

Guidelines on the use of the logo And waiver of liability for White Ribbon Campaign

INTRODUCTION

White Ribbon Campaign, (henceforth referred to as WRC), created this logo as part of its It Starts With You, It Stays With Him campaign (henceforth referred to as It Starts) that aims to provide the tools and training to reach out to the boys in your life and motivate them to build healthy equal relationships. Be an inspiring male role model and help boys create a future where men and women live free from violence and inequality. The logo will be valid through the duration of the It Starts campaign.

GUIDELINES FOR THE USE OF THE LOGO

I. Design

The design consists of a slightly modified version of the slogan (It Starts With You, It Stays With Him) on beige background with various corresponding calls to action in black on an off-white background and the website url in white on a dark gray background. The logo is currently only available in English. More language versions may be available later. The logo should be used only in its entirety and in the exact form in which it was produced by WRC (please see Annex 1 for use of accurate colours, font and size).

II. Uses of the Logo

The logo is intended primarily for disseminating information and sharing the tools available through It Starts.

a. Use of the logo for information and promotional purposes:

Information uses of the Logo are those that are primarily illustrative, not intended to raise funds, and carried out by an individual, organization, or entity solely to promote the initiative in online and offline spaces.

III. Ethical Code of Conduct

The user of this logo agrees to conduct him/herself ethically and in the context of using this logo, agrees that s/he will not:

- defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others;
- disseminate defamatory, infringing, obscene, indecent or unlawful material or information;
- falsify the origin of material used;
- solicit, advertise, or offer to sell any goods or services for commercial purposes.

IV. Liability

All entities authorized to use the logo for the purposes specified herein must agree to the following provisions on waiver of liability:

- The entity is responsible for ensuring that the activities are carried out in accordance with applicable laws and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- WRC and It Starts do not assume any responsibility for the activities of the undersigned entity; and
- The entity shall hold harmless and defend WRC/It Starts and its officials against any action that may be brought against WRC/It Starts or its officials as a result of the use of the logo.

At the time of downloading the logo from the website (www.itstartswithyou.ca) for information, fundraising, and co-branding purposes, the user must agree to the waiver of liability enclosed within these guidelines (Annex 2). When applying to use the logo through any other channel, the waiver of liability form must be signed by the entity.

VI. Enquiries and requests

Enquiries and requests concerning the use of the logo should be addressed to:

Head of Communications
White Ribbon Campaign
203 – 365 Bloor Street East
Toronto, ON M4W 3L4
Tel: +1-416-920-6684
E-mail: info@whiteribbon.ca

Annex 1: Logo Specifications and Standards of Use

Logo Specifications

Colour Breakdown:

- Approximate beige: CMYK 17/14/26/0, RGB 212/206/1870, HEX# D4CEBB
- Approximate light beige: CMYK 5/4/7/0, RGB 240/238/232, HEX# F0EEE8
- Approximate dark: CMYK 62/54/60/32, RGB 87/86/80, HEX#575650

Fonts:

- Font for —It Starts With. You It Stays With Him.: Mulgrave, regular.
- Font for —startswithyou.ca: Myriad, alternating between regular and bold.
- Font for —differing tag lines: Myriad, bold

Standards of Use

- The It Starts campaign logo provided here is the only approved version for reproduction on websites and campaign materials.
- The logo shall not be modified in any way:
- Do not introduce new fonts.
- Do not introduce new colours.
- Do not stroke the logo.
- Do not lighten or alter the colours in any way; for example, do not add a screen to the logo to make it lighter.
- Do not crowd the logo, that is, there should be sufficient space, called —airspace,|| separating it from other elements.
- Do not call out or emphasize separate parts of the logo.
- Do not alter the official text within the logo.
- Do not pull the logo apart as separate items — the logo must be reproduced in its entirety.
- Do not use the logo to create patterns.
- Do not write or place text over the logo.
- The logo will have the greatest impact when sufficient airspace is left around it. This draws attention to the logo and provides good staging for it.
- The logo may be reproduced on photographs as long as legibility is maintained.

Annex 2: Waiver of Liability for the Use of the Logo
Waiver of liability form

The undersigned acknowledges that, in using the logo of the It Starts campaign:

- a. the undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- b. WRC or It Starts does not assume any responsibility for the activities of the undersigned; and
- c. the undersigned shall hold harmless and defend WRC/It Starts and its officials against any action that may be brought against WRC, It Starts or its officials as a result of the use of the logo.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send to:

Head of Communications
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