LOGO USE & BRANDING POLICY

1. Purpose of the Policy

The purpose of this policy is to ensure consistent, respectful, and professional use of the TULIP Association of Canada ("TULIP") logo across all chapters, programs, events, and partner/sister organizations.
Consistent branding strengthens public trust, supports organizational unity, and protects the integrity of TULIP's identity.

2. Scope

This policy applies to:

- All TULIP Association of Canada chapters (provincial, regional, city-level).

- All TULIP programs and initiatives (faith, education, dialogue, interfaith, youth, family programs).

- Partner, sister, and affiliated organizations requesting to display the TULIP logo.

- Volunteers, staff, designers, contractors, and vendors producing visual materials.

3. General Branding Principles

- The TULIP logo is the official symbol of the organization and may not be altered, distorted, or used in a misleading way.

- The logo must appear **clear, visible, and prominent** on all flyers, banners, digital media, and printed materials associated with TULIP initiatives.

- Chapters may **not create their own versions** of the TULIP logo.

- All use of the logo must accurately reflect TULIP's values: unity, respect, service, education, dialogue, and community.

4. Required Logo Placement

4.1 Flyers, Posters, and Digital Graphics

- The TULIP logo must appear on **the front page**, typically:

  - **Top-left** or **top-right corner**, or

  - **Bottom-center** for event-focused designs.

- Logo must be **at least 1 inch (2.5 cm)** in height on printed materials – can be adapted to the size.

- For digital graphics (Instagram, Facebook, website banners), the logo must remain **clearly legible at 1080×1080 px or larger**.

4.2 Event Banners, Backdrops, and Signage

- Every TULIP-hosted event must display **a large, official TULIP banner** at the main entrance or stage area.

- If co-hosted with partners, the TULIP logo must appear:

  - Equal in size to partner logos, unless TULIP is the lead organizer.

  - On the top row or primary section of the banner.

4.3 Partner or Sister Organizations

Partners may display the TULIP logo when:

1. They are co-hosting a program with a TULIP chapter.

2. The partnership is formally approved by the chapter lead or national office.

3. The logo is used only for the approved event or initiative.

The logo **cannot** be used to imply TULIP endorsement of activities not formally approved.

5. Logo Usage Rules

5.1 Acceptable Use

- Use only the **official, high-resolution** TULIP logo files provided by the national office.

- The logo may be scaled proportionally but must not be stretched or distorted.

- Background colours must provide high contrast (light background → coloured logo; dark background → white logo).

- Minimum clear space around the logo: **the height of the letter "T" in TULIP**.

5.2 Unacceptable Use

The logo must **NOT** be:

- Altered, recoloured, or distorted.

- Combined with other logos or symbols to create a new mark.

- Used in political, partisan, or controversial messaging.

- Placed on top of busy or cluttered backgrounds.

- Used in unauthorized fundraising campaigns.

- Used by external organizations without written approval.

6. Approval Requirements

6.1 For Chapters/Regional Offices

Chapters **do not need approval** for:

- Routine event flyers,

- Regular programs,

- Standard banners.

Chapters **must request approval** from TULIP National when:

- Designing long-term branding materials (new banners, window decals, office signage),

- Creating chapter-specific TULIP merchandise,

- Modifying colour palettes or layout templates,

- Collaborating with external organizations.

6.2 For Partners or Sister Organizations

Partners must submit:

- The draft flyer/banner,

- Event description,

- Placement of all logos

to the chapter lead or national office for confirmation.

Approval turnaround time: 2 business days.

7. Co-Branding Guidelines

When TULIP hosts or co-hosts with partners:

- Logos must be aligned horizontally or in a grid with **equal spacing**.

- TULIP's logo may appear first **only if it is the lead organizer**.

- Any wording must clearly indicate:

  o "Hosted by…"

  o "In partnership with…"

  o "Supported by…"
    according to the collaboration type.

8. Misuse & Disciplinary Action

Misuse of the logo may lead to:

- Removal of printed or digital materials.

- Temporary suspension of branding privileges.

- Revocation of partnership for external organizations.

- Escalation to TULIP National for review.

Repeated violations may result in chapter-level administrative action.

9. Obtaining Logo Files

Chapters and partners may request:

- PNG (transparent)

- JPEG (print)

- SVG (vector)

- PDF (print-ready banners)

by emailing: **info@tulipcanada.org**

10. Canva Design Usage for Chapters

To ensure unified branding and consistent visual identity across all TULIP Association of Canada Chapters, the following Canva usage rules apply:

1. **Centralized Canva Account Access**
   All Chapters must use the *official TULIP Canva login credentials* provided by TULIP National.

2. **TULIP Chapters Canva Login:**

   Email: canva@tulipcanada.org   you will receive confirmation code to email

   Password: TulipChapters@1652*

3. **Design Storage in Chapter Folders**

   Each Chapter must work **only within their assigned Chapter Folder** inside Canva.
   This ensures:

   - Consistent design archiving

   - Easy access for National oversight

   - Protection of shared brand assets

   - Version control and proper documentation

4. **Brand Template Compliance**

   All Chapter designs—including flyers, posters, banners, presentations, and social media posts—must:

   - Use the National TULIP Brand Kit

   - Use the official color palette

   - Use approved fonts

   - Use the approved TULIP logo variations

5. **No Personal Canva Accounts**

   Chapter staff, volunteers, or program leads **may not** create TULIP-branded designs using personal Canva accounts.
   All work must be done under the official shared Canva account.

6. **Editing and Organization**

   - Chapters may create subfolders (e.g., "Events," "Programs," "Youth," "Ramadan," etc.)

   - All finalized designs must be saved inside the correct folder

   - Drafts must NOT overwrite national templates; use "Make a copy" before editing.

7. **Brand Oversight**

TULIP National reserves the right to:

- Review,

- Edit,

- Restrict,

- Remove,

  any design that does not comply with branding or communication standards.