



Community Futures Common Brand Brand Usage Agreement

Welcome to the Community Futures common brand, and thank you for helping to build a strong and united Western Canada presence. We want to make the process of using the brand as easy as possible, while maintaining brand consistency. As such, we ask that you agree to comply with the following rules of usage. Failure to comply will result in the removal of permissions and privileges associated with this brand.

Complete brand usage guidelines are available at: pwcf-brand.ca

Please return your completed and signed agreement to the appropriate provincial Community Futures office:

Community Futures British Columbia

Suite 1056, 409 Granville Street, Vancouver, B.C. V6C 1T2
Ph: 604-685-2332 | Fax: 604-681-6575
Email: cfdbc@telus.net | Web: www.communityfutures.ca

Community Futures Alberta

115-4th Avenue West, Box 184, Cochrane, Alberta T4C 1A5
Ph: 403-851-9995 | Fax: 403-851-9905
Email: jon@cfnsa.ca | Web: www.cfnsa.ca

Community Futures Saskatchewan

734-6th Street East – (S7H 1C4), Box 1545, Saskatoon, Saskatchewan S7K 3R3
Ph: 306-260-2390 | Fax: 306-665-5740
Email: info@cfsask.ca | Web: www.cfsask.ca

Community Futures Manitoba

559-167 Lombard Ave., Winnipeg, Manitoba R3B 0V3
Phone: 204-943-2905 | Fax: 204-956-9363
Email: info@cfpm.mb.ca | Web: www.cfpm.mb.ca

NAME OF ORGANIZATION

MAILING ADDRESS

TELEPHONE

FAX

EMAIL

PRINCIPAL CONTACT



Community Futures Common Brand Brand Usage Agreement

Community Futures Common Brand Rules of Usage

Community Futures Pan West is a collaborative partnership made up of Community Futures Manitoba, Community Futures Saskatchewan, Community Futures Alberta and Community Futures British Columbia.

Community Futures Pan West grants each participating Community Futures organization non-exclusive permission to use the Community Futures common brand (hereafter 'brand') elements outlined in the brand guidelines (available at pwcfc-brand.ca), in accordance with and subject to the terms and conditions set out below.

- > The brand may only be used for Community Futures communications.
- > Approval to use the brand does not in any way imply endorsement by Community Futures Pan West, Western Economic Diversification Canada or the Government of Canada.
- > The brand guidelines must be followed exactly, including the brand promise, the branding strategy and the rules relating to the use of graphics. The brand may not be altered in any way, including shape, colour, sizing or wording.

Financial and Reporting Requirements

Community Futures organizations that adopt the Community Futures common brand and receive funding from Community Futures Pan West to assist with eligible common brand implementation expenses (incurred in 2007) will be required to provide evidence of compliance with the common brand strategy and evidence of payment for eligible costs incurred.

In addition, participating Community Futures organizations that have received this implementation funding will be required to provide a report to their provincial Community Futures Association on actual usage of the Community Futures common brand. Please keep records and samples in order to make this reporting requirement as simple as possible for your organization. Your annual report should also include an evaluation of the usefulness and usability of the brand.

Indemnity

In consideration of the permissions granted by Community Futures Pan West pursuant to this brand usage agreement, participating Community Futures organizations agree that they shall at all times, indemnify Community Futures Pan West's partners (Community Futures Manitoba, Community Futures Saskatchewan, Community Futures Alberta and Community Futures British Columbia) its officers, employees and agents, and all other Community Futures organizations that belong to these provincial associations, from and against all claims, demands, losses, costs, damages, actions, suits or other proceedings by whosoever made, sustained, brought or prosecuted in any manner based upon, occasioned by, or attributable to anything done, or omitted to be done by the Community Futures organization, its officers, employees or agents in connection with these permissions.

Termination

Community Futures Pan West may terminate the permissions and privileges associated with the Community Futures common brand for cause upon giving simple written notice of termination to the Community Futures organization – delivered personally, by courier, or by registered mail – in the event that Community Futures Pan West learns that the Community Futures organization has not respected any undertaking, term or condition set out in this agreement or in the brand guidelines.

This agreement may also be terminated by either party without cause and without liability on two (2) months' notice in writing.

This agreement may only be amended via a written document signed by the parties hereto.

For the Community Futures organization:

For Community Futures Pan West :

NAME (PLEASE PRINT)

NAME (PLEASE PRINT)

TITLE

TITLE

SIGNATURE

SIGNATURE

DATE

DATE

COMMUNITY FUTURES LOCATION

COMMUNITY FUTURES PAN WEST PARTNER ASSOCIATION