



## Policy: Advertising - Logo

### Rational

To govern the use of the College of Denturists of British Columbia's (CDBC) corporate logo by registrants, individuals and groups of registrants not officially affiliated with CDBC, and third parties.

### Policy Statement

All requests for use of the CDBC corporate logo must be referred to the Registrar.

- The Registrar approves requests from registrants and third parties to use the CDBC logo.
- Registrants and third parties wishing to use the CDBC corporate logo must apply to the Registrar in writing, describing how and for what purposes the logo will be used.
- No registrant or third party can use the CDBC corporate logo for advertising or marketing products or services. Permission may be granted to a third party to promote an event that is sanctioned by the CDBC.
- A registrant or third party granted permission to use the logo must forward a copy of the resource on which the CDBC corporate logo is to be used to the CDBC Registrar or their designate.

The corporate logo includes the use of visual identity as well as the name of the College of Denturists of British Columbia.

Board Approval Date: April 9, 2010