

Signatures: \_\_\_\_\_  
**SATCC Commission Board Chair**

\_\_\_\_\_  
**SATCC Commission Board Vice Chair**

**Board Category** Program – P3  
**and Policy Name:** Process for Responding to Requests for the Use of Trade Marks and Logos

**Approved:** September 30, 2020

**Supersedes:** June 21, 2017

**Next scheduled review:** November 2022

**Policy** The SATCC will make a decision to approve or deny requests for use or access to trade marks and logos. The marks and logos identified by this policy include: Red Seal Mark or Logo, Blue Seal logo, and the SATCC logo.

**Procedures** When the SATCC receives a request to use or access trade mark or logo, it is forwarded to the Communications and Marketing area to review and make a recommendation.

Communications and Marketing provides access to one of the appropriate logos, depending upon the intended use of the logo and the person who is requesting the logo, based on the following criteria and Red Seal policies:

#### **Red Seal Endorsement Official Mark**



The Red Seal Endorsement Official Mark may only be used, with permission, by a journeyman whose certificate is endorsed with a Red Seal.

The mark is only to be provided to individuals who are Red Seal Endorsed Journeymen, for individual use only. For example: apron, jacket. Preferably to be used with the journeyman's name.

## Red Seal Proud Supporter Logos

<p>Red Seal Endorsement Proud Supporter Logo</p> 	<p>Red Seal Identity Proud Supporter Logo</p> 
--	--

The Red Seal Proud Supporter Logos may be used by anyone associated with the Red Seal program, for example, an employer of Red Seal journeypersons. There are two variations of the Proud Supporter Logo. The Red Seal *Endorsement* Proud Supporter Logo shows support of certification; the Red Seal *Identity* Proud Supporter Logo shows support of the Red Seal program. Suggested use of the logo is for products and materials that may be used by a variety of people, such as on a truck that could be driven by multiple employees.

These logos may be used, without permission, for the purpose of demonstrating support and promoting the Red Seal Program as the Canadian standard of excellence for skilled trades. Either may be use according to preference and are available for download from the Red Seal website.

## Red Seal Identity Official Mark



The Red Seal Identity Official Mark is used to brand the Red Seal Program and its products.

This mark is only to be used on approved products associated with the Red Seal and is seldom provided in response to any public requests.

## Blue Seal Logo

The Blue Seal logo appears on Blue Seal certificates issued by the SATCC acknowledging someone's receipt of the credential. In order to maintain the

integrity of the Blue Seal logo, the SATCC does not provide it to the public, or to any institution or organization.

### **SATCC Logo**

In order to maintain the integrity of the SATCC logo, the SATCC does not provide it to the public. The logo is provided by the Communications unit to institutions only in special circumstances – for example, an organization can use the logo to recognize the SATCC for sponsorship of an event, or a training provider can use it to demonstrate a partnership with the SATCC on relevant marketing materials.

### **Background**

The Canadian Council of Directors of Apprenticeship (CCDA) approved the Red Seal Endorsement Official Mark, the Red Seal Identity Official Mark, the Proud Supporter Logos, and the Red Seal Acronym (RSE) in 2014. The decision determined that only Red Seal endorsed tradespersons could be granted the use of the Red Seal Endorsement Official Mark, while others could use the Red Seal Proud Supporter Official Mark. No promotional items with the Red Seal Endorsement Official Mark were permitted.

At the Fall 2016 CCDA Meeting, it was determined that the current registration of the Red Seal Official Mark remained under the CCDA, but that ESDC would no longer grant permission to use the Official Mark to the general public, but would defer all requests for permission to use the Red Seal Official Mark to the appropriate Province or Territory for action, and that Provinces and Territories would decide whether to grant permission to requests in their own jurisdiction.

Provinces and Territories were also directed to ensure the communications in their jurisdictions are clear on the intent and purpose of the Red Seal Program and the Red Seal Official Mark.

The logos are intended to raise awareness of the Red Seal Program and its value as the Canadian standard of excellence for skilled trades. The Red Seal Endorsement Official Mark's intended use and sole purpose has always been to indicate or recognize that a tradesperson has successfully passed the Interprovincial Red Seal examination.

No promotional items with the Red Seal Endorsement Official Mark will be permitted.

