

The Corporation of the Township of Whitewater Region

By-law Number 19-07-1201

A by-law to establish a Logo & Branding Policy


Whereas, section 224 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended states the role of Council includes the development and evaluation of the policies and programs of the municipality; and

Whereas, the Council of the Township of Whitewater Region deems it expedient and necessary to provide a formal policy for logo and branding;

Now therefore Council of the Corporation of the Township of Whitewater Region enacts as follows:

1. That the Logo & Branding Policy is hereby established.
2. That the corporate policy attached shall form a part of this by-law.
3. This by-law shall come into force and take effect upon the date of the final passing thereof.

Read a first, second and third time and finally passed this 31st day of July, 2019.



Michael Moore, Mayor



Carmen Miller, Clerk

Policy:	Logo & Branding
Main Contact:	Chief Administrative Officer
Last Revision:	New

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Policy Statement

The Corporation of the Township of Whitewater Region's identity is a valuable organizational asset that distinguishes Whitewater Region's services and assets from those of other organizations. This policy safeguards the appropriate use of the Logo, Crest and other Township Branding.

Purpose

This policy guides the proper use of the Township Logo, Crest and other Branding. The policy also adopts consistent branding guidelines for the Township of Whitewater Region.

Definitions

Branding means unique design, symbol, words, or a combination of these, employed in creating an image that identifies the Township of Whitewater Region and differentiates it from others. Branding is used for marketing and advertising.

Logo, also called logotype, is a graphic representation or symbol used to identify the Township of Whitewater Region's name. It may be legally registered.

Policy Requirements

1.0 Crest and Flag

The Crest represents the historic elements within our rural community and is only used internally for official and ceremonial purposes, including the Township flag.

2.0 Logo

- 2.1 The Whitewater Region Logo is the official property of the Corporation of the Township of Whitewater Region and is to be used exclusively by the Township.
- 2.2 The Logo may be used for Township documents and materials submitted and developed by staff of the Township of Whitewater Region.
- 2.3 Reasonable use of the Logo by recognized media outlets is permitted.
- 2.4 Candidates for municipal office are not permitted to use the Logo in any campaign material or to promote a particular candidate or question on the ballot.
- 2.5 Use of the Logo shall not be permitted by outside firms, agencies, organizations, individuals or groups without prior authorization by Council. Authorization by the Chief Administrative Officer is sufficient if there has been formal involvement with the Township through monetary, tendered work or in-kind support.
- 2.6 No changes are permitted to the font, colour, sizing or dimensions of the Logo.
- 2.7 The Logo shall not be used in any manner deemed by the Chief Administrative Officer or Council to be unacceptable.

3.0 Branding Guidelines

The Branding Guidelines attached are hereby adopted for general use by Township staff. Minor modifications and adaptations are permitted subject to the approval of the Chief Administrative Officer.

Monitoring

The CAO shall be responsible for monitoring compliance with this policy.

Authority

Section 224 of the *Municipal Act, 2001* states the role of Council includes the development and evaluation of the policies and programs of the municipality.

Contact

Chief Administrative Officer
P.O. Box 40, 44 Main Street
Cobden, ON K0J 1K0
Telephone: (613) 646-2282

Change History

Policy Name	Effective Date	Significant Changes	By-law No.
Logo & Branding Policy	August 1, 2019	New policy	19-07-1201

WHITEWATER REGION | BRANDING GUIDELINES

Correct usage

The proportions of this logo have been defined and typeset respectively. These elements should not be modified from the original art files.

Clear space "X," is the area surrounding the logo. It must be free of all text and other graphic elements. The space requirement ensures the logo is accurately and consistently placed on a layout and preserves its legibility and clarity.

Against dark backgrounds, use the knockout version of this logo.

The minimum clear space visual parameters are as follows:



FULL COLOUR VERSIONS



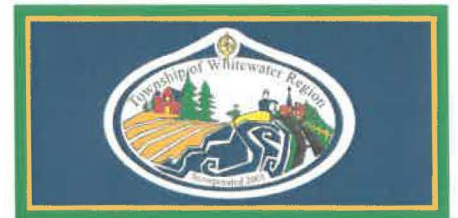
KNOCKOUT VERSIONS



Region Crest / flag

To be used for formal recognition and protocol; such as a plaques and certificates.

- PMS Black
- PMS 294 Blue
- PMS Hex C Green
- PMS 193 Red
- PMS 124 Gold
- PMS Process Yellow



CMYK	RGB	WEB#	FONTS USED IN LOGO
100 79 45 44	4 46 73	042E49	BANK GOTHIC [Tracking 70, Horizontal Scale 130%] ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()_+{} :;<>?
96 71 22 6	20 85 137	145589	FONTS FOR PRINT & DIGITAL ARIAL REGULAR BOLD ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
96 31 22 6	0 129 166	0081A6	FUTURA STANDARD CONDENSED BOOK BOLD ITALIC HEAVY ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
63 17 74 2	104 163 107	68A36B	
9 21 65 0	233 196 115	E9C473	
0 0 0 85	77 77 79	4D4D4F	
100 100 100 100	0 0 0	000000	

Signage

This includes interior, exterior, corporate, Whitewater regional property, entrance and welcome signage. Basic design elements to include unless otherwise instructed; Whitewater Region logo, coloured bar and gold frame. Unless otherwise instructed, design should have the dark blue background (CMYK: 100, 79, 45, 44). Concept to the right is basic layout standards of Whitewater Region signage.

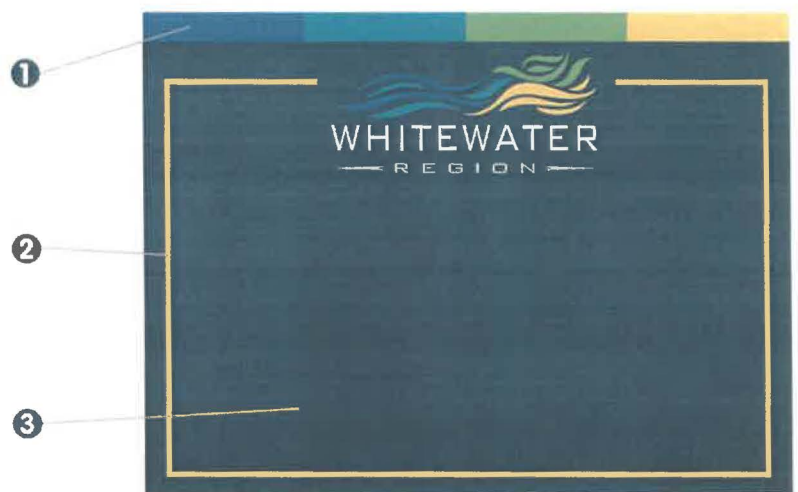
FONTS FOR USE ON SIGNAGE

Gotham MEDIUM | BOLD | BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SIGNAGE SIZING

SIGN TYPE	FEET	INCHES
Hamlet Signs	5 x 6 ft	60 x 72 in
Park Signs	3 x 6 ft	36 x 72 in
Beach Rule Signs	2 x 3 ft	24 x 36 in
Entrance Sign	3 x 5 ft	36 x 60 in
Building Signs	6 x 8 ft	72 x 96 in
Gateway Signs	5 x 13.75 ft	165 x 60 in
Event Banners	2 x 5 ft	24 x 60 in



- 1** COLOURED BAR
- 2** GOLD FRAME
- 3** DARK BLUE BACKGROUND