

Schedule A to By-Law 2024-XX

Township of Centre Wellington Branding and Visual Identity Policy Last Updated: October 2024

1.0 Policy Statement

The Township of Centre Wellington (Township) aims to build and maintain a consistent, distinct, and professional brand and image through the use of its official logo and associated images. The Township's identity serves as a valuable asset, distinguishing Centre Wellington's services from those of other organizations. This policy, approved by Council aims to ensure consistent visual representation across all communications, marketing materials, and community initiatives, enhancing public engagement and promoting a unified image that reflects the values and vision of Centre Wellington. Furthermore, it will provide guidelines for the appropriate use of logos, colours, typography, and imagery, fostering a sense of pride and belonging within the community.

2.0 Purpose

2.1 The Branding and Visual Identity Policy:

- a) Ensures that Township residents and businesses can easily identify, recognize, and access all Township programs, services, facilities, and information.
- b) Assists residents and businesses in recognizing the value of the service they receive.
- c) Ensures that Centre Wellington is seen as approachable, transparent, and engaged with our community.
- d) Reinforces the Township's reputation.

3.0 Branding and Visual Identity Guidelines

3.1 This policy is supported by Branding and Visual Identity Guidelines that are created, maintained, and enforced by the Strategic Initiatives and Communications Division, Office of the Chief Administrative Officer (CAO) Department of the Township.

3.2 The Manager of Strategic Initiatives and Communications is responsible for updating the Branding and Visual Identity Guidelines, under the direction and approval of the CAO, and will ensure all Township departments are educated on the Guidelines.

3.3 The Branding and Visual Identity Guidelines will be made available to all members of Council and Township staff.

4.0 Use of the Township Logo and Crest

4.1 All use of the Township logo must be approved by the Strategic Initiatives and Communications Division.

4.2 The logo shall never be altered, re-drawn, or reconfigured. Approved logo variations, colours, fonts, spacing, and size are outlined in the Branding and Visual Identity Guidelines.

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- 4.3 Internal applications of the logo must be approved by the Strategic Initiatives and Communications Division. This includes but is not limited to:
- a) Vehicle branding.
 - b) Stationery and letterhead.
 - c) Business cards.
 - d) Presentations (i.e. PowerPoint).
 - e) Advertising (including Display Advertising).
 - f) Signage.
 - g) Social Media.
 - h) Promotional Items.
 - i) Corporate Wear.
 - j) Email Signatures.
- 4.4 External users of the logo acknowledge and agree that the Township assumes no liability concerning the use of the logo and shall release, defend, and indemnify the Township and hold it harmless from any demands, claims, damage losses or liabilities which directly or indirectly arise.
- 4.5 External users shall, at their own expense, provide the Township with a sample of each product and/or material where the logo is to be used. Permission by the Township constitutes a license to use the Logo. The Township reserves the right, in its sole discretion, to terminate or modify permission to use the logo at any time without notice. Upon termination, all use of the logo must cease immediately.
- 4.6 External reproduction and use of the Township logo does not imply endorsement or sponsorship by the Township unless otherwise authorized by the Township in writing.
- 4.7 The Township crest has largely been replaced by the Township logo. Use of the crest must be approved by the Strategic Initiatives and Strategic Initiatives and Strategic Initiatives and Communications Division. For the purposes of this policy, all requirements for the use of the Township logo also apply to the Township crest.

5.0 Secondary Brands

- 5.1 Specific departments and divisions of the Township can request secondary branding for their specific services. These include:
- a) Centre Wellington Fire Rescue
 - b) Centre Wellington Municipal Law Enforcement
 - c) Fergus Grand Theatre
 - d) Elora and Fergus Tourism
 - e) Centre Wellington 25th Anniversary
 - f) Other secondary brands as approved by Council.
- 5.2 For the purpose of this policy, all requirements for the use of the Township logo also apply to the Township secondary brands.

6.0 Responsibilities of all Brand Users

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- 6.1 It is the responsibility of all brand users, both internal and external, to obtain permission to use the Township logo or any other related image for any reason. Contact Information for the Strategic Initiatives and Communications Division:

Township of Centre Wellington

1 MacDonald Square, Elora ON, N0B 1S0

Phone: 519-846-9691

E-mail: communications@centrewellington.ca