

YOUR BRANCH ONLINE

Social Media – The Policy

For the purposes of this policy, reference to registered trademarks will include the name “Legion,” the Legion logo, the Legion Badge, and the Ladies Auxiliary Badge. Any requests for use of the registered Poppy symbol trademark will be directed to the Poppy & Remembrance Committee at fchute@legion.ca.

For the purposes of this policy, reference to “social media” includes Facebook, Twitter, Blogs, and similar new media in the future.

The Policy

Legion Branches, Zones, Districts, Commands and Auxiliary groups may use registered Legion trademarks, except for the registered Poppy symbol trademark, on social media provided that the following conditions are met:

1. The entity name or number is clearly shown where the trademark is used. Viewers need to understand what Branch, Zone, District, Command or Auxiliary group is represented.
2. Control and ownership of the media vehicle complete with all passwords, registrations and logins be retained by the executive elected officers of the Branch, Zone, District, Command, Auxiliary group or persons designated responsible by the executive.
3. The registered trademark images are not authorized for use by an individual Legion member or the general public, only for use by Legion entities as described in item 2.
4. It is understood no ownership or control of the registered trademarks is suggested or implied.
5. The content of the social media site be respectful of Veterans and The Royal Canadian Legion.
6. The content of the website be in keeping with the Purposes and Objects of the Legion as defined in the general bylaws.
7. It is understood that Dominion Command of The Royal Canadian Legion reserves the right to restrict the use of all registered trademarks if such usage is not in adherence with the Legion’s Purposes and Objects as defined in the General By-Laws.

Advice or direction on how to use these registered trademarks is available at marketing@legion.ca. Registered trademark images are available in black and white, or colour, in all commonly used formats. The images shown on the Dominion Command website are intentionally not suitable for reproduction and are of a resolution that will not reproduce well.