

# DISTRICT OF CARLETON NORTH

## TOWN LOGO POLICY

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### POLICY NO. A-02

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<b>Category:</b>	<b>Administration</b>
<b>Policy Number:</b>	<b>A-02</b>
<b>Effective Date:</b>	<b>February 28, 2023</b>
<b>Approval by Council:</b>	<b>February 28, 2023</b>

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The following information is to promote understanding of the terms, conditions, rules and regulations governing the District of Carleton North Logo Policy.

#### 1. PURPOSE

The purpose of this policy is to outline the District of Carleton North stance on the usage and reproduction of the Town's Logos, including the Village of Bath, the Village of Centreville, and the Town of Florenceville-Bristol. The Florenceville-Bristol Logo includes the registered trademark "French Fry Capital of the World."

#### 2. BASIC STATEMENT

Permission to copy, reproduce, alter or use any of the Town Logos for something other than Municipal use by a third party, must be approved by the Chief Administrative Officer (CAO) or their delegate prior to any Town Logo being used.

#### 3. APPROVAL PROCESS

In the event of a request not approved by the CAO or their delegate, the applicant can opt to send their request directly to Council for further consideration.

#### 4. TOWN RECOGNIZED LOGO USES

Recognized municipal uses for the Town Logos include, but are not excluded to:

- Municipal Letterhead, Fax Cover Sheets & Envelopes
- Municipal Invoices & Receipts
- Municipal Banners, Flags & Posters
- Municipal Signage
- Municipal Advertising
- Municipal Vehicle Graphics
- Municipal Promotional Items (Pins, Mugs etc.)
- Municipal Clothing
- Municipal Maps & Brochures

#### 5. ALTERATIONS & ADDITIONS

Alterations to the Town Logo, other than resizing, conversion to black and white and modifications to add a department (i.e. Public Works Department) at the bottom of the

Town Logo by municipal staff and council, are prohibited. The Town's Chief Administrative Officer must approve any alterations or additions to the any Town Logos.

## 6. TOWN LOGOS



Village of Bath



### Certification for District of Carleton North Policy Manual:

I certify that this *Town Logo Policy*, as indicated above was adopted by Council.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date of Council Resolution

\_\_\_\_\_  
Clerk

\_\_\_\_\_  
Date Policy in Effect