

5. Use of the Quilts of Valour Name and Logo

When referring to our organization always use the name Quilts of Valour – Canada Society or Quilts of Valour – Canada. The term Quilts of Valour refers only to our quilts. The “space – space” is a legal part of the organizations name and is always used when referring to the organization in writing.

The words “Quilts of Valour – Canada Society”, “Les courtepointes de vaillance – Société canadienne”, “Quilts of Valour - Canada”, “Les courtepointes de vaillance - canadienne”, “Quilts of Valour”, “Les courtepointe de vaillance”, “Quilt of Valour”, “Courtepointes de vaillance”, QOVC and QOV are trademarks of the Society.

Examples of the correct usage of trademark symbols are: Quilts of Valour – Canada Society™, Les courtepointes de vaillance – Société canadienne™, Quilts of Valour – Canada™, Les courtepointes de vaillance - canadienne™ Quilts of Valour™, Les courtepointes de vaillance™, Quilt of Valour™, Courtepointe de vaillance™, QOVC™ and QOV™.

Only the Board of Quilts of Valour – Canada Society is authorized to make changes to the logo.

The Board is charged with protecting the Society’s trademarks from infringement and closely monitor their use.

The QOVC logo may be used on letterheads, business cards, our website, our Facebook pages and ceremonial documents. Any other use of the Society’s logo requires authorization from the **Board**.

The correct logo and trademarks are on the QOVC website under the **Representatives** log-in.

In our publications and on the website, we use “tag lines” to engage our various audiences. The tag lines are consistent with our mission and provide a friendlier description of our mission. The following tag lines are approved for use in QOVC materials:

a) Supporting ill and injured Canadian Armed Forces members, past and present, with quilts of comfort. / Offrant un soutien à nos membres blessés, passés et actuels, des Forces armées canadiennes, avec des courtepointes de réconfort.

b) make a block – make a quilt – make a difference / faire un bloc, faire une courtepointe, faire une différence