

Town of Truro – Policy & Procedure Manual

Subject: Corporate Identity and Branding Policy
Policy Number: P100-024
Approval Date: July 11, 2017
Departments: All Departments

1.0 OBJECTIVE

To provide guidelines for the management of the Town of Truro brand and corporate identity and to maintain a clear and consistent visual identity to assist the public in recognizing and accessing policies, programs, services and initiatives of the Town, and

To present a strong, unified, consistent identity, in all applications, regardless of medium, for external and internal use.

2.0 INTRODUCTION AND BACKGROUND

The Truro brand helps to communicate the uniqueness and distinctiveness of Truro. Our visual identity is a tool to help establish brand recognition. To achieve good recognition, the brand identity must be applied consistently at every point of contact with Truro stakeholders, whether that be on signage, marketing materials, on the website, through newsletters, presentations, uniforms, etc. The more consistently and the more widely the brand is displayed, the great the awareness of Truro will be and the more unique and distinctive Truro will become as a destination.

Direction to all departments regarding the basic requirements of corporate identity management and standards set for the Town branding are identified in this policy.

3.0 POLICY

- 3.1 It is the policy that all Town of Truro communications must use the Town of Truro logo, and comply with the brand standards.
- 3.2 The custodian of the corporate image is the Office of the Chief Administrative Officer.
- 3.3 The Town of Truro Coat of Arms may only be used:
 - 3.3.1 By the Mayor and Council, or the Chief Administrative Officer and/or designate, and limited only;
 - 3.3.1.1 To official ceremonial items in which the Mayor and/or designate will be present;
 - 3.3.1.2 To official municipal documents, including, but not limited to, contracts and agreements signed by the

Mayor and Municipal Clerk on behalf of the Municipality, official correspondence from the Mayor and Councillors, official commendations, Mayor's Certificates, Councillor's Certificates and other similar documents.

3.3.1.3 For formal or ceremonial business applications;

3.3.1.4 When its authority and traditional appearance is warranted.

3.3.2 And not;

3.3.2.1 For any routine commercial, corporate, or decorative applications.

3.3.2.2 For use with any other Town of Truro symbol.

3.4 The Truro brand and logo shall be used by the Chief Administrative Officer and/or designate for all commercial business and employee use on stationery, notices, buildings, signage, vehicle markings, badges, uniforms and other similar uses for the purpose of indicating the authority, property or officials of the Municipality.

3.5 All design and brand applications must conform to the Truro Brand Standards Manual, which is available in a hard copy format through the Office of the Chief Administrative Officer or in the Branding Templates Folder, located on the server in, Branding (L:). The Truro Brand Standards Manual outlines proper use of the logo, sizing and scaling of images, acceptable versions of the logo, proper icon usage, use of primary and secondary colours, and use of primary and secondary fonts.

3.6 All standard prescribed templates are to be approved and must be made available for use on the server in, Branding (L:). All templates are to be accessed from this location and only these templates are to be used whenever possible and appropriate.

3.7 Any departure from the brand standards and approved templates must be approved, in advance of use, by the Chief Administrative Officer and/or designate.

3.8 The Chief Administrative Officer and/or designate will facilitate development of new applications and templates as needed.

3.9 All forms for internal and external use must bear the current logo only. No other logos are allowed unless approved by the Chief Administrative Officer and/or designate.

3.10 Designs, layout, and content for any advertising or marketing materials, promotional materials, publications, or public communications must be approved, in advance of use, by the Chief Administrative Officer and/or

designate. Templates will be provided for the production of materials on request.

- 3.11 The use of any secondary logos must be approved, in advance of use, by the Chief Administrative Officer and/or designate.
- 3.12 Only events and/or programs which are supported by the Town of Truro, financially or otherwise, may carry the Town of Truro logo, and must be approved, in advance of use, by the Chief Administrative Officer and/or designate.
- 3.13 Town of Truro employees must use the standardized departmental email signature format which can be found in the templates folder, Branding (L:)/Email Templates. Email signatures must appear at the bottom left of an original email message. The use of any backgrounds or additional decorations are prohibited. No other slogans, logos, or other taglines can be placed in the email signature, except when approval is given, in advance of use, by the Chief Administrative Officer and/or designate.
- 3.14 Municipal vehicles must follow branding guidelines and a full colour logo must appear on all municipally owned vehicles. The design of all vehicle decals is available in the template folder, Branding (L:). Any design other than the prescribed designs must be approved, in advance of use, by the Chief Administrative Officer and/or designate.
- 3.15 All signage must bear the logo and corporate identity information. This includes, but is not limited to internal signage and external signage, street signage, wayfinding signage, and interpretive panels. Standard safety signs and road signs are excluded from this policy. All signage design must be approved, in advance of use, by the Chief Administrative Officer and/or designate.
- 3.16 All uniforms and corporate clothing must bear the logo and corporate identity information. The design and content of text must be done in strict consultation with the Chief Administrative Officer and/or designate.
- 3.17 All other uses of the logo and corporate identity and must be approved, in advance of use, by the Chief Administrative Officer and/or designate.

4.0 IMPLEMENTATION

- 4.1 The Chief Administrative Officer and/or designate will review the branding policy and communicate expectation to their staff.
- 4.2 New employees are required to review the branding policy and are required to adhere to the policy.

5.0 BREACH OF POLICY

- 5.1 This policy needs to be read in conjunction with the Town of Truro Brand Standards Manual.
- 5.2 Non-compliance is deemed as a breach of the Code of Conduct for Town Staff members.