

GUIDELINES FOR MEMBERS TO USE THE CBV LOGO

It is the policy of The Canadian Institute of Chartered Business Valuators that its Members may be granted a limited license by the Institute to use the CBV Logo (the form of the logo that does not include the words “The Canadian Institute of” as below) on certain terms and conditions to promote the profession and their designation.



Authorization to Use

Any Member of the Institute who is in good standing may request a license to use the Logo for the restricted purposes and in the limited manner set out in these Guidelines. A limited license to use the Logo will be granted upon the Member signing an Acknowledgment and Agreement in the prescribed form of the Institute by which the Member acknowledges and agrees to the terms of the Guidelines.

Use Policy

The Logo is owned by the Institute.

The Logo may only be used by an authorized Member as outlined in these Guidelines.

Members have no rights in the Logo other than the limited license to use the Logo as granted in these Guidelines. Such rights are personal to the Member who is granted the limited license and cannot be assigned or sub-licensed to any other person. The Logo cannot be used by any partner, employee or representative of the Member’s corporation, partnership or firm. A corporation may be authorized to use the Logo if such corporation’s name contains the designation “Chartered Business Valuator” in accordance with section 105.4 of the *Code of Ethics*.

The Logo may only be used for purposes that conform with the *Code of Ethics*.

The Institute is not liable in any way for issues from losses, damages or expenses arising from any use of the Logo by the Member.

Conditions for Use

1. An authorized Member may use the Logo to promote his/her practice or professional activities. The Logo may be reproduced and displayed on:
 - business letterhead of the Member
 - business cards of the Member
 - the Member's website
 - internal communications issued by the Member
 - local advertising, in accordance with policies approved by the Institute, the content of which is restricted solely to the promotion of the provision of business valuation services by the authorized Member
2. The Logo shall be used only in a manner which clearly reproduces the entire Logo.
3. The following are examples of unacceptable use of the Logo:
 - the Logo may not be printed on complex backgrounds or photographs that distort the legibility of the Logo
 - the Logo may not be used as a pattern or as a graphic element in a design
 - the typeface, design and presentation of the Logo may not be altered
 - the Logo may not be used at any other angle than originally designed
 - the minimum clear area may not be impinged upon by photographs, text or graphics
 - the Logo may not be distorted in any way
 - the Logo may not be used in combination with any other name, logo, symbol, mark, design or with any other graphical elements (lines, outlines, etc.)
 - the Logo may not be used within text; i.e. as a substitute for the designation abbreviation "CBV"
 - the Logo may not be used on any commercial product or publication that directly or indirectly implies that the content is endorsed or associated with the Institute

How to Use the Logo

1. Reproducible digital artwork will be provided to you by the Institute when you apply for authorization to use and have signed the agreement. You may not recreate the Logo artwork.
2. The Logo may be reproduced only in colour as provided or in black and no other colours.
3. The Logo may be used in any size larger than a minimum of 1" in length, provided it is in no way disfigured or distorted.

4. A minimum clear area around the Logo is required to maintain legibility; the artwork must be used as provided (with minimum surrounding white space) and not cropped.
5. You must provide the Institute with a copy of the materials showing the use of the Logo for approval prior to production.