



Policy

Department/Section Administration Corporate Communications	Policy # POL-ADM-19
Subject External Use of Corporate Crest, Logo and Wordmark	Enacted by Council: September 8, 2010
	Motion # C100908-19

PURPOSE

The purpose of this policy is to regulate and provide an overall framework by which to guide the external use of the Corporate Crest, Logo and Wordmark.

SCOPE

The Corporate Crest and Logo, with the Wordmark, are unique visual identities designed to communicate and reinforce a positive message about the Township of Oro-Medonte. As the most important visual elements for identification, they function to build awareness of the Township as a professional corporation; to act as a unifying visual device relating all departments and services to the corporation; and to clearly identify programs, services and facilities that the Township provides to the residents of Oro-Medonte. In order to fulfill these functions, the crest and logo must be used consistently at all times.

DEFINITIONS

- Township/Corporate** Refers to the Township of Oro-Medonte
- Logo/Crest** Refers to the visual identities identifying the slogan “Proud Heritage, Exciting Future” outlined below.
- CAO’s Office** Refers to the Corporate Communications Division and/or Corporate Communications Specialist and/or Administrative Assistant.
- Trademark** An indicator used to identify that the services to consumers with which the trademark appears originate from a unique source, and to distinguish its services from those of other entities. Note: this is not a registered trademark.

POLICY

The Corporate Crest and Logo are trademarks of the Township of Oro-Medonte. In order to protect the integrity of the Township and maintain its identity as a “Proud Heritage, Exciting Future” community; organizations, businesses, or individuals wishing to use the crest and/or logo must receive written approval through the CAO’s office by completing a “**Township of Oro-Medonte Corporate Crest/Logo Request Form**” for approval. Only when approval has been granted may the crest and/or logo be used.

For programs or initiatives that the Township undertakes with another level of government, agency or private organization, either directly or as part of a grant or sponsorship program or intergovernmental initiative, approval by the CAO’s office must be obtained.

Corporate Crest



Representation of Township’s historical message of “**Proud Heritage, Exciting Future.**” The crest represents the Township of Oro-Medonte’s binding authority and is used for official documents.

Application of the Corporate Crest is to be used for purposes as approved by the CAO’s office.

Corporate Logo



The Hills, Oro Moraine, Lakes, Recreation and Environment are symbolic of the Township’s natural resources and unique characteristics. The rising sun represents a rising of opportunity throughout the community. The coniferous trees are symbolic of the various trees seen throughout the Township. The colour scheme and flow of logo and word mark symbolizes progression and unity.

The icon and wordmark are two elements to the Corporate Logo. The Corporate Logo should be used in full whenever possible. The wordmark may be used as a standalone portion, exclusive of the icon where space does not allow the full logo.

Application of the Corporate Logo and Wordmark is to be used for marketing, advertising and promotional purposes as approved by the CAO’s office.



Wordmark



PROCEDURE

1. A Township of Oro-Medonte Corporate Crest/Logo Request Form must be completed for all external requests.
2. All requests must be submitted to the CAO's office for approval prior to release of the Corporate Crest, Logo and/or Wordmark.
3. It may take up to 10 business days from the day the request is received to obtain approval. If the request is of time sensitive nature, please indicate the deadline on the request form.
4. It is the responsibility of the person making the request to ensure the form is completed correctly and submitted as outlined on the Township of Oro-Medonte Corporate Crest/Logo Request Form.
5. The Township of Oro-Medonte Corporate Crest/Logo Request Form will be made available on the Township of Oro-Medonte website.

RESPONSIBILITIES

The CAO's office has overall responsibility to manage and monitor compliance to this policy through a variety of methods such as reports from various functions within the corporation through ongoing liaison with departments and the Senior Management Team.

Corporate Management

The CAO's office manages the use of the Corporate Crest, Logo and Wordmark and ensures that they are used within the framework of this policy and in accordance with the standards outlined in the Corporate Communications Plan. All departments must obtain approval by the CAO's office for use of the Corporate Crest, Logo and/or Wordmark on all documents and materials for external purposes.

Township of Oro-Medonte Corporate Crest/Logo Request Form

To request the Township of Oro-Medonte's Corporate Crest, Logo or Wordmark, please complete the form below and return to the attention of Samah Othman via email at sothman@oro-medonte.ca or by fax to (705) 487-0133.

Contact Name:

Name of organization:

Position in organization:

Phone:

Email:

Date of Request:

Intent/Purpose (include the message of the advertisement, if applicable):

How long will the logo or crest be used for?

Please select the logo or crest required:

Corporate Crest



Corporate Logo



Please select the format required (tick all that apply)

JPEG

EPS

GIF

Not sure

Please note: It may take up to 10 business days from the day this form is submitted for approval. If your request is urgent and you require the logo or crest earlier please indicate date below.