



Niagara Health System **Foundation**

TITLE:
It's Our Time
Campaign
Logo Usage

POLICY # 012

| | |
|---|---|
| FILE NAME: I:\GOVERNANCE\POLICIES APPROVED_NHSF\#012 Campaign Logo Usage Approved Nov 15_07.doc | EFFECTIVE DATE: 15/11/07 (DD/MM/YY) |
| APPROVED BY: Niagara Health System Foundation Board of Directors | REVISION DATE: (DD/MM/YY) |
| | PAGE 1 OF 2 |

Policy Re Usage of the *It's Our Time* Campaign Logo

The ***It's Our Time*** Campaign logo is the property of the NHS Foundation. Each request for the use of the NHS Foundation's Campaign logo will be considered on its merit and be approved by the Foundation's Board of Directors. Once approved the party requesting the usage of the logo will sign the following agreement with the NHS Foundation.

AGREEMENT RE USAGE OF THE *It's Our Time* Campaign LOGO

The *It's Our Time* logo shown below is the exclusive property of the Niagara Health System Foundation (NHSF). Intended use is for the purposes of the promotion and awareness of the *It's Our Time* campaign by NHSF representatives and campaign agents/volunteers who have delegated authority by NHSF for its use.

The *It's Our Time* logo is supplied in jpeg format for the use of _____ (name of company or individual) for inclusion in a _____ (purpose). Upon submission to and approval by the NHSF of the final print-ready image of the material (e.g. pamphlet, brochure, signage, etc.) usage of this logo is granted for this one time use only. Any and all subsequent usage of this logo must receive prior written approval from an authorized representative of the Niagara Health System Foundation.

The *It's Our Time* logo may not be used to market or imply endorsement of goods or services of any kind, or in connection with any statements or materials that, in the judgment of the Niagara Health System Foundation, are in poor taste or reflect poorly on or defame the Niagara Health System or Niagara Health System Foundation in any way, or used in connection with any services or products that are in violation of any applicable laws or government regulations.

The Niagara Health System Foundation reserves the right to approve or disapprove the use of the Logo on _____ (company's or individual's communications or promotional material) to ensure compliance with these terms.

DATED THIS _____ day of _____, 2007.

Bill Hallett, President & CEO
Niagara Health System Foundation

Name
Company/Event



It's Our Time...

