

Ontario By Bike™ Terms of Usage and Conditions: Logo Design, Guidelines and Requirements & Content Usage



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The Ontario By Bike™ Network (formerly the Welcome Cyclists Network) is a project of [Transportation Options Association of Ontario](#), a non-profit organization dedicated to fostering sustainable mobility and tourism solutions across Ontario.

The Ontario By Bike™ Network and the Ontario By Bike logo are trademarked by Transportation Options Association of Ontario (*hereinafter referred to as Transportation Options*) under the Canada Trademarks Act. Excluding Ontario By Bike Network participants (e.g. businesses or organizations) or participating regions (e.g. regional tourism organizations, municipalities or destination marketing organizations), no person may use any trademark identical to or confusingly similar with, the trademarks and other official marks identified in a manner that aims to promote commercial services similar to Ontario By Bike without prior written consent from Transportation Options. To submit a request, contact the info@ontariobybike.ca.

Policies and recommendations contained in this guide apply to all external organizations that are approved users of the trademarks and logos.

- In these Terms of Usage and Conditions, "we", "our" or "us" means Transportation Options/Ontario By Bike.
- In these terms and condition, if not specifically communicated the URL www.ontariobybike.ca, will be referred to as the 'website'.

Logo Design, Guidelines and Requirements:

- No party should use the Ontario By Bike Network logo without the prior written consent of Transportation Options. Unauthorized use of the Ontario By Bike Network logo and any content makes you liable for legal action.
- Changes to the logo are not permitted, including altering the wording, color, shape, or alignment, unless permission is provided through the prior written consent of Transportation Options.
 - The logo must be produced in the following Pantone® Colours:
 - PMS 1375 - Orange
 - PMS 534 - Blue
 - PMS 354 - Green
 - PMS - Cool Gray #2
- No stylized or modified versions of the logo, including the green circle, orange checkmark or blue bicycle are permitted, unless permission is provided through the prior written consent of Transportation Options.
- Always make sure that the Ontario By Bike logo is scaled proportionately. The logo must maintain its proper proportions.



Logo Design, Guidelines and Requirements (continued):

- Possible Logo Variations (*regional or destination-specific logos are available upon request; usage approved with prior written consent from Transportation Options*):



- Logos need to be seen in their entirety and should not be covered or layered with other logos, gradients or patterns.
- Do not place the logo within another shape or otherwise add elements to the logo. Always use the official digital file(s), unless permission is provided through the prior written consent of Transportation Options.
- Logos should not be placed on green, orange or blue backgrounds (some colours are acceptable and will be reviewed on a case by case basis).
- There should be no crude and profane images or content associated with the logo or Ontario By Bike Network content.
- Logos may not be used in any manner that suggests or implies that Ontario By Bike endorses other products, services, political parties or views, or religious organizations or beliefs, unless permission is provided through the prior written consent of Transportation Options.
- No Ontario By Bike trademarks, content or logos may be used in connection with alcoholic beverages, unless permission is provided through the prior written consent of Transportation Options.
- No Ontario By Bike trademarks, content or logos may be used in connection with illegal drugs, tobacco, gambling, inherently dangerous products such as firearms and explosives, or sexually suggestive products or language.
- Ontario By Bike will not approve the usage of the trademarks, content or logos, that it determines undermines its goodwill.

Ontario By Bike Content Usage:

- All content on the website and its subpages, including all written content, route and itinerary sheets, graphics and all publications by Ontario By Bike are the property of the Ontario By Bike Network, unless otherwise noted in the content through credits or sources listed.
- This website or any portion of this website including, but not limited to; written and researched content within all of the Ontario By Bike Participant Tool Kits, text, graphics, news articles, blog articles, photographs, images, illustrations, audio clips and video clips, collectively known as “Content” may not be reproduced, duplicated, copied, sold, resold, visited, or otherwise exploited for any commercial purpose without the prior written consent of Transportation Options.
- Website users also agree not to adapt, alter or recreate any OntarioByBike.ca content except for their own personal, non-commercial use. Any other use of OntarioByBike.ca content requires the prior written consent of Transportation Options.
- Specifically excluded from copyright and ownership by Ontario By Bike are: our promotional partners or any other third-party project partners, including their logos, trademarks or copyright material referred to in any website articles, content or posts; third-party trademarks referred to in the Ontario By Bike business directory or other portions of the website.
- The views which are expressed by the organizations participating in the Ontario By Bike Network, who have uploaded content to the site as part of their business listing are not our views and we accept no liability in respect of any content posted on the site by third parties, nor are we responsible for its content or accuracy.

For More Information:

For more information or questions regarding this page, please contact: Ontario By Bike c/o Transportation Options at: info@ontariobybike.ca or phone at 416-827-2774 or toll free at 1-866-701-2774 or by post: 850 Coxwell Avenue, Toronto, Ontario Canada M4C 5R1



www.ontariobybike.ca

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