

RE: REQUEST BY THE BURNABY HOSPICE SOCIETY
PERMISSION TO USE THE BURNABY LOGO

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER 1988 NOVEMBER 02

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: REQUEST BY THE BURNABY HOSPICE SOCIETY
PERMISSION TO USE THE BURNABY LOGO

PURPOSE: To request that Council grant authority to the Burnaby Hospice Society to use Burnaby's corporate logo on the Society's brochure and letterhead.

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RECOMMENDATIONS:

1. THAT the Burnaby Hospice Society be authorized to use the registered Burnaby logo symbol on its proposed brochure and letterhead in accordance with the terms outlined in this report.
2. THAT a copy of this report be sent to the Burnaby Hospice Society, 6161 Deer Lake Avenue, Burnaby, B.C., V5G 4A3.

R E P O R T

1.0 BACKGROUND

On 1975 June 23, Burnaby Council adopted the familiar Burnaby logo as its corporate symbol and on 1976 May 14 caused it to be registered under the Copyright Act in the name of The Corporation of the District of Burnaby. Accordingly, Council was advised that permission may be given for community groups or other interested parties to use the logo, and that a resolution of Council would be necessary to give such authority.

On 1983 March 28, Council endorsed a set of criteria that were recommended as guidelines for evaluating proposals in this regard. The pertinent section of the report containing the criteria that were adopted is as follows:

"3.0 SUGGESTED CRITERIA:

It is suggested that Council support for requests to use the Burnaby logo be extended only where Council is satisfied that the following criteria are met:

- (a) Use is proposed by a broadly-based, non-profit community group or government-sponsored agency that serves, in some significant way, the interests of a substantial segment of the population of Burnaby, and not by a business enterprise;
- (b) the organization seeking permission is exclusively or primarily composed of Burnaby residents, or is based in and primarily operating for the benefit of Burnaby and its citizens;
- (c) the proposed application is strictly for non-profit, non-commercial purposes;



- (d) Council is satisfied that the use and application of the logo by the organization will not unduly dilute the public impact of Corporation use, nor detrimentally affect the public's response to the display of the logo by the Corporation of the District of Burnaby;
- (e) the application design is consistent with the design standards employed in the creation of the symbol and the preparation of its approved applications; and
- (f) it is agreed that Burnaby retains ownership and reserves the Copyright to the logo, and reserves the right to automatically withdraw its permission if the use ceases to meet the criteria as established."

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To date, only one qualifying organization has sought and received Council approval on this basis.

2.0 CURRENT PROPOSAL

A request has been received from the Burnaby Hospice Society, asking that Council consider allowing the use of the Municipal logo on a brochure and the Society's letterhead.

At staff's request, the Secretary of the Society, Shari Craig, has provided the following written outline of the nature of the organization, its relationship to the community and the service it provides, and the intended purpose of the use of the logo.

"We are a Burnaby based, non-profit society serving terminally ill Burnaby residents and offering support to their families. Our coordinator's office is located in the Burnaby Health Department in order to liaise with and receive referrals from Long Term Care, Home Care, and the Burnaby Hospital. Our volunteers are primarily Burnaby residents, and the Board's executive are all Burnaby residents, as are the majority of the Board members.

You can be assured that our use of the Burnaby logo will not negatively impact upon the corporation's image, as we are committed to providing a quality service with trained volunteers sensitive to the needs of the terminally ill and their families.

Our use of the logo will be only on our pamphlet and our letterhead. The printing will be done professionally and will follow the design standard of the municipality.

We understand that the municipality retains ownership of the logo and can withdraw permission to use the logo at any time."

Further information provided by the Administrator, Long Term Care, of the Burnaby Health Department confirms that the Society is a registered non-profit B.C. society, that it coordinates the services of 40 to 50 trained volunteers, is active in raising its own funds, and was the recipient of a \$3,000 start-up grant from the Municipality in 1987.

Based on the foregoing and the simple application illustrated (attached Figure 1), this Department considers that the use of the logo reflects the intent of the adopted criteria, and recommends that approval be given subject to the terms outlined.

APL
DGS:lf
cc: Municipal Clerk
Municipal Solicitor
Attachment

A. L. Parr
A. L. Parr
Director Planning &
Building Inspection

ITEM	6
MANAGER'S REPORT NO.	73
COUNCIL MEETING	88/11/14

Present pamphlet with use of
 logo - color would be blue
 to match the printing:

**BURNABY
 HOSPICE
 SOCIETY**



*"Hospice care allows patients
 to live until they die, their
 families to live with them until
 they die, and to go on living
 afterwards."*

Elisabeth Kubler-Ross

**PEOPLE HELPING
 PEOPLE**

