

Town of Smiths Falls Logo Use Policy			
Department:	Economic Development & Tourism	Policy No.	
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Issued by:		Dated:	
Approved by:		Procedure Amendment:	

1. PURPOSE

- 1.01 The 'Town Logo' refers to the official Logo for the Town of Smiths Falls. Its use implies Town support and /or endorsement for particular initiatives, events, or documents.

The Logo Use Policy defines the parameters for use of the Town Logo by organizations, businesses and / or individuals as well as use of the Town Logo by candidates in civic elections. By governing the use of the Town Logo, the Town can ensure that only those initiatives, events or documents being supported and / or endorsed by the Town of Smiths Falls are granted permission to use the Town Logo.

- 1.02 Refer to the branding guidelines for the correct Town Logo usage (see attached Brand Style Guide)

2. POLICY

- 2.01 The Town of Smiths Falls Logo is considered official property of the Town and is to be used exclusively by the Town. The Town Logo shall not be used by outside firms, agencies, organizations, individuals or groups without prior authorization from Smiths Falls Town Council. If there has been formal involvement with the Town through monetary, tendered work or in-kind support in which case authorization from staff is sufficient.
- 2.02 The Trademark Act states that no one can use, in connection with a business, any trademark identical or confusingly similar to a prohibited mark without the permission of the relevant organization. The Town's Logo is an "Official Mark" and is registered.

3. SCOPE

- 3.01 This statement of policy and procedure applies to all outside organizations, businesses and individuals.
- 3.02 This statement of policy and procedure applies to documents, forms, proposals, reports, presentation materials, quotes, statements, public releases, print articles, and social media posts that are being submitted or developed by all outside organizations, business, consultants and individuals to the Town of Smiths Falls or referencing the Town of Smiths Falls.
- 3.03 This statement of policy and procedure further applies to all candidates running in a civic election from the time the withdrawal of nomination period is over, which is twenty-four (24) hours after the close of nominations, up to and including Election Day.

4. RESPONSIBILITY

- 4.01 Town of Smiths Falls Staff, in conjunction with the Economic Development Manager, is responsible for ensuring compliance with this policy and brand use guidelines.

- 4.02 Election Material

Candidates SHALL NOT use the Town logo in any campaign material. Election Candidates will be responsible for ensuring the Town Logo is not being used in any material that could reasonably be considered election material at any time.

The Town Logo shall not be placed in material (brochures, posters, business cards etc.) to promote election candidates, even if that candidate has been previously elected as a Town Councilor or as Mayor, or in other items that could be perceived to imply support for one candidate over another.

The material in question is anything which can reasonably be regarded as intended to:

- a) promote or procure the success of a particular candidate in a civic election; and/or
- b) enhance the standing of a particular candidate with the electorate.

Such material is election material even if it can reasonably be regarded as intended to achieve any other purpose as well. This does not include the use of official business cards by members of council as a matter of normal use during a Civic Election. However, official business cards cannot be used as a campaign tool, or attached to election material.

In the event that the Town Logo Use Policy is violated during an election, the violation will need to be reported to the Returning Officer/Clerk. The Returning Officer/Clerk will determine if the logo is being used in a manner that violates

the intent of the Logo Use Policy.

If it is determined the use of the Logo is in violation of this policy, the election candidate will be notified in writing and will be directed to immediately cease the use of the logo in the material in question.

5. DEFINITIONS

5.01 Logo

Also called a logotype. A graphic representation or symbol of a company name, trademark, abbreviation, etc. often uniquely designed for ready recognition.

5.02 Brand

Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. A type of product manufactured by a particular company under a particular name. Brands are used in business, marketing, and advertising.

5.03 Trademark

A symbol, word, or words legally registered or established by use as representing a company or product.

6. PROCEDURE

6.01 Outside organizations, businesses and Individuals

Town Council approval is required for any outside organization, business or individual wishing to utilize the Town Logo. In the event that Town Council has already granted in-kind or monetary support to the organization, business and / or individual for a particular initiative, approval for use of the Town Logo from staff will be sufficient.

Where in-kind, tendered work, or monetary support has been granted, the organization, business and/or individual will be required to fill out an application form (see attached Application for Use of Town of Smiths Falls Logo) and submit it to the Manager of Economic Development & Tourism.

The application will be reviewed by the person appointed to oversee the Town's brand in consultation with the Manager of Economic Development & Tourism.

The applicant will be notified once a decision is reached.

6.02 Unacceptable Logo Usage

No changes are permitted to the font, the colour, the sizing or dimensions. For more information on proper use of the Logo please refer to the Branding Style Guide attached.