



Corporate Identity Policy

Authority: Town Manager

Effective Date: February 9, 2021

Signature: 

Future Review Date: 2025

Responsibility: Corporate Communications

Last Review/Revision: 2009

References:

Replaces: Corporate Identity Policy 230/05/09/SP

1.0 Purpose: This policy provides direction to govern the use of Town of Stony Plain Official Logo, Seal or Subsidiary Logos.

2.0 Scope: This policy applies to all employees or contractors who use the Town of Stony Plain official logo, seal or subsidiary logos.

3.0 Definitions:

Employee: includes permanent, part-time, temporary, union, casual, contract, and interns who are employed by the Town of Stony Plain.

Contractor: any person outside the employment of the Town of Stony Plain who has permission to use the Town of Stony Plain logo or seal.

Subsidiary Logo: refers to the logos for specific Town departments or facilities.

Town of Stony Plain Official Logo: refers to the Town of Stony Plain adopted logo.

Town of Stony Plain Official Seal: refers to the Town of Stony Plain adopted seal.

4.0 Statement: The Town of Stony Plain has an official logo and seal as adopted by Council. To ensure consistency in our visual image and ensure a brand presentation consistent with our strengths, the Corporate Identity Procedure outlines the standards of use and corresponding design elements for the Town of Stony Plain official logo, seal and subsidiary logos.

5.0 Standards:

5.1 The Town of Stony Plain Official Logo and Seal:

5.1.1 shall be used as indicated by the Corporate Identity Procedure;

5.1.2 shall not be used by contractors without the expressed permission of the Town;

- 5.1.3 may be provided to outside organizations for Town sponsored or partnered events;
- 5.1.4 may be used by employees for corporate publications.

5.2 **Subsidiary Logos:**

- 5.2.1 shall be submitted to Corporate Communications for review to be approved by the Town Manager;
- 5.2.2 shall reflect the same values as the Town of Stony Plain official logo and seal.

6.0 Policy Review: This policy shall be reviewed within four years of being implemented, with any changes being submitted to the Town Manager for approval.

Table of Appendices:

Appendices are attached do form part of this policy.

Appendix A Corporate Identity Procedure