

Orange Shirt Society  
Branding and Copyright Policy  
EVERY CHILD MATTERS

## Purpose

The Orange Shirt Society (the “**Society**”) is the owner of several trademarks, including the phrase “EVERY CHILD MATTERS” (the “**Trademark**”).

Approved by the Society, the Trademark, used alone or in combination with other branding, emblems, drawings, logos, words, or symbols of the Society, serves to evoke immediate public association with the Society.

The Trademark was created by the Society and is paramount to advancing the Society’s purpose and mission of (collectively, the “**Purpose**”):

- Supporting Indian Residential School Reconciliation, and
- Raising awareness of intergenerational trauma caused by Indian Residential Schools.

This Branding and Copyright Policy (the “**Policy**”) establishes the official guidelines for the usage of the Trademark. This Policy is intended to maintain the brand and integrity of the Society and to ensure that its programming continues to be funded.

## Scope

This Policy describes the rules governing the appropriate use of the Trademark. The Policy applies to all merchandise marked with the Trademark or sold or distributed in association with the Trademark, including any related activities, resources, and promotions. Merchandise relating to the Trademark, includes T-Shirts and all promotional products including, for example, mugs, pins, stickers, face masks, posters, jewelry, or hats.

## Values

The Society’s values communicate the spirit of the Society and set out strict regulations around the use of the Trademark. All usage of the Trademark must be in a respectful manner to uphold the overall Purpose of the Trademark set out in this Policy and as expressed by the Society from time to time. The Society reserves the right to limit or withdraw the usage of the Trademark at any point, acting reasonably, if it determines that the Society’s values are at risk or if use of the Trademark undermines the Purpose. Examples of such use include, but are not limited to, use of the Trademark in connection with:

- Merchandise that promotes the use of drugs or alcohol,
- Merchandise that advocates illegal activity,
- Merchandise, clothing, insignias, symbols or adornments that denigrate or promote hatred of a person or persons, including, but not limited to, clothing that denigrates or promotes hate based on race, colour, ancestry, place of origin, religion, marital status,

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family status, physical or mental disability, sex, sexual orientation, gender identity and/or expression, or age,

- Merchandise which contains profanity in any language or obscene images,
- Merchandise in connection with symbols, logos or brands that are not related to the Society.

The Trademark should not be used in connection with hands similar to those in logos for Missing and Murdered Indigenous Women and Girls. The Society is supportive of this cause as it supports Indigenous communities but, as it is a separate cause, the Society believes consistency with its branding and messaging are important.

### Guidelines

1. Only the Society and its authorized licensees may use the Trademark in association with merchandise.
2. The Trademark shall not be altered in any way and shall not be combined with other elements, visual or otherwise, to create a new symbol or image without prior written consent from the Society.
3. Use of the Trademark must be accompanied by a notice stating that the use of the Trademark is under license and that the owner of the Trademark is the Society. For instance, the following notice is acceptable:

EVERY CHILD MATTERS is a trademark owned by Orange Shirt Society and is being used under license.

For online store sales, the notice shall be on every webpage or product page where the public can purchase merchandise that contain the Trademark.

For retail store sales, the notice shall be on packaging, hangtags, or labels of merchandise that contain the Trademark.

4. Clothing marked with the Trademark must be orange in colour.
5. The Society releases official Orange Shirt designs annually (collectively, the “**Official Designs**”). The Official Designs for the years 2020 to 2024 are shown below:

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- 2020:



- 2021:



- 2022:



- 2023:



- 2024:



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6. None of the Official Designs may be used in any manner without prior written consent from the Society. The unauthorized use of Official Designs may constitute copyright infringement.
7. Any person wishing to use the Trademark with a different design (a “**Non-Official Design**”) that is not one of the Official Designs must first obtain prior written consent from the Society. Consent shall be requested by email to [licensing@orangshirtday.org](mailto:licensing@orangshirtday.org). Any merchandise advertised, sold, or distributed in association with the Trademark and a Non-Official Design cannot be marketed and advertised with the word “official”.
8. Individuals, organizations, and companies that use the Society’s Trademark must adhere to the Purpose of the Society. If any individual, organization, or company is unsure of its use of the Trademark, please email [licensing@orangshirtday.org](mailto:licensing@orangshirtday.org) for more information.
9. The Society will allow a company to put their Logo in combination with the Trademark upon written approval by the Society. For approval in advance of doing so, please reach out to [licensing@orangshirtday.org](mailto:licensing@orangshirtday.org).

**Failure to comply with this Policy**

Failure to adhere to this Policy will result in a written notification being delivered by the Society to the person or persons who have improperly used the Trademark.

Subsequent failure to rectify the improper use of the Trademark may result in a termination of any license to use the Trademark and in legal action by the Society, including but not limited to the exercise of any rights available to the Society at law.

**Issued**

August 15, 2024