

GUIDELINES

USE OF THE DIAMOND JUBILEE EMBLEM



EMBLEM FOR THE DIAMOND JUBILEE
OF QUEEN ELIZABETH II
EMBLÈME DU JUBILÉ DE DIAMANT
DE LA REINE ELIZABETH II

COMMERCIAL USE

The following rules govern the use of the Diamond Jubilee emblem for commercial purposes.

These rules are made to avoid unfair exploitation of the Diamond Jubilee emblem by commercial organizations for their own advantage.

Articles for sale

The Diamond Jubilee emblem may be used only on articles for sale that are:

- Of a permanent kind
- Free from advertisement
- In good taste

Prohibitions

Except when authorized for a specific purpose, the emblem may not be used on the following articles:

- Trademarks and designs
- Household linen and furnishing fabrics
- Adhesive seals
- Containers, box covers or labels
- Medals medallions and coins
- Articles of dress

Stationery

The Diamond Jubilee emblem may be used for the following provided they are free from advertisement.

- Portrait postcards
- Letterhead
- Greeting cards that carry only formal greetings
- Calendars (Trade calendars may carry the name of the firm and its trading description)

Non-commercial use

The Diamond Jubilee emblem can be use for non-commercial purposes by:

- The grantees
- Community associations
- The educational organizations
- The Non-Profit organizations

Advertising

Except when advertising a Jubilee activity, the Diamond Jubilee emblem may not be used for advertising purposes in any medium.

Copyright

Any question of copyright involved in the reproduction of the Diamond Jubilee emblem must be settled by the prospective user direct with Canadian Heritage. Nothing in these rules gives any right to the use of the emblem without consent.

Requests for use of the emblem

Requests relating to the use of the Diamond Jubilee emblem for commercial purposes or for advertising should be addressed to:

Manager

Queen's Diamond JubileeTeam

Celebrations and Commemorations Branch

Department of Canadian Heritage

Ottawa, Ontario, K1A 0M5

Tel: (819) 997-9720

Fax: 1-888-997-3123