



# Logo Licencing Application

## Newfoundland and Labrador Brand Signature Logo

### 1. Applicant

Please ensure that all questions are answered. If an item does not apply, write N/A.

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

### 2. Description of Company

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Legal form of Company (check one)
  - Sole Proprietorship
  - Partnership
  - Craft
  - Limited Partnership
  - Corporation
  - Other

**3. Product and Marketing Information**

(a) List type of products sold

---

---

---

(b) Describe current retail market (i.e. craft fairs, studios, etc.)

---

---

---

**4. Description of Product or Products Proposed for Licencing**

**Product 1** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 2** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 3** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 4** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 5** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 6** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 7**

Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 8**

Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 9**

Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 10** Name:

---

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 11** Name:

---

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 12** Name:

---

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 13** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 14** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

**Product 15** Name: \_\_\_\_\_

Category:  Apparel and Accessories  Promotional Items and Souvenirs  Other Licenced Products

Describe product: (material, colours, etc.):

---

---

---

---

---

---

Note: If more space is needed, please duplicate pages as necessary.

## 5. **Supplementary Information**

Please attach the following information to this application:

- (a) Artwork/concept layouts for each of the products named above. The layouts should show the area of placement of the brand and indicate applicable colours. Colour swatches are also requested if available. Please note, a basic version of the brand signature logo Graphics Standards Manual can be found online at [www.gov.nl.ca/brand/guidelines.htm](http://www.gov.nl.ca/brand/guidelines.htm)
- (b) Other information about your company, its business and/or product(s) (if desired)

## 6. **Prospective Licensee Statement**

- (a) I hereby affirm that the answers to the above questions are true and complete, except for such questions that explicitly call for projections and plans, which have been answered in good faith and to the best on my knowledge. I understand that any licence which may be granted to a company by the Government of Newfoundland and Labrador will be subject to immediate termination, in the event that the Government of Newfoundland and Labrador determines that the information provided herein is false, misleading, fraudulent, or incomplete.
- (b) I hereby acknowledge the proprietary nature of all Government of Newfoundland and Labrador names and logos and I hereby acknowledge that the right, title and interest in such names and logos belong to the Government of Newfoundland and Labrador. I agree that I will make no use of any names or logos without the prior written consent from the Government of Newfoundland and Labrador.
- (c) I hereby agree that my company's product(s) and/or concept(s) will be reviewed and accepted or rejected at the sole discretion of the Government of Newfoundland and Labrador.
- (d) I hereby agree to adhere by the guidelines for the brand signature logo outlined in the graphics standards manual when producing special and/or customized orders for use by Government of Newfoundland and Labrador departments. I

understand that it is my responsibility to notify the Department of Business immediately if requested to produce items that conflict with the guidelines provided in the graphic standards manual and will not fulfill the order until approval has been granted.

- (e) The Government of Newfoundland and Labrador has agreed that any product sample(s), mock-up(s), rendering(s), etc. which are submitted in support of the application will be examined only by the Government of Newfoundland and Labrador personnel. If a licence is not granted, the application and supplementary information will be returned upon request. I acknowledge that the Government of Newfoundland and Labrador may licence other products or concepts similar in nature without obligation to me.

Company or Producer: \_\_\_\_\_

Name of Individual  
Supplying Information: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please send completed application form or any inquires to:

“Logo Licencing Program”  
Department of Business  
P.O. Box 8700  
St. John’s, NL A1B 4J6  
t 709.729.3254  
f 709.729.3306  
chrishewlin@gov.nl.ca