



**Town of Conception Bay South Policy Manual**

**Title: Town Brand/Logo Usage**  
**Policy Number: 064**

**Resolution Number: 12-427**  
**Date Approved: October 16, 2012**

**PURPOSE:**

To ensure that all Town representatives are consistent in the usage of the Town’s brand identify and logo.

**AUTHORITY:**

- Council Discretion

**PROCEDURE:**

All usage of the Town’s brand/logo is to be in compliance with the current adopted brand identity. All users are to ensure that the correct brand/logo is obtained from the Economic Development Department or Administration Department for usage on, but not limited to, the following:

- Promotional Clothing
- Vehicles
- Letterhead
- E-mail Signatures (Personalized name, position & contact #s only)
- Signage/Posters
- Public Advertising

Any alterations from the standardized format will not be permitted.

**REVISION HISTORY:**

<b>Revision:</b>	<b>Author:</b>	<b>Change Made:</b>	<b>Date:</b>