

**Policy No.:** M00 - Visual Identity Standards Policy  
**Date Enacted:** November 9, 2021  
**Amended By:**

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## **Subject**

This policy outlines the standards governing the use of the Municipality's identifiers as described in the Visual Identity Guide.

## **Purpose**

The Municipality of Leamington's visual identity is an important asset that can help guide the community's perceptions and attitudes toward the Municipality.

The Corporate Logo and secondary identifiers are the property of the Municipality of Leamington. The Corporate Logo in its entirety, is registered and protected under the *Trade-marks Act of Canada*.

This policy governs the use of the Municipality's visual identifiers to further the business purposes of the Municipality, while protecting, standardizing and promoting the image of the Municipality.

## **Scope**

For purposes of corporate consistency, this policy applies to all full-time employees including those who are members of a bargaining unit, part-time, casual and seasonal, contract and student positions; volunteers; members of Council and members of local boards and committees. It is also understood that third-party use of the corporate logo or secondary visual identifiers shall require permission from the Corporation of the Municipality as outlined in the policy.

## Definitions:

Coat of Arms: Also known as the Crest, is the official Municipality Coat of Arms developed following amalgamation of Mersea Township and the Town of Leamington. Design date: 1999.

Corporate Logo: The Corporate Logo is a protected trademark and is the Municipality's main logo/identifier consisting of a symbol (yellow sun with blue and green converging rivers), logotype "Municipality of Leamington" and slogan/supporting deck "Live Play Work". Design date: 2016.

Municipality: The Corporation of the Municipality of Leamington

Secondary Visual Identifiers: Elements of the Municipality's visual identity including logos/crests of departments, facilities, programs, services and events that have been created and approved by the Municipality.

Third Party: An outside agency, organization or group, external to the Municipality.

Visual Identity Guide: Municipal document that provides guidelines for employees and suppliers of the Municipality with clear, consistent direction on the use of the corporate logo and supporting visual identity elements.

## Policy

### Visual Identity Guide

1. When developing brochures, flyers, maps, signs, memoranda, or related communications and marketing material whether for internal or external use, the directives outlined in the Visual Identity Guide must be followed.

### Permitted Uses

#### 2. Municipal Use

- a. The Corporate Logo should appear on all official municipal print and electronic communications materials, staff uniforms and vehicles.  
Permitted uses of the corporate logo include:
  - i) Printed material prepared by the Municipality including but not limited to reports, brochures, advertisements, posters, banners and signs;
  - ii) Official municipal stationery including letterhead and employee business cards;
  - iii) Materials for municipally-run/organized events including print and electronic communications, signage and promotions;

- iv) Promotional items/gifts, uniforms and staff apparel, fleet and physical properties/fixtures; and
- v) Electronic communications including official municipal websites and social media accounts, presentations, videos and corporate emails.

### **3. Use by Mayor and Council**

- a. Council members may be supplied with materials bearing the Corporate Logo for their use as representatives of the Municipality, including business cards and apparel. Council members may also use the corporate logo in their email signature for official municipal business, using the approved template available through the municipal server.
- b. The Coat of Arms reflects the integrity of the political process and should only be used on the municipal flag, for ceremonial purposes and on official communication documents such as letters and related correspondence originating from the Mayor's Office.

### **4. Third Party Use**

- a. A Third Party wishing to use the Corporate Logo as part of a mutually beneficial partnership, must apply for and receive permission in writing from the Municipality to do so.
- b. Elements of the Municipality's visual identity may not be used in connection with a business and may not be employed in such a manner as to suggest the Municipality's endorsement of, or affiliation with, a product or service.
- c. Permission to use the Corporate Logo by a Third Party may be granted for a set period of time. The Municipality may terminate a Third Party's permission to use the Corporate Logo if deemed necessary.
- d. The Third Party user shall not alter or modify the Corporate Logo.

### **5. Campaigning**

- a. Municipal election candidates must refer to Policy C07-Election - Use of Corporate Resources, regarding the use of the Corporate Logo or Coat of Arms on any election campaign related materials.

## 6. Uniforms/Apparel/Buildings

- a. The Corporate Logo is used solely for identifying the Municipality's property and products. The Corporate Logo will only be used on uniforms and apparel that identifies municipal employees and/or Council. Third party organizations may not use the Corporate Logo or any of the Municipality's secondary identifiers on clothing, apparel or buildings.

## Prohibited Uses

7. The Corporate Logo and secondary identifiers may not be used in any way, whether in whole or part, unless written authorization has been obtained from the Municipality of Leamington.
8. The external use of the Corporate Logo or any elements of the Municipality's visual identity, without the consent of the Municipality of Leamington obtained in accordance with this policy is prohibited.

## Unauthorized Use

9. If the Visual Identity Standards Policy is believed violated, it should be reported to the Municipality to determine if the Corporate Logo or any secondary identifiers are being used in a manner that violates the intent of the policy.
10. If it is determined that any Third Party is using the Corporate Logo or any of the Municipality's secondary identifiers in violation of this policy, the Municipality shall notify the party in writing and direct them to immediately cease use of the logo.

## References and Related Policies

- Visual Identity Guide
- Policy C07-Election - Use of Corporate Resources
- Request for Corporate Logo Use form