



POLICY

Policy No. 12-187 – 20/08/10

Department: Administration

Logo and Coat of Arms (Branding) Policy

SCOPE: Internal uses and external partners

PURPOSE: The Town has two official symbols: the coat of arms (Bylaw 809/83) and the municipal logo/branding (as adopted in 2013 by resolution 190-13/07/02).

COAT OF ARMS POLICY:

1. The Coat of Arms is reserved for protocol, legal and corporate purposes. It *may* be used on letterhead, Council documentation, tender forms, agreements, invoices and statements, receipts, bylaw tickets, forms, the municipal flag, official advertising, etc.
2. The Coat of Arms is not currently registered with the Canadian Heraldic Authority, so should not be heavily used until that status changes.
3. The Coat of Arms is reserved for protocol, corporate and legal purposes and should not be reproduced for other reasons external to the municipality.

MUNICIPAL LOGO POLICY

4. The municipal logo branding guidelines were adopted in 2013. The main objective of the logo(s) is to develop a brand and visual identity for Nanton. It *may* be used on letterhead, Council documentation, tender forms, agreements, invoices and statements, receipts, bylaw tickets, forms, the municipal flag, official advertising, etc.
5. The slogan, "Authentic Alberta" is optionally used with the logo variants in the 2014 guidelines document.
6. The municipal logos are a registered mark and the property of the Town of Nanton. Any reproduction without the Town's expressed permission is prohibited. If the Town becomes aware of an unauthorized use, it may pursue legal action.
7. The specific fonts in the branding guidelines must also be used in conjunction with logos and the slogan.
8. The municipal logos are used to promote the Town, to create a visual identity for Nanton and to achieve local recognition. Organizations, businesses and citizens are invited to use the municipal logo but it cannot be used in a satirical or negative manner.

AUTHORIZATIONS TO USE THE MUNICIPAL LOGO AND SLOGAN:

9. In order to protect the integrity of the logo, organizations, businesses or individuals wishing to use the logo must seek prior approval from the Town.
10. Completed authorization application forms must be submitted to the CAO or designate for approval.
11. Care must be taken to make sure the logo is not altered or modified in any way. Neither the logo, its colours, its screen values nor densities in colour or in black and white are to be modified in any way. The logo and slogan proportions must remain the same, though the size may be changed. It cannot be stretched horizontally or vertically.

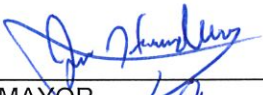
12. Because the Nanton logo is registered, it is a requirement that everyone wishing to use the logo must complete the "Application For Use" form and return it to the CAO or designate at the Town Office. Only when permission has been given can the logo be used.
13. For licenced merchandise requests, the CAO may negotiate with specific firms or issue Requests for Proposals to enter specific limited term agreements. The negotiated annual licencing fee with private businesses for licensing is to be no less than \$50.
14. Notwithstanding the existence of any limited term licencing agreements for use of the municipal logos, the Town is free to order its own branded merchandise from vendors of its own choosing without obligation to said agreement holders.

SALE OF MUNICIPAL MERCHANDISE


15. The Town will not commercially sell bulk branded products similar to products agreed under an active limited term licencing agreement with a private business.

PRIOR POLICIES

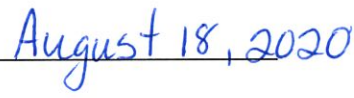
16. Policy No. 60-13/11/18 (Nanton Branded Merchandise) is hereby rescinded.




MAYOR



CHIEF ADMINISTRATIVE OFFICER



Date



Date



APPLICATION FOR USE OF THE TOWN LOGOS/ SLOGAN

Please complete this "Application For Use" form and return it to the Town Office. Only when permission has been given can the logo be used.

Date:

Contact Name:

Contact Telephone:

Contact E-mail:

Company/Organization Name:

Address:

Type of Logo: ☐ Black & White ☐ Colour

Buckles (circle): Roper Building Bomber Elevator

Purpose of Use: NON-PROFIT ENTITY/EVENT ☐ COMMERCIAL ☐ OTHER ☐

Describe purpose here:

Proposed period of use:

☐ Short-term from: _____ to: _____

☐ I'm seeking a limited term licencing agreement for specific branded products or services (please describe).

TO BE COMPLETED BY TOWN OFFICE AND APPLICANT:

Licencing fee to be invoiced annually (if applicable):

Expiry date (if applicable):

Specific conditions of agreement (if applicable):

The logos shall not be altered or modified in any way. Neither the logo, its colors, its screen values nor densities in colour or in black and white are to be modified in any way from the 2014 branding guidelines document.

The logo and slogan proportions must remain the same, though the size may be changed. It cannot be stretched horizontally or vertically.

Both parties shall abide by the Town of Nanton Logo and Coat of Arms (Branding) Policy, as adopted at the date of this agreement until its expiry.

Town of Nanton approval

Chief Administrative Officer Date

Consent of applicant to agreement terms

Name Date



18 am