



Nurse Practitioners
Association of Canada

Association des
infirmières et
infirmiers praticiens
du Canada

NPAC-AIIPC
1205-1033 Marinaside Crescent
Vancouver, BC
V6Z 3A3

Nurse Practitioner Association of Canada

Logo Use Policy and User Agreement

Effective Date: April 26, 2025 Version: 1.0
Approved by: Board of Directors on April 26, 2025



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Part I — NPAC Logo Use Policy

1. Purpose

This policy establishes the terms under which the NPAC name, logo, wordmark, and related brand assets (collectively, the “Logo”) may be used. Its purpose is to protect the integrity, reputation, and legal rights of NPAC while enabling members, sponsors, partners, media, and other authorized parties to identify their association with NPAC accurately and consistently.

2. Scope

This policy applies to all uses of the Logo in any medium, including print, digital, video, signage, merchandise, and social media, by:

- NPAC members and its subsidiaries (Journal, committees etc)
- Sponsors, partners, and vendors
- Media and press outlets
- Any other third party granted written permission

3. Ownership

The Logo is the exclusive property of NPAC. Use of the Logo does not transfer any ownership, license, or other rights except the limited, revocable permission expressly granted under this policy and the accompanying User Agreement. NPAC reserves all rights not expressly granted.

4. Authorized Users and Permitted Uses

Members and subsidiaries. Members in good standing may use the Logo to indicate membership (e.g., “Member of NPAC”) on websites, stationery, and promotional materials. Membership designations must not imply endorsement of a member’s products or services.



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Sponsors and partners. Sponsors and partners may use the Logo solely in connection with the sponsored program, event, or activity described in their sponsorship or partnership agreement, and only for its duration.

Media and press. Media outlets may use the Logo for editorial and news purposes referencing NPAC without prior approval, provided the use is accurate, does not imply endorsement, and follows the usage standards in Section 6.

Other third parties. All other uses require prior written approval from NPAC and a signed User Agreement (Part II).

5. Approval Process

Except for permitted editorial media use, anyone wishing to use the Logo must:

- Submit a written request to NPAC at communications@npac-aiipc.org describing the intended use, medium, duration, and audience, including a mockup or sample where practical.
- Receive written approval before any use. NPAC will endeavor to respond within [10] business days.
- Sign the User Agreement in Part II where required.

NPAC may approve, deny, or condition any request at its sole discretion.

6. Usage Standards

- Use only official Logo files supplied by NPAC; do not recreate, redraw, or trace the Logo.
- Do not alter the Logo's colors, proportions, orientation, or typography, or add effects such as shadows, outlines, or gradients.
- Maintain the minimum clear space and minimum size specified in the NPAC brand guidelines.
- Place the Logo on backgrounds that provide sufficient contrast and do not compromise legibility.
- Do not combine the Logo with other logos, marks, or text in a way that suggests a joint mark or co-ownership.
- Include the credit line "The NPAC logo is used with permission of [Full Legal Name]" where NPAC requests it.



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7. Prohibited Uses

The Logo must never be used:

- In any way that states or implies NPAC's endorsement, sponsorship, or certification of a product, service, individual, or organization, unless expressly authorized in writing.
- In connection with any unlawful, misleading, discriminatory, obscene, or disparaging content or activity.
- For political campaigns, lobbying, or partisan activity, or in any manner that could jeopardize NPAC's nonprofit or tax-exempt status.
- On merchandise offered for sale, unless authorized under a separate written licensing arrangement.
- As part of another party's name, logo, trademark, domain name, social media handle, or app icon.
- In any manner that damages, dilutes, or disparages the goodwill or reputation of NPAC.

8. Term, Revocation, and Enforcement

Permission to use the Logo remains in effect only while the underlying relationship (membership, sponsorship, partnership, or written approval) is active, unless earlier revoked. NPAC may revoke permission at any time, with or without cause, by written notice. Upon revocation, expiration, or termination, the user must cease all use of the Logo within [10] business days and remove it from all materials within a commercially reasonable time, not to exceed [30] days. NPAC reserves the right to pursue all available legal remedies for unauthorized use.

9. Administration

Questions about this policy and requests for Logo files or approvals should be directed to the NPAC Executive Office at communications@npac-aiipc.org NPAC may amend this policy at any time; the current version will be available at www.npac-aiipc.org Continued use of the Logo after an amendment constitutes acceptance of the amended policy.



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Part II — NPAC Logo User Agreement

This Logo User Agreement (“Agreement”) is entered into as of the date of last signature below (“Effective Date”) by and between the Nurse Practitioner Association of Canada (“NPAC”) and the individual or entity identified below (“User”).

1. User Information

Name / Organization: _____

Contact person and title: _____

Address: _____

Email / Phone: _____

Relationship to NPAC (check one): ☐ Member ☐ Sponsor/Partner ☐ Media ☐

Other: _____

Description of intended use (medium, materials, duration, audience):

2. Grant of License

Subject to the terms of this Agreement and the NPAC Logo Use Policy (Part I, incorporated by reference), NPAC grants User a limited, non-exclusive, non-transferable, non-sublicensable, revocable license to use the Logo solely for the use described in Section 1 above. No other rights are granted.

3. User Obligations

User agrees to:

- Comply with the NPAC Logo Use Policy and any brand guidelines provided by NPAC, each as amended from time to time.



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- Use only official Logo files provided by NPAC, without modification.
- Submit materials bearing the Logo for NPAC's review upon request.
- Promptly correct or withdraw any use that NPAC identifies as non-compliant.
- Not challenge NPAC's ownership of the Logo or register any confusingly similar mark, name, or domain.

4. Term and Termination

This Agreement takes effect on the Effective Date and continues until the earlier of: (a) completion or expiration of the use described in Section 1; (b) termination of User's membership, sponsorship, or other relationship with NPAC; or (c) termination by either party on written notice. NPAC may terminate immediately upon any breach. Upon termination, User will cease all use of the Logo within [10] business days and remove the Logo from all materials within [30] days.

5. No Endorsement; No Agency

Nothing in this Agreement implies NPAC's endorsement of User or User's products or services, nor creates any partnership, joint venture, agency, or employment relationship between the parties.

6. Indemnification

User will indemnify, defend, and hold harmless NPAC and its directors, officers, employees, members, and agents from and against any claims, damages, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of User's use of the Logo or breach of this Agreement.

7. Disclaimer; Limitation of Liability

The Logo is provided "as is." NPAC disclaims all warranties, express or implied. To the maximum extent permitted by law, NPAC's total liability arising out of this Agreement will not exceed one hundred dollars (\$100), and NPAC will not be liable for any indirect, incidental, consequential, or special damages.



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8. General

This Agreement, together with the Logo Use Policy, is the entire agreement between the parties regarding the Logo and supersedes prior understandings on the subject. It may be amended only in a writing signed by both parties. User may not assign this Agreement without NPAC's prior written consent. This Agreement is governed by the laws of [State/Province], without regard to conflict-of-laws principles, and the parties consent to the exclusive jurisdiction of the courts located in [County, State/Province]. If any provision is held unenforceable, the remainder continues in effect. Sections 5–8 survive termination.

9. Signatures

NPAC

Signature

Name

Title

Date

USER

Signature

Name

Title

Date