Seva Canada Society Intellectual Property Use For Business

Seva Canada Society has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines.

Gifts In Kind

Seva Canada Society is grateful to all of the great companies who donate gifts in kind to our organization. From baby eyeglasses and packaging materials to legal services, the generosity of many companies has helped in our success. If you'd like to make a gift in kind donation, please contact us at admin@seva.ca

Donating Sales of Products or Services

To maintain the integrity of our messaging and commitment to our brand, there are certain limitations to using the Seva Canada Society name, logo, and url when donating a portion of the sales of a product or service.

Donating a portion of sales from your products and services cannot give the appearance of creating an endorsement, approval, sponsorship, partnership, affiliation or recommendation of any product or service by Seva Canada Society.

What Constitutes A Partnership?

Seva Canada Society enters into official partnerships with companies who have an established brand and a strong commitment to our mission. A corporate partnership with Seva Canada Society represents an initial significant financial contribution and a long-term, multi-faceted philanthropic campaign. To honour our official corporate partnerships, we ask that all other companies and individuals please refrain from using any language containing the words "partner" or "partnership" when referring to their support of Seva Canada Society.

Using the Seva Canada Society Name

The Seva Canada Society or Seva Canada or Seva name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the Seva Canada Society, Seva Canada or Seva name may not be placed on any products or product packaging without an official agreement with our organization. Please do not place the Seva Canada Society, Seva Canada or Seva name in greater prominence than the company or product benefiting Seva Canada Society on any promotional materials or websites.

Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, "XX% of the proceeds from this sale will benefit Seva Canada, a non-profit organization restoring sight and preventing blindness in developing countries. Proceeds given to Seva Canada will directly fund eye care programs."

"Seva" should never in all capitalized letters, only the "S" of Seva should be capitalized. Some exceptions apply, for instance, when using fonts that only use capital letters, such as populaire or when the entire sentence appears in all capital letters.

Use of Seva Canada Logo
Use of the "Seva Canada logo" is strictly prohibited outside of official corporate partnerships.

Use of Seva Canada Images
Businesses are encouraged to use Seva Canada imagery on their website to promote Seva Canada's eye care programs as long as the photographer and Seva Canada are appropriately credited. Images can be obtained by contacting admin@seva.ca

All other uses of Seva Canada images, photos, and graphics are strictly prohibited outside of official corporate partnerships.

Sponsorship or Endorsement of Campaigns
Seva Canada exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and is not able to accommodate individual requests for promotion.

Appropriated Use
Seva Canada, Seva and the Seva Canada Society name cannot appear on any websites including content or advertising for tobacco, political material or firearms. We will not allow our name to be associated with any product or service that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.

Seva Canada Society reserves the right to refuse the use of the Seva Canada Society name or marks at any time.