



## **POLICY NO. 82**

### **CORPORATE IDENTITY AND BRANDING POLICY**

#### **1.0 PURPOSE**

**1.1** The purpose of this policy is to provide guidelines for the management of the Municipality's corporate identity and branding, including its continuity and consistency in all applications.

#### **2.0 INTRODUCTION AND BACKGROUND**

**2.1** Corporate identity and branding is a combination of many factors, such as the name, logo, symbols, design, packaging, and performance of an organization, including the appearance, location, furnishing, maintenance and location of buildings, property and equipment.

**2.2** Marketing and communication material, such as letterheads, stationery, and advertising must have a consistent quality and character that accurately and honestly reflect the Municipality and its goals and objectives. Uniforms and vehicles are visible components that must also reflect this consistency.

#### **3.0 DEFINITIONS**

**3.1** "Brand" means the visual representation of the Municipality, encompassing the Municipality's name, logo and visual appeal. The components usually consist of a logo, one or two main colors and two or three additional colors: one or two different fonts; and some graphic design rules and elements.

**3.2** "Brand Management" means the process of maintaining, improving, and upholding the brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and internal communication. Brand management is built on a marketing foundation but focuses directly on the brand and how that brand can remain favorable to citizens.

**3.3** "Corporate Identity" means the visual means by which the Municipality is recognized.

It is also a means of conveying the ways in which it carries out its activities.

**3.4** “Director” means the Director of Marketing and Tourism Development.

**3.5** “Image” means the impression that citizens and partners have of the Municipality.

**3.6** “Municipality” means the Municipality of the District of Barrington.

**3.7** “Official Mark” means any mark protected under sub-paragraph 9(1)(n)(iii) of the Trademarks Act. Also refers to any badge, crest, emblem, logo or mark adopted and used by any public authority (an organization or body that is under some government control) in Canada as an official mark for goods or services.

**3.8** “Trademark” means a combination of letters, words, sounds or designs that distinguishes one company’s goods or services from those of others in the marketplace.

#### **4.0 GENERAL**

**4.1** The custodians of this policy are the Chief Administrative Officer and the Director of Marketing and Tourism Development.

**4.2** The Director must maintain an inventory of examples of all approved logos, which must be available in all applicable electronic formats.

**4.3** The Director will facilitate the graphic design process of any new logos that may be required from time to time. Deviations from this policy must first be approved by the Chief Administrative Officer.

#### **5.0 TRANSLATION**

**5.1** If another language other than English is to be used, approval must be provided by the Director.

#### **6.0 FORMS FOR EXTERNAL AND INTERNAL USE**

**6.1** All forms for external and internal use must bear one or more of the following municipal logos. No other logos are permitted unless otherwise approved by the Chief Administrative Officer or designate.



## **7.0 PUBLICATIONS**

**7.1** Designs, layout and content for the following needs to be approved by the Chief Administrative Officer or the Director:

- 7.1.1** Newsletters
- 7.1.2** Flyers, Brochures and Advertising
- 7.1.3** Special Publications (editorials, annual reports, reviews, etc.)
- 7.1.4** Website and Social Media Channels

## **8.0 BRANDED MATERIAL**

**8.1** Designs, layout and messages for branded material such as banners and flags need to be approved by the Chief Administrative Office or the Director of Marketing and Tourism Development.

**8.2** Only events or programs financially supported by the Municipality may carry the Municipality's branding.

**8.3** Typical events which qualify for branding are:

- 8.3.1** Municipal functions/events;
- 8.3.2** Federal or provincial events;
- 8.3.3** Press conferences;
- 8.3.4** Commemorative day events; and
- 8.3.5** External events such as, public consultations and social events.

**8.4** Typical events that are excluded from being branded are:

- 8.4.1** Political rallies;
- 8.4.2** Funerals of councilors and officials;
- 8.4.3** Memorial services of officials;
- 8.4.4** Social functions.

**8.5** Branded materials or items that are borrowed must be returned to the Director after the program or event. On their return, they will be inspected by the Director.

**8.6** If the material or items referred to above are damaged, the organization, department or individual responsible for the damage will be asked to cover the cost of repair or replacement.

## **9.0 ADVERTISING MATERIAL**

**9.1** The design, layout and messaging of the following must be approved by the Chief Administrative Officer:

- 9.1.1** General Notices
- 9.1.2** Posters
- 9.1.3** Flyers
- 9.1.4** Advertisements
- 9.1.5** Signage
- 9.1.6** Tenders

## **10.0 PROMOTIONAL MATERIAL AND CORPORATE GIFTS**

**10.1** The design and purchase of promotional material and corporate gifts shall be done in strict consultation with the Chief Administrative Officer and the Director.

## **11.0 ELECTRONIC COMMUNICATION**

**11.1** The approved corporate colors and logo(s) shall be used in all electronic newsletters, notices, etc.

**11.2** The design and content of electronic newsletters must be approved by the Chief Administrative Officer or the Director.

**11.3** The following standardized format should be used for all email signatures, (Calibri or Times New Roman font and 10 or 12 pt font size):

- 11.3.1** Name
- 11.3.2** Position
- 11.3.3** Address
- 11.3.4** Telephone Number
- 11.3.5** Cell Phone Number
- 11.3.6** Fax Number
- 11.3.7** Website
- 11.3.8** Logo

**11.4** Example

John Doe  
Administrative Assistant  
2447 Highway 3, Barrington, NS  
P.O. Box 100

Tel: 902-637-2015

Cell 902 635-1212

Fax: 902-637-2075

[www.barringtonmunicipality.com](http://www.barringtonmunicipality.com)



#### **11.5 Note:**

**11.5.1** The email signature must be at the bottom left.

**11.5.2** The municipal logo must be placed in the email signature.

**11.5.3** The use of a background, decorations, or other distracting elements are prohibited.

**11.5.4** No slogans, quotations or other tag lines must be placed below the email signature.

#### **12.0 MUNICIPAL VEHICLES**

**12.1** The full-color logo must appear on all fleet vehicles. The design of vehicle decals other than the prescribed designs must be approved by the Chief Administrative Officer or the Director.

#### **13.0 STREET SIGNAGE, WAYFINDING SIGNAGE AND INTERPRATIVE PANELS**

**13.1** The design and specifications of signage shall be approved by the Chief Administrative Officer or the Director before any procurement occurs.

**13.2** Paper and/or handwritten signage is prohibited, however, as a temporary measure, laminated temporary signage can be used but must be approved by the Chief Administrative Officer or the Director.

**13.3** Standard safety signs and road direction signs are excluded from this approval process.

#### **14.0 UNIFORMS AND CORPORATE CLOTHING**

**14.1** The approved corporate colors and logos shall be used on all uniforms. The only deviation from this guideline shall be when codes of professions dictate specific uniforms and/or colors.

**14.2** The approved typefaces and fonts must be used at all times.

**14.3** The design and content of text on uniforms and corporate clothing must be done in strict consultation with the Chief Administrative Officer or the Director.

## **15.0 SPONSORSHIPS AND ADVERTISING**

**15.1** Generally, the Municipality’s branding may be used together with the brand of other stakeholders.

**15.2** The role of the Municipality should, however, be defined. Phrases such as the following may be used to highlight the Municipality’s relationship to the event or program. It must be written below the logo:

**15.2.1** Proudly sponsored by the Municipality of the District of Barrington

**15.2.2** Proudly supported by the Municipality of the District of Barrington

**15.2.3** In partnership with the Municipality of the District of Barrington

## **16.0 LOBSTER SCULPTURES**

**16.1** The Municipality has created a 6.5-foot lobster sculpture mold as a way to celebrate and promote its identity as the *Lobster Capital of Canada*. While the sculpture is intended to reflect and represent the Municipality’s brand and identity, individuals, organizations, and businesses may be permitted to purchase sculptures for use within the Municipality, provided they maintain the general appearance and integrity of the original design.

### **16.2 Ownership and Production**

**16.2.1** The Municipality retains full ownership of the lobster sculpture mold and exclusive rights to its use for the production of sculptures.

**16.2.2** All lobster sculptures made available for purchase will be sold in an unpainted (blank) state to allow for creative expression, while ensuring consistency with the Municipality’s overall brand identity.

**16.2.3** The Municipality shall determine and limit the number of lobster sculptures that may be produced and sold each calendar year to ensure the public art program remains manageable, visually effective, and consistent with the Municipality’s brand. Additionally, buyers must ensure that any publicly displayed sculpture is placed at a minimum distance of 100 meters from another sculpture to maintain visual distinction and community accessibility. The Municipality reserves the right to approve or reject proposed locations, considering factors such as safety and visibility, and to set annual production limits based on community planning, budget, and public display considerations.

**16.2.4** The Municipality reserves the right to approve or deny any request to purchase a sculpture, in order to ensure alignment with the intent and value of this policy.

### **16.3 Branding and Recognition**

**16.3.1** Each lobster sculpture must include a permanent identifier that acknowledges its origin in the Municipality. This could be:

- A small metal plaque affixed to the base stating: Produced in the Lobster Capital of Canada – Municipality of Barrington
- A molded emblem incorporated into the sculpture (e.g., on the underside or base)
- A QR code linking to a webpage about the sculptures and Barrington’s status as the *Lobster Capital of Canada*

**16.3.2** Buyers cannot remove or alter these identifiers.

**16.3.3** Any promotional materials (press releases, social media, advertisements) about the sculptures must acknowledge their origin in the Municipality of Barrington.

### **16.4 Artistic Guidelines**

**16.4.1** Buyers are responsible for having their sculptures painted but must ensure artwork is appropriate and does not promote hate, discrimination, or illegal activities.

**16.4.2** Buyers are responsible for maintaining their sculptures in good condition, including regular upkeep to preserve the integrity and appearance of the design.

**16.4.3** The Municipality reserves the right to request that a sculpture not be publicly displayed if it is deemed to contradict the values of the community.

### **16.5 Distribution and Sales**

**16.5.1** Sculptures will be sold at a predetermined cost to cover production and handling.

**16.5.2** Purchasers are responsible for transportation, installation, and any other associated costs.

**16.5.3** The Municipality may limit the number of sculptures sold annually to maintain exclusivity and control over their distribution.

## **16.6 Special Projects and Sponsorships**

**16.6.1** The Municipality reserves the right to use the sculpture for community-driven projects, tourism initiatives, or fundraising efforts.

**16.6.2** Any organization or business seeking a co-branded lobster sculpture (featuring both Municipal branding and their own) must enter into a formal agreement with the Municipality.

## **16.7 Enforcement**

**16.7.1** Non-compliance with this policy may result in the Municipality denying future sculpture sales to individuals, organizations, or businesses.

**16.7.2** The Municipality reserves the right to amend this policy at its discretion to preserve the integrity and purpose of the Lobster Sculpture initiative.

## **17.0 THIRD PARTY USE**

**17.1** The Municipality's "*Lobster Capital of Canada*" mark is registered and protected under the Trademarks Act of Canada. Unless written permission has been obtained from the Municipality, any use of the title or logo is prohibited.

**17.2** To protect the integrity of the symbol and graphic identity of this mark, organizations, businesses, or individuals wishing to use it must seek prior approval from the Municipality.

### **17.3 Application Process**

**17.3.1** Those seeking permission to use the mark must submit an application to the Municipality's Chief Administrative Officer using the attached form.

**17.3.2** Upon approval, the applicant and the Municipality will enter into a usage agreement. This agreement will outline the terms and conditions of the mark's usage, including duration, scope, and adherence to guidelines.

**17.4** Authorized usage of the Municipality's mark will be in accordance with the following guidelines:

**17.4.1** The mark should be used in its original form without alterations to its proportions, colors, or elements.

**17.4.2** Approved variations of the mark (if applicable) must also be used in accordance with their specified guidelines.

**17.4.3** Adequate clear space should be maintained around the mark to ensure its visibility and impact.

**17.4.4** The mark should not be placed in a manner that obstructs other important



elements.

**17.4.5** Size and placement should be consistent with the guidelines provided by the Municipality.

**17.4.6** The mark is intended to be used in conjunction with, not a replacement for, existing company or organizational brands, marks and/or logos.

**17.4.7** Permission to use the mark may not be transferred or extended to any other person/organization.

## **17.5 Duration of Use**

**17.5.1** Permission to use the mark is granted for a specific period of time, which will be stated in the usage agreement. Any extension of use beyond the approved duration requires a new application and approval.

## **17.6 Prohibited Use**

**17.6.1** The mark shall not be used in the following circumstances:

- For commercial purposes or by private businesses without explicit written permission from the Municipality.
- For profit or souvenir manufacturing.
- In a manner that suggests endorsement, sponsorship, or affiliation with unauthorized entities.
- In any context that is offensive, misleading, or harmful to the Municipality's image.
- To impair or diminish the Municipality's interest and rights in the logo.

## **17.7 Monitoring and Enforcement**

**17.7.1** The Director will periodically monitor brand usage by authorized entities. In the case of misuse or non-compliance with the usage agreement or this policy, corrective actions will be taken. The Municipality reserves the right, in its sole discretion, to terminate or modify permission to use the brand at any time without prior notice – upon termination, all use of the brand must cease immediately.

**17.7.2** The retention of files officially obtained for future usage is allowed, provided that they are not distributed to any other person(s), agencies, businesses, companies, organizations, commercial printers, artists, or designers.



**APPLICATION TO USE MUNICIPAL  
LOBSTER CAPITAL OF CANADA LOGO**

Name of Applicant: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

I, \_\_\_\_\_, of \_\_\_\_\_  
request permission to use the Municipality of Barrington's "*Lobster Capital of Canada*" mark on  
our product packaging.

**Detailed description of the intended use of the "*Lobster Capital of Canada*" mark:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**How does your usage align with the Municipality's values and objectives?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Duration for which the mark will be used:**

From    \_\_\_  /  \_\_\_  /  \_\_\_  to    \_\_\_  /  \_\_\_  /  \_\_\_  
          DD   MM   YY           DD   MM   YY

**\*\* Please provide a proposed layout and/or proof of the use of the mark.\*\***



<b>Clerk's Annotation for Official Policy Book</b>	
Date of Notice to Council members of Intent to Consider	November 18, 2025
Date of Passage of current Policy	November 25, 2025
I certify that this Policy No. 82 "Corporate Identity and Branding Policy" was adopted by Council as indicated above.	
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 45%; border-top: 1px solid black; padding-top: 5px;">Debbie Mader Municipal Clerk</div> <div style="width: 45%; border-top: 1px solid black; padding-top: 5px;">Date</div> </div>	

**VERSION LOG**

Version Number	Amendment Description	Amendment/Policy Owner	Approved By	Approval Date
1	Approved Policy of Council	CAO	Council	October 28, 2019
2	Redrafted to change some wording and formatting and to add a new Section 16	CAO	Council	November 28, 2023
3	Added a section relating to lobster sculptures	CAO	Council	November 25, 2025