

**Purpose:**

- I The purpose of this Policy is to outline the appropriate use of The City's Visual Identity elements.

**Policy Statement(s):**

- 2 The City's Visual Identity elements are distinct and intend to communicate The City's mission and vision. The use of the Visual Identity elements must be professional and consistent, as defined by the Community & Public Relations Department.
  - (I) The following are examples of Visual Identity elements:
    - (a) Corporate Logo;
    - (b) Coat of Arms;
    - (c) City Flag; and
    - (d) City's Colours.
- 3 Visual Identity elements may need to be trademarked for protection against infringement. Departments must reach out to Legal & Legislative Services when registering and deregistering Visual Identity elements.
- 4 **The Use of the Coat of Arms and the Corporate Logo**
  - (I) The Community & Public Relations Department directs the use of The City's Coat of Arms and Corporate Logo.
    - (a) The use of the Coat of Arms is specific to the Office of the Mayor and Council. It may be used in, but not limited to:
      - (i) any correspondence and material from the Mayor or Council;
      - (ii) certificates awarded by the Mayor or Council;
      - (iii) letters of commendation; or
      - (iv) program greetings.
    - (b) The use of Corporate Logo is restricted to corporate activities. Its use must be in accordance with the Corporate Identity Program. It may be used in, but not limited to:
      - (i) official correspondence from The City, such as utility bills, assessment notices, etc.;
      - (ii) City owned-facilities;
      - (iii) certificates awarded by The City; or
      - (iv) other materials deemed appropriate by the Community & Public Relations Department.

**Definitions:**

- 5 **"Visual Identity"** means any City of Red Deer identifier in print, online, or advertising materials.
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**References/Links:**

- I *Trademarks Act*

- 2 City Manager & Designated Officers Bylaw 3685/2022
- 3 EL-B-2.2 Public Image
- 4 Corporate Identity Program

**Scope/Application:**

- 1 This Policy applies to all employees and third-party contractors hired by The City.

**Authority/Responsibility to Implement:**

- 1 The Community & Public Relations Manager has the authority to consider and approve modifications to Visual Identifiers. The Community & Public Relations Manager is also responsible for monitoring and updating this Policy.
- 2 Department Managers are responsible for ensuring compliance with this Policy and addressing non-compliance.

**Inquiries/Contact Person:**

- 1 Community & Public Relations Manager

**Policy Monitoring and Evaluation:**

- 1 This Policy will be reviewed every three years and revised as necessary.

**Document History:**

<b>Date:</b>	<b>Approved/Reviewed By:</b>	<b>Title:</b>
Approved: April 13, 2023	"Tara Lodewyk"	City Manager