

LCBO

October 19, 2016

Dear Trade Partners,

Nancy Cardinal

SVP, Sales , Marketing and
Insights

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Subject: Use of LCBO's brand logos

LCBO's logos are registered official trademarks of the Ontario government and important and valuable assets of the LCBO.

We use our trademarks as distinct identifiers to denote communications from the LCBO, including *Vintages* and *Food & Drink* magazine.

When third parties use our logo, this potentially misrepresents that the LCBO is directly involved in the communication and may cause confusion in the minds of the viewer as to who the message is from.

With this in mind, I would request that agents and suppliers do not use the official LCBO trademarks on any of their firm's communication and promotional materials, either traditional or digital, including print, website, advertising, e-commerce, social media, internally within LCBO retail stores or externally with the public.

If a reference to the LCBO in communication materials is desired, please use the phrase "Available at the LCBO" (letters only; no logo). Please note that the size of "available at the LCBO" should be smaller compared to other copy, i.e., it should be clear that the communication is from the agent/supplier rather than from the LCBO.

For guidelines regarding linking to the LCBO website, please refer to our linking policy on the [Terms and Conditions](#) web page.

I appreciate your consideration and cooperation in this important matter..

Sincerely,

A handwritten signature in cursive script that reads "Nancy Cardinal". The signature is written in a dark ink or color.

Nancy Cardinal, SVP, Sales, Marketing & Insights, LCBO