall be placed immediately adjacent to the symbol and words, preferably near the top right corner of the symbol, and © **Block Parent Program of Canada Inc., 1968** shall be written under the symbol. Where space is limited, © **BPPCI, 1968** may be used.

French - ® shall be placed immediately adjacent to the symbol and words, preferably near the top right corner of the symbol, and © **Programme Parents-Secours du Canada Inc., 1968** shall be written under the symbol. Where space is limited, ©**PPSCI, 1968** may be used.

If only the words, "BLOCK PARENT" or "PARENTS-SECOURS" are used:

English and French - ® shall be placed at the end of the words.

If the words and symbol are repeated a number of times throughout a page or publication:

The words as first used in the text and in all titles, plus all uses of the symbol should be individually demarked with ® and the following annotation be written at the bottom of the page or end of the publication:

English - ® *The words "Block Parent" and the Block Parent symbol are registered trade marks of Block Parent Program of Canada Inc. All rights reserved.*

French - ® Les mots «Parents-Secours» et le symbole Parents-Secours sont des marques déposées du Programme Parents-Secours du Canada inc. Tous droits réservés.

B. Use of the image of the Block Parent® sign and/or symbol on web sites

1. All uses of the image of the Block Parent® sign and symbol must receive prior written approval from BPPCI.
2. Anyone making such a request shall be required to sign the Licensing Agreement provided by BPPCI.
3. The window sign symbol may be used in a website promotion as a photograph that incorporates activity or other objects (ie: in a window or being held by a person) but must never stand alone. The image must be of a low resolution so the clarity is noticeably compromised if enlarged. Only 1 inch to 1 1/2 inch size may be used.

C. Block Parent® Symbol Image:

1. The Block Parent ® Symbol image may be used on letterhead, promotional and educational resource materials; subject to the current guidelines.
2. The Block Parent ® Symbol image may be used on websites created by Provincial and Community Block Parent® Programs with the following restrictions:
 - a) The image must be of a low resolution graphic with a reduced number of pixels (less than 100 dpi) so its clarity is noticeably compromised if enlarged. Only 1 inch to 1 1/2 inch size may be used.
 - b) Both Provincial and Community Program websites must be approved by the Board of Directors of BPPCI prior to the website being launched;
 - c) BPPCI will perform periodic checks of Provincial Program websites to ensure conformity to these guidelines;
 - d) The Provincial Programs must keep an updated list of all Community Program websites and perform periodic checks to ensure conformity to the guidelines;
 - e) Any outdated, inactive or non-authorized websites must be removed immediately.

D. Printed use of Block Parent ® Logo

1. The Block Parent ® symbol shall always be a true reproduction of the trade mark. Hand drawn facsimiles of the symbol are allowed in an appropriate context when approved by the Board of Directors.
2. The Block Parent ® symbol shall never be reproduced in a size or format which may be mistaken for a window sign. The symbol should be less than 10 cm x 10 cm or greater than 45 cm x 45 cm.
3. In multi-coloured publications, the Block Parent® symbol and /or logo, shall always appear in the original colours of red and white (185 Pantone Red), except when it is necessary to substitute black for red and the colour of the background material for white.
4. The Block Parent ® symbol may be used in promotional and educational resources, printed materials, newspaper articles, etc.. However if the symbol is used in the window sign format it MUST contain the word “SAMPLE” in black, capitalized letters embedded across the symbol. The symbol must contain the copyright and trademark logos;
5. Unlike the distribution of the pantone colour number for use in reproduction of the Block Parent® symbol, the exact pantone colour numbers for the provincial and year decals will be known only by the BPPCI office for security reasons. If a Provincial Program would like to duplicate a decal on a poster or document, a shade of colour close to the original shade should be used.
6. All requests for the window sign logo, which is to be used in a publication, must be sent to BPPCI and each request will be assessed on an individual basis.

Provincial and Community Programs must delete all former versions of the symbol they have in their files. The “new” symbol files will be provided to Provincial and Community Programs upon request only. This will ensure there is continuity and control of the symbol being used among all Block Parent® Programs.

Any improper use of the Block Parent® symbol or Window Sign Image is to be brought to the attention of the BPPCI and the Board of Directors of the Provincial Program who will address the situation with the parties involved.

E. Use of the Block Parent ® sign

A Block Parent ® sign must be in a secure location at all times and must never be used as part of a public display.