



POLICY NO. 82

CORPORATE IDENTITY AND BRANDING POLICY

1. 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. 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. Definitions

3.1. **Brand:** 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:** 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:** 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: 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: 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: A combination of letters, words, sounds or designs that distinguishes one company's goods or services from those of others in the marketplace.

4. 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. Translation

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

6. 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. 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. 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 municipal 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. 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. 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. 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



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. 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. Street Signage, Wayfinding Signage, Interpretative 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. 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. 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. Third Party Use

16.1. 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.

16.2. 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.

16.3. Application Process

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

16.3.2. 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.

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

16.4.1. The mark will be used in its original form without alterations to its proportions, colors, or elements.

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

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

16.4.4. The mark should not be placed in a manner that obstructs other important elements.

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

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

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

16.5. Duration of Use

16.5.1. 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.

16.6. Prohibited Use

16.6.1. The mark shall not be used in the following circumstances:

16.6.1.1. For commercial purposes or by private businesses without explicit written

- permission from the Municipality.
- 16.6.1.2. For profit or souvenir manufacturing.
 - 16.6.1.3. In a manner that suggests endorsement, sponsorship, or affiliation with unauthorized entities.
 - 16.6.1.4. In any context that is offensive, misleading, or harmful to the Municipality's image.
 - 16.6.1.5. To impair or diminish the Municipality's interest and rights in the logo.

16.7. Monitoring and Enforcement

- 16.7.1.** 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.
- 16.7.2.** 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.**

We/I understand that:

- When using the mark of the Municipality, alterations to the any design or language used therein is prohibited.
- Final proof of stamp, sticker, packaging, etc. to be used and product to bear the mark shall be approved by the Municipality prior to use.
- The Municipality prohibits the combination of the “*Lobster Capital of Canada*” mark with third party trademarks and may not be used in association with third party brands, products or trademarks without prior written authorization.
- The Municipality is the rightful owner of all Municipal brands, logos and marks. No person or entity may reproduce or use or authorize the reproduction or use of municipal brands and logos in any manner without the express written authorization of the Municipality.
- Unauthorized use of municipal brands, logos or marks is strictly prohibited and may result in legal action.
- The Municipality reserves the right to modify the Municipality’s brands, logos or marks at its discretion at any time without prior notice.

AUTHORIZATION

Application by: _____ / ____ / ____
Signature Print DD MM YY

Signing Authority: _____ / ____ / ____
Signature Print DD MM YY

FOR OFFICE USE ONLY

Application Status: Approved Denied

Decision By: _____ / ____ / ____
Signature Print Title DD MM YY

Chief Administrative Officer’s Annotation for Official Policy Book

Date of Notice to Council members of Intent to Consider	September 23, 2019
Date of Passage of current Policy	October 28, 2019
I certify that this Policy No. 82 “Corporate Identity and Branding Policy” was adopted by Council as indicated above.	
_____	_____
Chris Frotten Chief Administrative Officer	Date

VERSION LOG

Version Number	Amendment Description	Amendment/Policy Owner	Approved By	Approval Date
1	Approved Policy of Council	CAO	Council	October 28, 2019