

City of Prince Albert Statement of POLICY and PROCEDURE			
Department:	Corporate Services	Policy No.	38
Section:	Communications	Issued:	
Subject:	Logo Use Policy	Policy Effective:	September 21, 2009
Council Resolution # and Date:	Council Resolution No. 0656 of September 21, 2009	Page:	1 of 3
		Replaces:	
Issued by:	Kiley Bear, Communications Manager	Dated:	
Approved by:	Chris Cvik, Director of Corporate Services	Procedure Amendment:	

1. POLICY

- 1.01 The Coat of Arms, along with the City's Crest, is utilized as the City Logo and is considered official property of the City and used exclusively by the City. The City Logo shall not be used by outside firms, agencies, organizations, individuals or groups without authorization from City Council unless there has been formal involvement of the City through monetary or in-kind support in which case authorization from the Communications Manager would be sufficient.
- 1.02 The City Logo shall not be placed in material (brochures, posters, business cards etc) to promote election candidates, even if that candidate has been previously elected as a City Councillor or as Mayor, or in other items that could be perceived to imply support for one candidate over another.

The material in question is anything which can reasonably be regarded as intended to:

- a) promote or procure the success of a particular candidate in a civic election; and/or
- b) enhance the standing of a particular candidate with the electorate.

Such material is election material even if it can reasonably be regarded as intended to achieve any other purpose as well. This does not include the use of official business cards by members of council as a matter of normal use during a Civic Election. However, official business cards cannot be used as a campaign tool, or attached to election material.

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2. PURPOSE

- 2.01 The City Logo is considered the official seal of the City of Prince Albert. Its use implies City support/endorsement for particular initiatives.

The Logo Use Policy defines the parameters for use of the City Logo by organizations, businesses and/or individuals as well as use of the City Logo by candidates in civic elections. By governing the use of the City Logo, the City can ensure that only those initiatives being supported/endorsed by the City of Prince Albert are granted permission to use the City Logo.

3. SCOPE

- 3.01 This statement of policy and procedure applies to all outside organizations, businesses and individuals.
- 3.02 This statement of policy and procedure further applies to all candidates running in a civic election from the time the withdrawal of nomination period is over, which is twenty-four (24) hours after the close of nominations, up to and including Election Day.

4. RESPONSIBILITY

- 4.01 The Communications Manager in conjunction with the City Manager is responsible for ensuring compliance with the policy.

5. DEFINITIONS

- 5.01 City Logo – The Coat of Arms, along with the City's Crest, is considered the City Logo

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6. REFERENCES & RELATED STATEMENTS OF POLICY & PROCEDURE

Bylaw No. 68 of 1957

7. PROCEDURE

7.01 Outside organizations, businesses and Individuals

- 7.01.1 City Council approval is required for any outside organization, business or individual wishing to utilize the City Logo. In the event that City Council has already granted in-kind or monetary support to the organization, business and/or individual for a particular initiative, approval for use of the City Logo from the Communications Manager will be sufficient.
- 7.01.2 Where in-kind or monetary support has been granted, the organization, business and/or individual will be required to fill out an application form and submit it to the Communications Manager.
- 7.01.3 The application will be reviewed by the Communications Manager in consultation with the City Manager.
- 7.01.4 The applicant will be notified once a decision is reached.

7.02 Election Material

- 7.02.1 Election Candidates will be responsible for ensuring the City Logo is not being used in any material that could reasonably be considered election material at any time.
 - 7.02.2 In the event that the City Logo use policy is violated it will need to be reported to the City Manager.
 - 7.02.3 The City Manager will determine if the logo is being used in a manner that violates the intent of the Logo Use Policy.
 - 7.02.4 If it is determined the use of the Logo is in violation of this policy, the election candidate will be notified in writing and will be directed to immediately cease the use of the logo in the material in question.
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Application for Use of City Logo

Organizations, businesses and/or individuals that have received support (in-kind, monetary or otherwise) from City Council on a particular initiative are permitted to utilize the City Logo. Prior to use, this application must be filled out and submitted to the Communications Manager in person at 1084 Central Avenue, emailed to kbear@citypa.com or faxed to 953-4313.

Where support has not been granted, the business, organization and/or individual must make a separate request to City Council. In this case, the City Clerks office should be contacted at 953-4305.

Applicant's Name: _____

Organization/ Business (if applicable): _____

Address: _____

_____ Phone #: _____

Nature of support granted by City Council: _____

Date of City Council Approval (if applicable): _____

Nature of material the City Logo will be used in: _____

Approved: ☐ YES

☐ NO

City Manager

Communications Manager

* The City of Prince Albert reserves the right to withdraw consent to use the City Logo at any time, even if permission had previously been granted and if monetary or in-kind support has been awarded by City Council.