

TOWN OF ANNAPOLIS ROYAL

POLICY

Title: Logo Usage Policy	
Policy No. 2015-2	Supersedes: ---
Effective Date: October 16, 2015	Date approve by Council Resolution: October 16, 2015

Title:

1. This policy is entitled the “Logo Usage Policy”.

Purpose:

2. This policy has been developed to ensure the impact of the Town of Annapolis Royal (Town) Logo on the Town’s identity is not compromised by alterations or distortions when it is reproduced, copied or otherwise utilized.

Objectives:

3. To ensure the promotional materials on which the logo is displayed are respectful to the Town’s vision and brand.
4. To provide for clear and precise usage of the logo and colours as specified in the Logo Guide.
5. To ensure the Town’s identity is portrayed in the upmost standards.

Definitions:

6. **Logo Guide:** The document published on the Town’s website and also available from the Town’s Community Development Coordinator or Executive Assistant that outlines that outlines the correct font, colours, and usage of the logo as it was designed to be used.
7. **Promotional Materials:**
 - a) Pens, wearing apparel, bags, license plates, post cards, notepads, key chains, magnets, bookmarks, greeting cards, water bottles, mugs, coffee carafes, flags, and similar items.
 - b) Advertisements, brochures, programs, bulletins, announcements and items of a like nature, in both hard-copy and digital formats.
8. **Person:** An individual, corporation, partnership, association, organization or any other legal entity.

Criteria:

9. The Logo image shall not be modified when it is reproduced, copied or otherwise utilized.

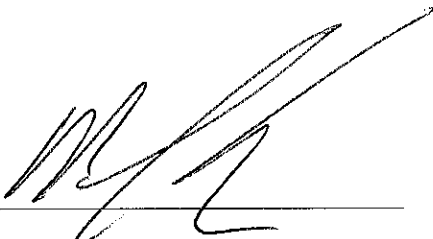
TOWN OF ANNAPOLIS ROYAL

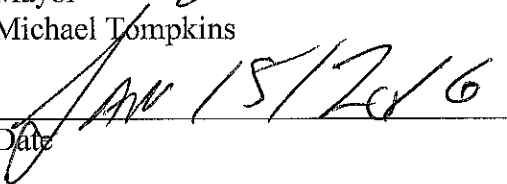
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10. When working with designers, printers, sign manufacturers, and other suppliers, only the digital electronic art from files that are available from the Town's Community Development Coordinator or Executive Assistant and comply with the provisions of the Logo Guide, are to be utilized.
11. Any Person may use the logo on Promotional Materials without writtend permission from the Town, provided always that the usage is not restricted under Paragraph 13 below and all requirement of this policy are adhered to.
12. Unacceptable use of the Town logo are those that:
 - a) are inconsistent with any provisions contained in this policy, or
 - b) advocate or promote the use of tobacco, alcohol, controlled substances, firearms or weapons, or
 - c) promote unlawful conduct, pornography, obscenity, indecency, or which offends prevailing community standards, or
 - d) promote religious messages or beliefs, or
 - e) promote or support or are opposition to any political candidate or party, or
 - f) criticize or damage the reputation of the Town, or its operations, or its officers, Council, or employees

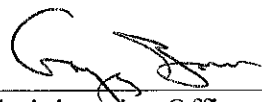
Other:

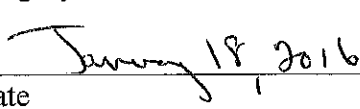
13. Clarification or interpretations regarding the provisions of this policy may be requested from the Community Development Coordinator of the Chief Administrative Officer.
14. Request for variances from this policy may be submitted in writing to the Town's Marketing and Economic Development Committee for review of the product for consideration and recommendation to Council for Council's final approval



Mayor
Michael Tompkins


Date



Chief Administrative Officer
Gregory Barr


Date