Appendix A

Charter/ADM Brandmarks: English

Only Charters and ADMs with signed licensing agreements with JA Canada are permitted to have JA brandmarks.

For PEI and BC where the province abbreviation is widely used and commonly recognized by the Canadian public, a secondary option for their brandmark has been created. This option is only to be used when space prohibits the use of the primary version when the province name is spelled out.
Appendix B

Charter/ADM Brandmarks: French and Bilingual

French and bilingual Charter/ADM brandmarks created upon request only.
For general brand questions, please use the BaseCamp Brand Standards discussion group.

For Charter/ADM specific inquiries, please email brand@jacanada.org.