



Display of VSA Logo Now Allowed

Recent amendments to the *Motor Dealer Act* now permit licensed dealers and salespeople to advertise that they are licensed by the VSA, subject to the terms and conditions set by the Registrar.

To implement this, the VSA has created a selection of approved logos for use in dealer and salesperson advertising, including on business cards and websites. See below for samples. Logos will be provided in high resolution formats that can be sized to various advertising space requirements.

The name and logo of the VSA are registered official marks and cannot be altered. A dealer and a salesperson must obtain the Registrar's written approval before they use the logos. The use of the logos is subject to terms and conditions set by the Registrar. If you are interested in receiving copies of the logo, read and agree to the Terms and Conditions and submit a Request Form to the VSA. When all terms and conditions are met, electronic files of the logo will be emailed.

Authorization request options

- A dealer group representative can request authorization for use by all group dealerships only, or for all group dealerships and all licensed staff
- A dealership can request authorization for use by the dealership only, or for the dealership and all licensed staff
- An individual licensee may request for their individual use only.

The full amendments the new *Motor Dealer Act* can be reviewed in the [February 18, 2016 VSA Bulletin](#). While the majority of the changes require the development of regulations before they come into full force, some, including logo use, were effective as of May 19, 2016 with Royal Assent.

[Terms and Conditions and Request Form](#)

Sample Logos for Advertising and Websites



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Sample Logo for Business Cards



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