



POLICY NO. 82

CORPORATE IDENTITY AND BRANDING POLICY

1.0 Purpose

To provide guidelines for the management of the Municipality of the District of Barrington's corporate identity and branding; and

To maintain continuity and consistency in all applications of the corporate identity and branding.

2.0 Introduction and Background

Corporate identity and branding is a combination of many factors, such as the name, logo, symbols, design, packaging, and performance of an organization, including also the appearance, location, furnishing, maintenance and location of buildings, property and equipment.

Marketing and communication material, such as letterheads, stationery, advertising and instruction manuals must have a consistent quality and character that accurately and honestly reflect the Municipality and its aims. Uniforms and vehicles are visible components that must reflect this consistency.

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

3.0 Definitions

Branding: It is the visual representation of the Municipality or product, encompassing the Municipality's name, logo and visual appeal. The components usually consist of a logo, one or two main colors and two or three additional colors: one or two different fonts; and some graphic design rules and elements.

Image: The impression clients, consumers and citizens have of the Municipality's total personality (real and imaginary qualities and shortcomings).

Corporate identity: The visual means by which the Municipality is recognized. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

Brand identity: Indicates how the Municipality wants its citizens to perceive its brand.

Brand Management: It is the process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and internal communication. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favourable to customers.

Brand Equity: Value of the positive sentiment that the brand has created amongst its citizens.

4.0 Branding Policy Guidelines

4.1 General

The custodian of our corporate images (logos) is the Director of Marketing and Tourism Development (the Director).

The Director must maintain a Corporate Identity Manual with examples of all approved applications, which must be available in a hard copy format or on the intranet (Municipal Server).

The Director will facilitate the graphic design process of any new logos needed. Deviations from the Corporate Identity Manual must first be approved by the Chief Administrative Officer.

4.2 Translation Policy

If another language is to be used, other than English, approval must be provided by the Director.

4.3 Forms for External and Internal use

All forms for external and internal use must bear one or more of the following municipal logos. No departmental or other logos allowed unless otherwise approved by the CAO or designate.





4.4 Publications

The corporate identity manual provides for the branding guidelines of publications.

Designs, layout and content for the following needs to be approved by the CAO or designate:

- Newsletters
- Flyers, Information brochures, advertising
- Other special publications (editorials, annual reports, reviews, etc)
- Website, Facebook

4.5 Branding Material

Designs, layout and messages for branding material such as banners, and flags need to be approved by the Director of Marketing and Tourism Development.

Events and programs of the Municipality can create brand awareness and recognition. To ensure that consistency is applied and events and programs are correctly branded, the following rules shall be adhered to:

- Only events or programs financially supported by the Municipality of Barrington may carry the Municipality of Barrington branding.
- Typical events which qualify for branding are:
 - Municipal function/events;
 - Federal or provincial events;
 - Press conferences;
 - Commemorative days events; and
 - External events such as, public consultations and social events.
- Typical events that are excluded from being branded are:
 - Political rallies;
 - Funerals of councilors and officials;
 - Memorial services of officials;
 - Internal events such as strategic planning sessions, social functions, such as year end functions of officials and councilors; and

- Site inspections.
- Branding materials or items must be returned to the Director of Marketing and Tourism Development after the event. On the return of the material or items, they will be inspected by the Director.
- If the material or items referred to above are damaged, the organization, department or individual concerned will be responsible for cost of repair or replacement.

4.6 Advertising Material

The design, layout and advertising messages of the following are to be approved by the CAO or designate:

- Posters
- Flyers
- advertisements
- Signage
- Billboard advertisements
- Refuse bin advertisements
- Standard layouts for tenders, vacancies and notices

4.7 Promotional Material and Corporate Gifts

The purchasing of promotional material and corporate gifts shall be done in strict consultation with the CAO or designate.

Only designs for promotional material and corporate gifts need to be approved by the CAO or designate.

4.8 Electronic Communication

The approved corporate colors and logo(s) as indicated in the Corporate Identity Manual shall be used for all electronic newsletters, notices, etc.

The design and content of electronic newsletters must to be approved by the CAO or designate.

For email signatures, the following standardized format should be used (Calibri or Times New Roman font and 10 or 12 pt font size):

Logo
 Name
 Position
 Address
 Telephone Number
 Cell Phone Number

Fax Number

Website

Facebook Icon 

Example



Susan Smith

Admin. Assistant

P.O. Box 100 Barrington

Shelb. Co., NS B0W 1E0

Tel: 902-637-2015

Cell 902 635-1212

Fax: 902-637-2075

www.barringtonmunicipality.com



Note:

- The email signature must be at the bottom left.
- The use of background (outlook stationary), decorations, and other distracting elements are prohibited.
- The logo must be placed in the email signature.
- No slogans, quotations or other tag lines must be placed below the email signature.

4.9 Public Notice boards and Notices

Public notice boards must be kept tidy, updated and relevant. No handwritten notices shall be placed on public notice boards.

Notices on public notice boards must provide information, at the bottom, who issued the notice and the contact person and telephone number.

All notices must be placed on public notice boards and not placed on walls, doors, windows, etc. Temporary signage such as directions to an event is permitted.

4.10 Municipal Vehicles

The full-color logo must appear on all fleet vehicles. The design of vehicle advertisement other than the prescribed designs must be approved by the Director of Marketing and Tourism Development.

4.11 Street Signage, Wayfinding Signage, Interpretative Panels

To ensure consistent implementation, the design and specifications of signage boards shall be approved by the Director of Marketing and Tourism Development before the procurement occurs.

No paper and/or handwritten signage allowed, however, as a temporary measure, temporary signage must use approved template as identified in the corporate identity manual. These must be laminated to give a more professional look.

Note: Standard safety signs and road direction signs are excluded from this approval process.

4.12 Interiors of and Entrances to Municipal Buildings and Facilities

The Chief Administrative Officer shall be consulted for guidelines and approval of any branding planned. As far as Municipal offices are concerned:

- Counters must be tidy and staffed at all times.
- All entrances must always be clean.
- All signage must comply with the guidelines as set out in the corporate identity manual.
- All notices must be on the notice boards and not on windows, doors or walls. Temporary signage such as directions to an event is an exception.

4.13 Uniforms and Corporate Clothing in General

The approved corporate colors and the logo as indicated in the corporate manual shall be used on all uniforms. The only deviation from this guideline is when the codes of professions dictate specific uniforms and colors.

The approved typefaces and fonts must be used at all times.

The design and content of text on uniforms and corporate clothing must be done in strict consultation with the Director of Marketing and Tourism Development.

4.15 Sponsorships and Advertising

Generally, the Municipality of Barrington logo may be used together with the logos of other stakeholders.

The role of the Municipality should, however, be defined. Phrases such as the following may be used to facilitate the Municipality's relationship to the event or program. It must be written below the logo:

- Proudly sponsored by Municipality of the District of Barrington
- Proudly supported by Municipality of the District of Barrington

- Co-organized by the Municipality of the District of Barrington

Lobster Industry related companies within the Municipality of Barrington and the Town of Clarks Harbour may make application to the Municipality to use the “Lobster Capital of Canada” Logo on their packaged products.



**APPLICATION TO USE MUNICIPAL
LOBSTER CAPITAL OF CANADA LOGO**

NAME OF APPLICANT (COMPANY): _____
CONTACT PERSON: _____
ADDRESS: _____
TELEPHONE: _____ EMAIL: _____
NS REGISTRY OF JOINT STOCKS NUMBER: _____

I, _____, of _____
request permission to use the Municipality of Barrington’s “Lobster Capital of Canada” Logo on
our product packaging.

The following is a description of how our company will use the “Lobster Capital of Canada”
Logo:

I understand that:

- when using branding of the Municipality of Barrington, alterations to the logo design or language used therein is prohibited.
- final proof of stamp, sticker, packaging, etc. to be used and product to bear the logo shall be approved by the Director of Marketing and Tourism Development prior to use.
- The Municipality of Barrington prohibits the combination of the “Lobster Capital of Canada” Logo with third party trademarks and may not be used in association with third party brands, products or trademarks without prior written authorization.
- The Municipality of the District of Barrington is the rightful owner of all Municipal brands and logos. No person or entity may reproduce or use or authorize the reproduction or use of municipal brands and logos in any manner without the express written authorization of the Director of Marketing and Tourism Development.

- Unauthorized use of municipal brands and logos is strictly prohibited and may result in legal action.
- The Municipality reserves the right to modify the Municipality of the District of Barrington's brands and logos at its discretion at any time without prior notice.
- All agreements shall be for a maximum of two years, to expire March 31st. Application for renewal shall be filed 15 days prior to expiry of the Agreement.
- No fee will be charged for use of the logo.

AUTHORIZATION

Application was prepared by _____ /____/____
 (Contact Person) Signature Print DDMMYY

Company Director/Agent _____ /____/____
 (Signing Officer) Signature Print DDMMYY

APPROVAL GRANTED

Permission granted by:

_____/____/____
 Signature Print Title DDMMYY

Expiry Date: _____

