It is Council policy that individuals, community associations and private entrepreneurs may use the Saanich Coat of Arms once this has been approved in writing by the Municipality. The Coat of Arms shall be used only on products that have been approved by the Municipality and the Municipality may charge a royalty. Prototypes or models, not exceeding two in number, may be manufactured for the sole purpose of presenting to Saanich for approval.

The Municipality may cancel permission at any time for use of the Coat of Arms, without notice or explanation.