



WHAT'S IN A NAME?

May 2001

Vol. 8 No. 5

DID YOU KNOW that the St. John Ambulance logo and name are registered trademarks?

DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE MEMBERS

The maltese cross in the black roundel, surrounded by the maple leaf - the corporate logo of St. John Ambulance in Canada - is a trademark. This trademark is registered by the Priory of Canada of the Most Venerable Order of St. John of Jerusalem AND is the only logo to be used in connection with the operation of St. John Ambulance.

Ownership of trademarks depends on using them correctly. You should always use the official master artwork supplied by NHQ to reproduce any trademark. Digital artwork for the SJA logos can be obtained from the Marketing folder on the St. John INTRANet site. Do not alter them in any way. The St. John Ambulance trademark can be used with a slogan or a secondary logo but cannot be manipulated, distorted or obscured.

Canada's trademark laws make it necessary to indicate the ownership of a trademark. This applies to the use of the trademark on all wares, packaging, advertising and promotional materials. St. John Ambulance signifies registration of our marks with a trademark symbol TM.

Protection of trademark rights hinge on there being one owner of the mark, with all rights to use and license the mark being within the control of the owner. We must follow legislation and case law, which exists to recognize and protect trademark right to the benefit of everyone involved. Various marks have been lost over the years, in whole or in part because their owners' did not properly control their use. For example AspirinTM and ThermosTM are trademarks in Canada, but have been lost in the United States.

Anyone wishing to use our trademarks is required to provide a facsimile of the product bearing the trademark and state its proposed use. Applications should be forwarded to your provincial council for submission to NHQ. Application forms can be obtained from your council office or from the Marketing Folder of the St. John INTRANet site. Violations of the use of our trademarks should be reported promptly to your council to be brought to the attention of the CEO, National Headquarters.

For more information on proper use of the St. John Ambulance trademarks see your copy of the *St. John Ambulance Corporate Graphic Standards Manual* or the *Quick Reference Guide to using the St. John Ambulance Trademarks*. The Quick Reference Guide is currently undergoing revision and will be posted on the INTRANet by the end of May 2001.

Celebrate volunteers! Canadian Forum on Volunteerism, August 16-18, Vancouver, BC.

A publication of St. John Ambulance National Headquarters