

	Title: <b>Use of Corporate Identity &amp; Brand</b>	Number: CO- 64
	Authority (if applicable): Council	Section: Council
	Date Adopted: October 24, 1994	Motion:
	Historical Changes (Amended, Repealed, or Replaced): Used to be page 337	

### **Purpose:**

This policy provides guidelines for the management of City's Corporate Identity and Brand and guides the proper use and display of the official Coat of Arms, Logo and City Images. The purpose is to maintain Brand continuity, consistency, and positive Brand Equity in all corporate Brand applications. This policy clarifies, defines and governs the use of the City's Corporate Identity and Brand which includes the Logo, Coat of Arms and City Images.

### **Scope:**

This policy applies to Elected Officials and Staff, Stakeholders, and Persons working on behalf of the City. This policy ensures that only those initiatives being supported or endorsed by the City are granted permission to use the Logo as applicable.

### **Definitions:**

**Brand:** the visual representation of the City; it distinguishes the organization from others in the eyes of the community at large. The City's Brand consists of Logo, Logo alternatives, colour standards, Brand architecture (department colours), typographic standards (typeface/font), and Brand graphics, stationary, print and digital templates, signage, City Images, some graphic design rules and elements. It is the overall visual appeal of the City.

**Brand Equity:** The value a consumer places on the Brand. Brand equity is more than the value placed on a particular product or service; it encompasses everything that a consumer thinks, feels and knows about the Brand.

**City:** means the City of Langley.

**City Images:** means all images owned by the City other than the Coat of Arms and Logo, including but not limited to print and digital photos, images, artwork, slogans, audio clips and video clips.

**Coat of Arms:** means the City of Langley's Coat of Arms.

**Corporate Activities:** mean business activity undertaken by the City; covering all the functions, processes, activities and transactions of an organization including the City's Elected Officials and Staff.

**Corporate Identity:** means the manner in which the City presents itself to the public (such as stakeholders and residents as well as staff). Corporate Identity defines how the Brand is used within a set of corporate guidelines that are defined in the Logo Use Guide and Corporate Identity Manual.

**Corporate Identity Manual:** means the guidelines that govern how the Brand is applied and used by Staff.

**Designated Staff:** means authorized exempt Staff who have approval to give Persons and Stakeholders permission to use the Logo.

Unless otherwise authorized, Designated Staff for the City are:

- Chief Administrative Officer (CAO);
- Members of the Senior Management Team and their designate(s);
- Communications Officer;
- Other Staff as authorized by the Communications Officer.

**Elected Official(s):** a member of City Council including the Mayor.

**Logo:** means the City's Logo as approved by Council.

**Logo Use Guide:** means the City's guidelines that govern how the Logo is applied and used.

**Person(s):** an individual, corporation, partnership or any other legal entity.

**Staff:** means regular full-time, regular part-time, temporary full-time, and casual employees, as well as any individual retained by the City who is acting on the City's behalf.

**Stakeholder(s):** means residents, businesses, community groups, municipal neighbours, elected officials, municipal candidates, volunteers, provincial and federal governments, boards, committees, authorities, agencies, consultants, contractors, associations and anyone with an interest in municipal affairs.

## **Policy Statement:**

The consistent and correct application of the City's Corporate Identity and Brand is a valuable organizational asset that distinguishes the City's services from those of other organizations.

The City of Langley's Coat of Arms and Logo are registered and protected under the Trade-marks Act of Canada.

This policy ensures the Coat of Arms is reserved for sanctioned protocol, historical and legal purposes; therefore, only the Logo can be requested for use. Unless written permission has been obtained from Designated Staff, any other use of the Logo is prohibited.

If the City becomes aware of unauthorized use of the Coat of Arms, Logo or City Images, it may pursue legal action. In order to protect the integrity of the symbol and graphic identity of the Logo, Stakeholders or Persons wishing to use the Logo must seek prior approval from Designated Staff.

### **Principles:**

Corporate Identity is a combination of many factors, such as the name, Logo, Coat of Arms, symbols, design, City Images, packaging, and the manner in which the City presents themselves to the public.

The Brand must have a consistent quality and character that accurately and honestly reflects the City and its aims. Signage, City Images, uniforms and vehicles are visible components that must reflect this consistency.

Education from the Communications Officer shall be provided to all Elected Officials, Staff, Stakeholders, and Persons working on behalf or with the City, regarding the basic requirements of the City's Brand.

Guidelines for proper use of the Logo are contained in the Logo Use Guide. Guidelines for proper use of the City's Corporate Identity is in the Corporate Identity Manual.

### **Roles and Responsibilities:**

Designated Staff will grant permission to display or otherwise use the City's Logo subject to the provisions of this Policy, including the following conditions for the use of the Logo:

- Reproduction of the Logo shall adhere to the Logo Use Guide wherein the technical specifications of the Logo are prescribed;
- Permission to use the Logo may not be transferred or extended to any other Persons or Stakeholders;
- Users acknowledge and agree that the City assumes no liability with respect to the use of the Logo and shall be required to release, defend and indemnify the City and hold it harmless from any demands, claims, damages, losses or liabilities which directly or indirectly arising from:
  - the use of the Logo;

- the user's failure to comply with any provision of this policy;
- Users shall, at their own expense, provide a sample of each product and any material upon or in which the Logo is used to Designated Staff who authorized the use of the Logo;
- Permission constitutes a license to use the Logo and the City reserves the right, in its sole discretion, to terminate or modify permission to use the Logo at any time and without prior notice – upon termination, all use of the Logo must cease immediately; and,
- Users shall not threaten or commence any claim against a third party regarding the Logo, and shall promptly notify the Communications Officer of any use or suspected use of the Logo by a third party.

The use of the Logo, Coat of Arms, City Images and Brand is restricted to corporate activities, and City Images shall not be modified, copied, distributed, reproduced, published, licensed, transferred, in whole or in part, without the written consent of Designated Staff. Use of the Logo, Coat of Arms, and City Image, without the express prior written consent of Designated Staff is a violation of the City's intellectual property rights, and the City of Langley will protect such right to the fullest extent of the law.

## References

Policy Number:	
Policy Owner:	Communications Officer, Administration Department
Endorsed by:	
Final Approval:	
Date Approved:	
Revision Date:	
Amendments:	
Related Policies:	Advertising and Sponsorship Agreement Policy Social Media Policy Media Relations Policy
Related Publications:	Graphic Standards Guide Logo Use Guide