



Application for New Mark Development



Official Marketing Mark

The parent BC Mark is the main mark or logo representing the government of the Province of British Columbia, its ministries, branches and programs. Development of a new mark to represent a government administrative unit or program may be permitted only if a communications need for promotion, marketing or advertising can be demonstrated. A ministry may submit the “*Application for New Mark Development*” form, endorsed by the Ministry GCPE Communications Director, for consideration of a new *Endorsed Mark* or *Marketing Mark*. For all of government, Government Communications and Public Engagement (GCPE) is responsible for the development of any new mark or logo per the government’s Core Policy. The needs assessment process is used to identify situations where new marks may be permitted based on criteria that are clearly defined and applied consistently across government. Final decisions are the responsibility of GCPE Marketing and Communications Support Services. Development and design of all new marks must be done to standards identified in the BCID Graphic Standards Guidelines.

Decision criteria include the following:

Nature of the program or body: the priority, objectives, size, scope and longevity of the program or body to be represented by the new mark; whether it reflects a significant policy or other goal of government; and the budget and resources that will be available to develop and use a new mark effectively.

Communications needs: program or body communications objectives and how they will be better served by a distinct or unique mark; promotion, marketing and advertising needs; number, type and lifespan of communications products to which the mark will be applied; and size and type of audience(s) to be reached.

Official Partnerships: where an official partnership agreement exists and the government of B.C. is not the sole author, a determination will be made for the need of a *Partnership Mark* to represent a joint initiative incorporating the BC Mark and/or the marks of other partners, whereas a logo “lockup” may be created. A simple co-branding arrangement may be suggested for a short-term partner endorsement.

Autonomy Requirements: where a body or program has been created to operate at arms-length from the government, and may best fulfill its functional or communications objectives by exhibiting a degree of independence from government, a determination will be made of the need for a new mark to represent its autonomy or special purpose. Examples include an appointed commission or oversight organizational unit.

The same criteria are applicable to marks existing prior to the BC ID Program, although decisions about their retention also take into consideration historical use. Permitted government marks will be recorded by GCPE Graphic Communications. In some cases, it may be appropriate to seek protection, under the Federal Trademarks Act, for permitted government marks. This will be funded by the applying ministry and done on the advice and with the assistance of the Legal Services Branch of the Ministry of Justice.



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What will the new mark identify? *Please provide program marketing or communications plan if available.*

Name of government program, organization or administrative unit to be represented by a new mark: _____

Brief description, including purpose, goals and related policy or legislation: _____

Why is a new mark necessary for this initiative? Are there overlapping or duplicate government initiatives? _____

What type of mark is being requested? Endorsed Mark Marketing Mark Arms-length (kind) _____

Does the new mark replace, or make obsolete, an existing mark? No Yes _____

Will the new mark accompany another mark or brand logo? No Yes _____

How will the new mark be used?

Communications objectives: *Indicate the communications objectives for the program by checking the following boxes.*

- Informational** (e.g., services, regulations, public information)
- Promotional** (e.g., trade, tourism, government priority)
- Educational** (e.g., skills, safety, culture)
- Social** (e.g., attitudes, responsibility, behavior)

Scope of program and communications:

Elements: (e.g., print collateral, online or social media campaign, website, videos, advertising) _____

Duration of program and expected lifespan of communications elements: _____

Budget allocated to program initiative: No Yes Shared funding _____

Audience:

Area / Geoography: Regional Province-wide National International

Demographics / Segment: General Seniors Sector (describe) Other

Description / Other information: _____

Application prepared by:

Name: _____ Address: _____

Title: _____

Ministry: _____ Phone: _____ Fax: _____

Branch: _____ E-mail: _____

Signed _____ Date: ____/____/____

Endorsements/Approvals:

Name: _____ Signed: _____ Date: ____/____/____
Ministry GCPE Communications Director

Name: _____ Signed: _____ Date: ____/____/____
GCPE Marketing and Communications Support Services Director

Type of mark recommended: Endorsed Mark Marketing Mark Arms-length (kind) _____

You may submit this application form by fax to: Government Communications & Public Engagement by e-mail to: BCGovLogos@gov.bc.ca