

Policy

Section: 1.0 Administration

Policy: Corporate Image and Visual Identity

Policy By-Law: 26-2025

Date: April 14, 2025

Revision:

Policy Statement:

The Municipality of Arran-Elderslie 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, community brand identifiers, as well as various other Images that are easily recognized and associated with our community. The Municipality's corporate identity is a valuable organizational asset that distinguishes Arran-Elderslie's services from those of other organizations.

By governing the use of the logo, crest and community brand identifiers, the Municipality can ensure that only those initiatives being supported or endorsed by the Municipality are granted permission to use the logo, the crest, and/or community brand identifiers as applicable.

Legislative Authority:

Municipal Act, 2001, S.O. 2001, c. 25

Contents:

1.0 Definitions

Community Brand Identifiers: Community Brand Identifiers include logos for the Villages of Allenford, Paisley and Tara and the Town of Chesley

Corporate Communications: Corporate Communications encompasses internal and external communications including public relations, crisis management and the positive image of the Municipality. The Clerk or their designate represent Corporate Communications.

2.0 Logo Use

2.1 Use of the Municipal Crest

The Municipal crest symbolizes the early heritage of the community and is only used for official purposes.



2.2 Use of the Municipal Logo

Use of the Municipal logo is restricted to corporate activities, including but not limited to official Municipal letterhead, business documents, flags, awards, wearing apparel and uniforms, Municipality-owned property, vehicles and buildings.



2.3 Use of Community Brand Identifiers

Use of Community Brand Identifiers is restricted to corporate activities promoting an individual town or village, including but not limited to tourism brochures, flags, signage, social media, and buildings. Community Brand Identifiers may include a tagline. Community Brand Guidelines are available in the Community Toolkit.



3.0 Conditions for Use of the Municipal Logo or Community Brand Identifiers

3.1 Acceptable Use of the Municipal Logo or Community Brand Identifiers

Upon approval, Corporate Communications will grant permission to display or otherwise use the Municipal Logo or Community Brand Identifiers subject to the provisions of this Policy,

1. The Municipal Logo may only be used in black or white on a solid colour background. Community Brand Identifiers should always be used in colour when possible and may be used in black or white when necessary, on a solid colour background. Aspect ratio and image quality must be preserved.
2. Permission to use the Municipal Logo or Community Brand identifiers may not be transferred or extended to any other person.
3. Unless otherwise authorized by Corporate Communications in writing, the Municipal Logo or Community Brand Identifiers do not imply endorsement or sponsorship by the Municipality of any kind and an external user shall not use the logo to imply such endorsement or sponsorship unless authorized.
4. Users acknowledge and agree that the Municipality assumes no liability with respect to the use of the logo and shall release, defend and indemnify the Municipality and hold it harmless from any demands, claims, damage losses or liabilities which directly

or indirectly arise from a) the use of the Municipal Logo or Community Brand Identifiers
b) the user's failure to comply with any provision of this Policy.

5. Users shall, at their own expense, provide to Corporate Communications a sample of each product and any material upon or in which the logo or Community Brand Identifier is used.
6. Permission constitutes the use of the logo or Community Brand Identifiers, and the Municipality reserves the right, in its sole discretion, to terminate or modify permission to use the logo or Community Brand Identifier at any time and without prior notice – upon termination, all use of the logo or Community Brand Identifier must cease immediately.
7. Users shall not threaten or commence any claim against a third party regarding the Logo or Community Brand Identifier, and shall notify promptly Corporate Communications of any use or suspected use of the logo by a third party.

3.2 Unacceptable Use of the Municipal Logo or Community Brand Identifiers

A user shall not use the logo or Community Brand Identifier in any manner that the Municipality at any time considers unacceptable including the following situations for uses that:

1. Are inconsistent with:
 - a. the request for permission to use the logo
 - b. any provision contained in the grant of permission by Corporate Communications, or
 - c. any provision contained in this Policy
2. Advocate or promote the use of tobacco, alcohol, controlled substances, firearms or weapons.
3. 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.
4. Promote unlawful conduct, pornography, obscenity, indecency, or which offends prevailing community standards.
5. Promote religious messages or beliefs.
6. Promote, or support or in opposition to any political candidate or party.
7. Promote or support political messages not endorsed by Council.
8. Criticize or damage the reputation of the Municipality of Arran-Elderslie, or its operations, or its officers, agents or employees.
9. Impair or diminish the Municipality's interest and rights in the Logo or Community Brand Identifier.

4.0 Responsibilities of Corporate Communications

1. Approving the use of the crest to ensure the use of the crest is accurate and consistent.
2. Maintaining the integrity of the Municipalities corporate identity and the graphic standards of the logos that make up the Municipalities brand.
3. Reviewing, approving or denying requests for the use of the Municipal Logo or Community Brand identifiers or other Image(s)
4. 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.

5. Responding to unauthorized or unacceptable use of the Municipal Logo or Community Brand identifiers or other Image by pursuing legal action and/or all other available remedies against the responsible Person(s).
6. Approving requests for use of the Municipal Logo or Community Brand Identifiers or other Image that at minimum, meet the following criteria (while reserving the right to review other factors):
 - a. use is for genuine Municipality of Arran-Elderslie business activity
 - b. use is consistent with the Municipality's brand
 - c. appropriate and acceptable material on which the logo, Community Brand Identifier or other Municipal Image will appear
 - d. 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.