



# TOWNSHIP OF SOUTH STORMONT

Schedule "A" to By-law No. 2018-018

Title: Use of Corporate Crest, Township Logo and/or Images

Department: Corporate Services

Date: March 14, 2018

## 1. POLICY

1.1 The Township of South Stormont recognizes that building a consistent professional and distinct image can be made through the use of official identifiers that are easily recognizable and associated with the community. This policy establishes the appropriate use of the Corporate Crest, Township Logo and/or Images and was identified with the creation of the Corporate Strategic Plan and its vision "Growth and innovation through responsible caring leadership".

## 2. PURPOSE

2.1 This policy guides the proper use and display of the official Corporate Crest, Township Logo and/or Images. By governing the use of these visual identifiers, the Township of South Stormont identifies that only supported initiatives endorsed by its Council are granted permission to use the Corporate Crest, Township Logo and/or Images.

## 3. SCOPE

3.1 For purposes of corporate consistency, this policy shall apply to members of Council, all Township employees, contracted service providers and volunteers.

3.2 Third party use of the Corporate Crest, Township Logo and/or Images shall require permission from the Township of South Stormont as outlined in this policy and procedures.

## 4. DEFINITIONS

For the purpose of this policy, the following definitions and interpretations shall govern:

4.1 "Crest" refers to the circular identifier show here, created at the time of the amalgamation of the former Townships of Cornwall and Osnabruck by combining the two former crests.



4.2 "Logo" refers to the Township identifier shown here, blue in color with "Township of South Stormont" in white and created as part of marketing efforts in 2013.



- 4.3 "Images" refers to all images owned by the Township of South Stormont including, but not limited to, digital photos, mascots, mascot images, artwork, slogans, audio clips and video clips.

## **5. RESPONSIBILITY**

- 5.1 The Chief Administrative Officer is responsible for supporting compliance measures, confirming authorization practices and directing a review of this policy as required.
- 5.2 The Directors of the respective departments are responsible for ensuring employees and others working on behalf of the Township are informed of and abiding by this policy.
- 5.3 The Director of Corporate Services/Clerk is responsible for providing guidance, authorizing use and suggesting revisions as necessary.
- 5.4 Employees and other authorized users are responsible for ensuring that their use of the Corporate Crest, Township Logo and/or Images are in accordance with this policy.

## **6. PROCEDURES**

- 6.1 Corporate Crest – The Corporate Crest symbolizes the early heritage of the community and can only be used for official Township purposes and on Township flags.
- 6.2 Township Logo – The use of the Township Logo is restricted to corporate activities, including but not limited to, official Township letterhead, business documents, awards, wearing apparel and uniforms, vehicles and buildings and wayfinding signage uses.
- 6.3 Township Images – The use of Images is restricted to corporate activities.
- 6.4 The Corporate Crest, Township Logo and/or Images shall not be modified, copied, distributed, reproduced, published, transferred in whole or in part without the written consent of the Township. Use of the Corporate Crest, Township Logo and/or Images without the express prior written consent of the Township is a violation of the Township's intellectual property rights and the Township will protect such rights to the fullest extent of the law.
- 6.4 In order to protect the integrity of the Township and maintain its identity, organizations, businesses or individuals wishing to use the Corporate Crest, Township Logo and/or Images must submit a

written request to the Director of Corporate Services/Clerk detailing the intended use of the Corporate Crest, Township Logo and/or Images. Only when written approval has been granted may the Township's visual identifiers be used.

- 6.5 The Director of Corporate Services/Clerk, or designate, in consultation with the CAO, will consider requests to use the Corporate Crest, Township Logo and/or Images based on the following, while reserving the right to review other factors:
- use is for genuine Township of South Stormont activity;
  - the material on which the Corporate Crest, Township Logo and/or Images will appear is appropriate and acceptable; and
  - placement in material, i.e. brochures, posters, business cards etc., on websites, social media sites or otherwise, shall not be used to promote any business corporation, member of the public including employees, members of Council and/or 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.
- 6.6 If approval is granted:
- unless otherwise authorized by the Township in writing, the Corporate Crest, Township Logo and/or Images do not imply endorsement or sponsorship by the Township of any kind and an external user shall not use the Corporate Crest, Township Logo and/or Images to imply such endorsement or sponsorship;
  - use of the Corporate Crest, Township Logo or Images does not imply any endorsement or sponsorship and users will acknowledge and agree that the Township assumes no liability with respect to the use of the Corporate Crest, Township Logo and/or Images and the user shall release, defend and indemnify the Township and hold it harmless from any demands, claims, damage, losses or liabilities which directly or indirectly arising from the use of the Corporate Crest, Township Logo and/or Image;
  - permission constitutes a license to use the Corporate Crest, Township Logo and/or Images and the Township reserves the right, in its sole discretion, to terminate or modify permission to use the Corporate Crest, Township Logo and/or Images at any time and without prior notice. Upon termination, all use of the Corporate Crest, Township Logo and/or Images must cease immediately.

- 6.7 For programs or initiatives that the Township undertakes with another level of government agency or private organization, either directly or as part of a grant or sponsorship program or intergovernmental initiative, approval must be obtained.

**7.0 CONTRAVENTIONS**

Any failure to adhere strictly to this Policy and to any subsequent written directions from the Township may result in legal action by the Township.

Nothing herein shall limit or derogate from any legal protections which the Township may have based upon the provisions of the Copyright Act or any other relevant federal or provincial legislation.

Drafted By: Loriann Harbers Director of Corporate Services/Clerk	Last Revision Date:	Approved Date:	Signature:
	March 14, 2018	<b>March 14, 2018</b>	