

HALDIMAND COUNTY

POLICY No. 2001-24

Subject: County Coat Of Arms And Logo Corporate Usage Policy

Purpose:

To establish a policy to govern the corporate use of the County Coat of Arms and Logo.

Policy:

Provisions:

i) General

The *Coat of Arms* shall be used for the formal business of the County, while the *Logo* shall be used for purposes of marketing and promotion. This policy is written with the assumption that the lifespan of the *Logo* is considerably less than that of the *Coat of Arms*. The *Logo* is subject to change with future County marketing and branding initiatives.

ii) Colour Scheme

Where at all possible, the full colour version of both the *Corporate Logo* and *Coat of Arms* shall be employed in all areas of use. Exceptions shall only be permitted in areas of use outside of the control of the Corporation; these areas include, but are not limited to, newsprint advertisements and other colour-limited processes.

iii) Modification

Notwithstanding colour limitations, any modification of the fundamental design of the *Corporate Logo* and *Coat of Arms* is strictly prohibited.

iv) Copyright

Use of either the *Corporate Logo* or *Coat of Arms* by the private sector, an individual, outside agency, organization or group is strictly prohibited without the approval of the Corporation of Haldimand County, in accordance with the Haldimand County Logo and Coat of Arms Non Corporate Usage Policy.

Areas of Use:

1) Corporate Stationary

Stationary of the Corporation shall display the *Logo*; this stationary includes, but is not limited to, letterhead, envelopes, business cards, fax cover pages, memorandums and reports.

2) Formal Business of the Corporation and County Council

Formal business of the Corporation and County Council shall employ the *Coat of Arms*; this business includes, but is not limited to, the Chain of Office, correspondence to senior officials, certificates, deeds, planning documents, plaques, awards and security labels. The formal use of the *Coat of Arms* in this area shall be at the discretion of the Chief Administrative Officer and/or the General Managers.

3) Marketing and Promotion

All marketing and promotion of Haldimand County shall employ the *Logo*; this area of use includes, but is not limited to, marketing programs and promotional materials associated with tourism, economic development and heritage and culture.

4) Special Occasion Acknowledgements

The *Coat of Arms* or *Logo* may be employed for acknowledgement of special occasions such as 50th, 60th or 70th wedding anniversaries or 90th or 100th birthday events.

5) Corporate Vehicles:

All vehicles of the Corporation (except emergency services vehicles and By-law Enforcement) shall display the *Logo* on the door(s) of the vehicles or the most appropriate location.

County emergency services vehicles will display the *Coat of Arms* on the door(s) of the vehicles or the most appropriate location and the relevant Emergency Services cresting in the most appropriate location.

County By-law enforcement vehicles will display the *Coat of Arms* on the door(s) of the vehicles or the most appropriate location.

6) Facility Signage:

Every attempt shall be made to standardize facility signage in terms of size, lettering and colour.

Only the Administration facility that houses the Council chambers shall prominently display the Coat of Arms on external signage.

Facilities that primarily serve ratepayers shall prominently display the County Name only on all external signage. These facilities include, but are not limited to, administration, public works and emergency services buildings, libraries and cemeteries. Use of the *Coat of Arms* and/or the *Logo* on internal building signage is also permitted.

Facilities that serve both ratepayers and visitors shall prominently display the *Logo* on all external signage. These facilities include, but are not limited to, museums, arenas and parks. Use of the *Logo* on outer doorways and internal building signage is also encouraged.

7) Welcome / Directional Signage

Outdoor welcome signage and tourism directional signage shall prominently display the *Logo*.

8) Corporate & Promotional Clothing

The *Logo* may be employed for Corporate and Promotional clothing.

Topical Index	Administration
Policy Number	2001-24
Short Title	Corporate Logo and Coat of Arms Policy
SMT Approval Date	November 8 th , 2001
Council in Committee	General - November 19 th , 2001 Recommendation # 8
Council Approval Date	November 26 th , 2001 Resolution 365-01
Originating Department	CS-CL-27-2001
Revisions	Report PS-FF-01-2006 CIC: July 31 st , 2006 Recommendation # 24 Council Approval: August 31, 2006 Resolution No. 338-06
	References to Physical Services Department renamed to Public Works Department as per Report PS-GM-04-2008 approved by Council December 1, 2008