

Application for: Third-Party use of a Provincial Mark



Name of organization: _____

Brief description of organization: _____

What is the Province's relationship to the third-party or materials? Is the province: (You must choose one)

☐ Sole author/sole owner ☐ Joint author/joint partner ☐ Official supporter ☐ Not involved

Use of Provincial Mark: (e.g., one-time use, one-time use on several items, serial use, contracted use) _____

Duration the Provincial Mark will be used: _____

Medium: (A sample with the Provincial Mark in position must be provided to GCPE prior to publication or distribution)

☐ Brochures ☐ Display Banner ☐ Factsheet ☐ Poster ☐ Social media posts
☐ Transit Media ☐ Video ☐ Website ☐ Other (Please explain) _____

☐ Advertising campaign: (i.e.: transit, video, display, print, social media posts. For advertising campaigns, **see additional advertising step below***)

List any other logos appearing with the Provincial Mark: _____

Is this project fully funded by the B.C. Government ☐ Yes ☐ Partially ☐ No (Please explain) _____

Organization contact information: (For use by third-party applicant only)

Name: _____ Address: _____

Title: _____

Phone: _____

Email: _____

Ministry representative approval: (Mandatory)

Name: _____ Title: _____

Ministry: _____ Branch: _____

Phone: _____ Email: _____

Signed: _____ Date: _____

Endorsements/Approvals: (For use by GCPE Communications staff only)

***Additional advertising step:** Before submitting for final approval to the GCPE Communications Director (or designate), all third-party advertising **MUST** be viewed first by the ministry-dedicated GCPE Communication Office and then by GCPE Marketing and Advertising.

Name: _____ Signed: _____ Date: _____
Ministry GCPE Communications Director (or designate)

Name: _____ Signed: _____ Date: _____
GCPE Graphic Communications Director (or designate)

*Please forward the completed application form, along with a sample showing the intended use of the Provincial Mark, to the Government Communications and Public Engagement (GCPE) communications office for the Ministry responsible for your funding, or the Ministry most applicable. GCPE Ministry Communications staff must then send the completed application, and the sample of the Provincial Mark in use to the GCPE Graphic Communications Director for final approval.