



Use of Town Logo, Crest & Images

Policy Number:	ADM36
Administered By:	Chief Administrative Officer
Approved By:	Council
Effective Date:	May 9, 2022 R.145.2022

Purpose:

The Town of Fort Macleod believes that one of the means of building a consistent, professional and distinct image is through the use of an official corporate logo and crest, as well as various other Images (defined below) that are easily recognized and associated with our community. The Town's corporate identity is a valuable organizational asset that distinguishes Fort Macleod services from those of other organizations. This policy safeguards the appropriate use of the logo, crest and other Town Images, in line with the Town's slogan "Belong".

Scope:

This policy applies to Town Employees, Elected members of Council, and any other person or stakeholder requesting use of the Town Logo, Crest and or Town Images.

Definitions:

Chief Administrative Officer (CAO): the individual appointed by Council as the Chief Administrative Officer of the Town or in their absence a delegate.

Images: means all images owned by the Town other than the Town Crest and the Town Logo, including but not limited to digital photos, mascots, mascot image artwork, slogans, audio clips and video clips.

Person: an individual, corporation, partnership, or any other legal entity.

Stakeholder: a resident, business, municipal neighbours, elected official, staff, upper tier level of government, board, committee, authority, agency, association and anyone with an interest in municipal affairs.

Responsibilities:

The Chief Administrative Officer will be responsible for the review and approval of requests and to ensure the integrity and application of this Policy.

Policy:

This policy guides the proper use and display of the official Town logo, the Town crest, and other Town Images. It clarifies and defines the use of the Town crest by Town employees and the use of the Town logo and Images by organizations, businesses, individuals, and/or Elected Officials. By governing the use of the logo, crest and Town Images, the Town can ensure that only those initiatives being approved, supported or endorsed by the Town are granted permission to use the Town logo, the Town crest, and/or the Town Images as applicable.

Procedure:

Use of the Town Crest

The Town crest symbolizes the early heritage of the community and is only used internally, for official purposes, which may include: Town Administration official communication, and Town flags.

Use of Images

The use of Images is restricted to corporate activities and Images shall not be modified, copied, distributed, reproduced, published, licensed, transferred, in whole or in part, without the written consent of the Town. Use of an Image, without the express prior written consent of the Town is a violation of the Town's intellectual property rights and the Town will protect such right to the fullest extent of the law.

Use of the Town Logo

Use of the Town logo is restricted to corporate activities, including but not limited to official Town letterhead, business documents, flags, awards, wearing apparel and uniforms, Town-owned property, vehicles and buildings. Alternate uses by a person or stakeholder must be requested.

Conditions for Use of the Town Logo

Upon approval, the CAO will grant permission to display or otherwise use the Town logo subject to the provisions of this Policy, including the following conditions:

- I. Reproduction of the Town logo shall only be done using an appropriately formatted electronic file provided by Administration. The technical specifications must be adhered to; no twisting, stretching or altering of the logo or crest will be approved. Size may be adjusted in order fit specific dimensions, but all aspect ratios must be maintained.
- II. Permission to use the Town logo may not be transferred or extended to any other person
- III. Unless otherwise authorized by the CAO in writing, the Town logo does not imply endorsement or sponsorship by the Town of any kind and an external user shall not use the logo to imply such endorsement or sponsorship
- IV. Users acknowledge and agree that the Town assumes no liability with respect to the use of the logo and shall release, defend and indemnify the Town and hold it harmless from any demands, claims, damage losses or liabilities which directly or indirectly arise from:
 - a) the use of the logo
 - b) the user's failure to comply with any provision of this Policy
- V. Users shall, at their own expense, provide to the Town a sample of each product and any material upon or in which the logo is used
- VI. Permission constitutes a license to use the logo and the Town reserves the right, in its sole discretion, to terminate or modify permission to use the logo at any time and without prior notice – upon termination, all use of the logo must cease immediately
- VII. Users shall not threaten or commence any claim against a third party regarding the logo, and shall notify promptly Town of Fort Macleod Administration of any use or suspected use of the logo by a third party

Unacceptable Use of the Town Logo

A user shall not use the logo in any manner that the Town at any time considers unacceptable including the following nine situations for uses that:

- I. are inconsistent with:
 - a) the request for permission to use the logo
 - b) any provision contained in the grant of permission by Corporate Communications,
 - c) any provision contained in this Policy

- II. advocate or promote the use of tobacco, alcohol, controlled substances, firearms or weapons
- III. are within a partnership agreement or in the context of a relationship with retail, food or pharmaceutical establishments that may sell, in part, tobacco, alcohol, or controlled substances
- IV. promote unlawful conduct, pornography, obscenity, indecency, or which offends prevailing community standards
- V. promote religious messages or beliefs
- VI. promote, or support or in opposition to any political candidate or party
- VII. promote or support political messages not endorsed by Council
- VIII. criticize or damage the reputation of the Town of Fort Macleod, or its operations, or its officers, agents, or employees
- IX. impair or diminish the Town's interest and rights in the logo

Request for Use

Written authorization must be requested from the CAO to use the Town Logo or any other Image for any reason or purpose to display, copy, redistribute, reproduce, republish, modify, or otherwise use the logo or other Image.

Contact the CAO to use the logo in writing through email: admin@fortmacleod.com or


Town of Fort Macleod
Attn: CAO
PO Box 1420
Fort Macleod AB
T0L 0Z0

Responsibilities of Approval by the CAO

- Approving the use of the crest to ensure the use of the crest is accurate and consistent
- Revoking permission to use the logo or other Image(s) upon determining that the logo and/or other Image(s) has been used in an unacceptable manner
- Responding to unauthorized or unacceptable use of the Town logo or other Image by pursuing legal action and/or all other available remedies against the responsible Person(s)
- Approving requests for use of the Town logo or other Image that at minimum, meet the following criteria (while reserving the right to review other factors):
 - use is for genuine Town of Fort Macleod business activity
 - use is consistent with the Town's brand
 - appropriate and acceptable material on which the logo or other Town Image will appear
 - placement in material (brochures, posters, business cards etc.), on websites, social media sites, or otherwise, shall not be used to promote election candidates, even if that candidate has been previously elected as a member of Council, or in other items that could be perceived to imply support for one candidate over another

Further Information:

For further information regarding this Policy, please contact the department identified in the title bar under Administered By.



CAO – Town of Fort Macleod