



Freedom To Create. Spirit To Achieve.

The Alberta Brand Charter. Becoming a partner in the Alberta brand.

You will be the keeper of the future of Alberta and nothing less. This is a tremendous responsibility and an amazing opportunity. How many people can truly say they took part in shaping the place they live in, work in, visit and invest in – for their own time and for future generations?

**Embrace the responsibility. Seize the opportunity.
Make this your brand. Make your mark on Alberta.**

Brand Charter

1. Brand Participants ("Participants") must adhere to the requirements for use of the brand set out at www.AlbertaBrand.com ("Brand Use Requirements"). These requirements are subject to change and the Participant shall be responsible for keeping up-to-date with any changes to those requirements.
2. Alberta may reject any Participants from using the brand with respect to any goods, services, marketing campaigns, or other activities or content that it deems offensive, obscene, discourteous, harassing, sexually explicit, or is illegal in Canada. The Participant may not use the brand in association with any content which discriminates on the basis of gender, sex, sexual orientation, religious affiliation, disability, conviction for which pardon has been granted, ethnicity and marital or family status.
3. Participants may not use the brand in association with any goods, services, activities or content that breaches copyright, trade-mark, patent, or any other rights in property or privacy.
4. Alberta is the sole owner of the brand, but Participants will be provided with written consent to use the brand ("Approval") on the condition that their use of the brand must be consistent with this Brand Charter and those requirements set out in the Brand Use Requirements.
5. If at any time, the Minister determines, in its sole discretion, that the Participant has breached the Brand Charter or the Brand Use Requirements, the Minister may give written notice to the Participant and the Participant must cease the reproduction and use of the Brand with the use of any goods, services, content or activities within sixty (60) days of the date of notice.
6. All Approvals may not be transferred or assigned to any other persons without prior written approval of the Minister.

**For further information, please contact the Manager, Brand Initiative
at +1-780-427-9263 or by email to brand@albertabrand.com.**

**Visit www.AlbertaBrand.com/ambassadors to complete the Alberta Brand Charter
information request to become an Alberta Ambassador.**