

BRANDING AND COPYRIGHT POLICY

All capitalized terms not defined in this Branding and Copyright Policy (the “**Policy**”) have the meaning ascribed to them in the applicable license agreement between Orange Shirt Society and the applicable Licensee.

Purpose

The Every Child Matters Trademarks, used as approved by Orange Shirt Society, whether alone or in combination with other branding, emblems, drawings, logos, words, or symbols of Orange Shirt Society, serve to evoke immediate public association with Orange Shirt Society.

The Every Child Matters Trademarks were created by Orange Shirt Society and are paramount to advancing its Mission.

This Policy establishes the official guidelines for the usage of the Every Child Matters Trademarks. This Policy is intended to maintain the brand and integrity of Orange Shirt Society and to ensure that its programming continues to be funded.

Scope

This Policy describes the rules governing the appropriate use of the Every Child Matters Trademarks. The Policy applies to all displays or uses of the Every Child Matters Trademarks in connection or association with the Exploitation of the Offerings.

Values

Orange Shirt Society’s values communicate the spirit of Orange Shirt Society and set out strict regulations around the use of the Every Child Matters Trademarks. All usage of the Every Child Matters Trademarks must be in a respectful manner to uphold Orange Shirt Society’s Mission. Orange Shirt Society reserves the right to limit or withdraw the usage of the Every Child Matters Trademarks at any point, acting reasonably, if it determines that its values are at risk or if use of the Every Child Matters Trademarks undermines the Mission. Examples of such use include, but are not limited to, use of the Every Child Matters Trademarks in connection with anything that:

- promotes the use of drugs or alcohol,
- advocates illegal activity,
- 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, family status, physical or mental disability, sex, sexual orientation, gender identity and/or expression, or age,
- contains profanity in any language or obscene images,
- is not related to Orange Shirt Society. Orange Shirt Society will allow a company to put their logo in combination with the Trademark upon written approval by Orange Shirt Society. For approval in advance of doing so, please reach out to licensing@orangeshirtday.org.

The Every Child Matters Trademarks should not be used in connection with hand prints, as those are logos for Missing and Murdered Indigenous Women and Girls. Orange Shirt Society is supportive of this cause as it supports Indigenous communities but, as it is a separate cause, Orange Shirt Society believes consistency with its branding and messaging are important.

Guidelines

Only Orange Shirt Society and its authorized licensees may use the Every Child Matters Trademarks in association with Offerings. For details on how to become a licensee, please reach out to licensing@orangeshirtday.org.

The Every Child Matters Trademarks 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 Orange Shirt Society.

Use of the Every Child Matters Trademarks must be accompanied by a notice stating that the use of the Every Child Matters Trademarks is under license and that the owner of the Every Child Matters Trademarks is Orange Shirt 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 Offerings that contain the Every Child Matters Trademarks.

For retail store sales, the notice shall be on packaging, hangtags, or labels of merchandise that contain the Every Child Matters Trademarks.

Clothing and other items marked with the Every Child Matters Trademarks must be orange in colour. Every Child Matters writing must be either black or white.

Orange Shirt Society releases official Orange Shirt designs annually (collectively, the “**Official Designs**”). The Official Designs for the years 2020 to 2026 are shown below:



- 2020:



- 2021:



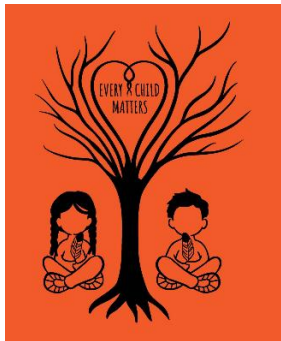
- 2022:



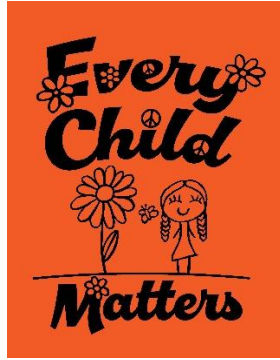
- 2023:



- 2024:



- 2025:



- 2026:

None of the Official Designs may be used in any manner without prior written consent from Orange Shirt Society. The unauthorized use of Official Designs may constitute copyright infringement.

Any person wishing to use the Every Child Matters Trademarks with a different design (a “**Non-Official Design**”) that is not one of the Official Designs must first obtain prior written consent from Orange Shirt Society. Consent shall be requested by email to licensing@orangeshirtday.org. Any merchandise advertised, sold, or distributed in association with the Every Child Matters Trademarks and a Non-Official Design cannot be marketed and advertised with the word “official”.

Individuals, organizations, and companies that use the Every Child Matters Trademarks must do so only in furtherance of the Mission. If any individual, organization, or company is unsure of its use of the Every Child Matters Trademarks furthers the Mission, please email licensing@orangeshirtday.org for more information.

Orange Shirt Society will allow a company to put their logo in combination with the Every Child Matters Trademarks upon prior written approval by Orange Shirt Society. For approval in advance of doing so, please reach out to licensing@orangeshirtday.org.

Failure to comply with this Policy

Failure to adhere to this Policy will result in a written notification being delivered by Orange Shirt Society to the person or persons who have improperly used the Every Child Matters Trademarks.

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

Changes to this Policy

It is our policy to post any changes we make to this Policy on our website at the following address: <https://orangeshirtday.org/merchandise/>. We reserve the right to make changes to this Policy from time to time without notice to you. We include the date the Policy was last revised at the bottom of the Policy. You are responsible for periodically visiting our website and this Policy to check for any changes or updates. Your continued use of the Every Child Matters Trademarks or Official Designs after such modifications or revisions will constitute your acknowledgement of the modified Policy, and your agreement to abide and be bound by the modified Policy.

Issued

August 15, 2024

Last Revised

April 13, 2026