

## LOGO POLICY

<b>SECTION</b>	<b>DATE</b>	<b>RESOLUTION NO.</b>	<b>PAGE</b>	<b>OF</b>
<b>CUSTOMER SERVICE</b>	<b>APRIL 26, 2004</b>	<b>No. 11</b>	<b>1</b>	<b>3</b>
<b>SUBSECTION</b>	<b>SUPERCEDES RESOLUTION</b>		<b>POLICY NO.</b>	
<b>LOGO</b>	<b>NO. 5- March 27, 2000</b>		<b>CU-1-1</b>	

### **1.0 PURPOSE**

It is the policy of the Corporation of the City of Kenora that the City present a strong, unified, identity in all image applications.

To outline the Corporation's policy on visual identity with respect to:

- Logo(s)
- Promotional Materials
- Advertising
- Signage
- Promotional Souvenirs

There will be no exceptions to the policy contained within the referenced below without the approval of the Sign Committee as authorized by the Finance and Administration Committee.

This policy has been designed to promote the visibility of the City of Kenora in a manner in which best represents the City in a professional, precise and prescribed manner. The official configuration shown below is intended to govern all image applications.

### **2.0 SPECIFICATIONS**

The specifications of the logo are as follows:

PMS 343 – Green & Black (2 Colour Logo)

CMYK Colour – as provided in E-mail

Black only logo – as provided in E-mail

Grayscale with screening – as provided in E-mail

Greyscale with screening – as provided in E-mail

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### **3.0 GENERAL GUIDELINES**

1. The City of Kenora logo is a Registered Logo with the Government of Canada, pursuant under the Trade Marks Act, and may not be used for any purpose without the written approval from the City of Kenora in the form of the Policy and its approval process.
2. Upon approval, the Corporation of the City of Kenora Sign Committee will grant to the Applicant identified below a non-exclusive, non-transferable license and permission to use and display the City of Kenora logo subject to the applicant adhering to the following terms and conditions.
3. The applicant shall use and display the logo only in the form and in accordance with the specifications shown on, and for the purpose set out on the Application form.
4. The party to this undertaking shall at all times use his/hers/its best efforts to preserve the distinctiveness, value and validity of the logo and these examples shall be non exclusive and not be limited to:
  - a) Make any alteration to the logo in any way, shape, or form, including colour variations or distortion of any form
  - b) Use or adapt the logo as part of another graphic, symbol, mark or logo
  - c) Use the logo in proximity to or in conjunction with another graphic, symbol or mark
  - d) Use the logo for any commercial purposes without explicit approval from the City of Kenora Sign Committee
  - e) Use the logo for any purpose other than as described on the Application
  - f) May not be used in conjunction with any political candidate's campaign, unless authorized by Council
5. The application must indicate upon use of the logo that the logo used in the Registered property of the Corporation of the City of Kenora and

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explicit use has been granted to the Applicant only for the use identified in the application.

6. Once permission is granted to the Applicant, the permission is for the sole use as identified to the Applicant, and the Applicant may not extend the permission to any other person/company.

7. The Applicant, upon request, shall make available to the City of Kenora Sign Committee, samples of the product or material on which the logo shall be used or displayed.

8. The City of Kenora assumes no liability in respect to the Applicants use of the logo.

9. The permission for special use of the City logo is granted for one (1) year period, or one time use, or times/uses specified in Application, from the date permission is granted.

10. This permission approval shall terminate immediately upon misuse of the logo as specified in this policy and determined by the City of Kenora Sign Committee. Termination of the permission for use shall be notified to the Applicant in writing by the City Clerk. Once notification has been served to the Applicant, immediate termination must be taken of use of the log, and any misuse as specified in the written notification must be ceased as specified. Penalties for such misuse, are specified in the Government of Canada under the Trade Marks Act.

**Use of the City of Kenora Logo: Application for Permission of Use**

Please check the applicable answers to the following questions, providing details where indicated.

1. This application for permission to use the City’s logo is with respect to:

- Print marketing/promotional material and/or informational or educational literature. Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter, event or invitation or program, brochure or leaflet, poster, direct mail piece, etc.

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- Electronic publication, for example, a Website, on-line newsletter or video. Please briefly describe.

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- Other, for example, clothing, pennants, coffee mugs, balloons, etc. Please briefly describe.

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2. The date/expected period of use of the logo is: \_\_\_\_\_

3. The intended reproduction of the logo is in (format): \_\_\_\_\_

- Colour ( must follow colour specifications noted in Policy)
- Black and White

4. You, the Applicant, are a:

- Business
- Service Group
- Special Event (specify type) \_\_\_\_\_
- Sponsor of Event
- Art Group (specify type) \_\_\_\_\_
- School
- Government Agency
- Personal

5. If the use is for a special event, program or activity, how is the City connected to the event?

- As a primary sponsor/participant
- “In name” support through Council Resolution
- Department support (specify City department) \_\_\_\_\_
- Other: \_\_\_\_\_

6. A mock-up/sample layout of the intended logo use is attached

- Yes
- No

I hereby accept all the conditions with respect to the use of the City logo that are specified in the set Policy, and agree to comply with only the intended use of the logo as specified in the Application.

Dated at the City of Kenora, Ontario, this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_.

\_\_\_\_\_  
(insert company name/title, if applicable)

\_\_\_\_\_  
Authorized signature of behalf of company or individual

\_\_\_\_\_  
Full mailing address

\_\_\_\_\_  
contact phone number

**PERSONAL INFORMATION CONTAINED ON THIS FORM IS COLLECTED PURSUANT TO THE MUNICIPAL ACT, 2001 AND WILL BE USED FOR THE PURPOSE OF PERMISSION TO USE THE CITY LOGO. QUESTIONS ABOUT THIS COLLECTION SHOULD BE DIRECTED TO: THE FREEDOM OF INFORMATION AND PRIVACY COORDINATOR, CITY OF KENORA, ONE MAIN STREET SOUTH, KENORA, ON P9N 3X2 (807) 467-2027.**