

	Title: <b>Corporate Identity &amp; Brand</b>	Number: CO-64
	Authority (if applicable): Council	Section: Council
	Date Adopted: November 4, 2019	
	Historical Changes (Amended, Repealed, or Replaced): Replaced GE-8 Amended February 13, 2023	

**Purpose:**

The purpose of this policy is to define, clarify, and govern the consistent use of the City’s Corporate Identity and Brand, and to limit use to only those initiatives being endorsed by City Council and supported by the City are granted permission to use the Coat of Arms, Logo, and City Images as applicable.

**Scope:**

This policy applies to City Council, employees, Stakeholder(s), and Person(s) working on behalf of the City as well as Candidate(s).

**Definitions:**

**Brand:** the visual representation of the City; it distinguishes the organization from others in the eyes of the community at large. The City’s Brand consists of Coat of Arms, Logo, Logo alternatives, colour standards, Brand architecture (department colours), typographic standards (typeface/font), Brand graphics, stationary, print and digital templates, City Signage, City Images, some graphic design rules, and elements.

**Candidate(s):** means an individual seeking to be elected as a Mayor, Councillor, or School Trustee in the City’s general local election or by-election.

**City:** means the City of Langley.

**City Council:** means the Mayor and Councillors of the City of Langley.

**City Images:** means all images owned by the City other than the Coat of Arms and Logo, including but not limited to print and digital photos, images, artwork, slogans, audio clips, and video clips.

**City Signage:** means all the visual graphics that are used for identification, direction, and information, and are regulatory in nature such as but not limited to public advertisements, billboards, entrance signs, facility signs, etc.) or the Logo, Coat of

Arms, and City Images that communicate the City's Brand and Corporate Activities to the public.

**Coat of Arms:** means the City of Langley's Coat of Arms.

**Corporate Activities:** mean business activities undertaken by the City; covering all the functions, operations, processes, activities, and transactions of the organization including City Council and employees.

**Corporate Identity:** means the manner in which the City presents itself to the public and defines how the Brand is used within a set of corporate guidelines as detailed in the Logo Use Guide and Corporate Identity Manual.

**Corporate Identity Manual (Graphic Standards Guide):** means the guidelines that govern how the Brand is applied and used.

**Designated Personnel:** means authorized employees who have the approval to give Person(s) and Stakeholder(s) written permission to use the Coat of Arms, Logo, and City Images.

Designated Personnel for the City are:

- Chief Administrative Officer;
- Members of the Senior Management Team and their designate(s);
- Communications Officer; and,
- Other Employees as authorized by Designated Personnel.

**Logo:** means the City's Logo as approved by Council.

**Logo Use Guide:** means the City's guidelines that govern how the Logo is applied and used.

**Person(s):** an individual, corporation, partnership, or any other legal entity.

**Stakeholder(s):** means residents, businesses, non-profits, community groups, municipal neighbours, volunteers, provincial and federal governments, boards, committees, authorities, agencies, consultants, contractors, and associations.

### **Policy Statement:**

The consistent and correct application of the City's Corporate Identity and Brand is a valuable organizational asset that distinguishes the City's services from others.

The City of Langley's Coat of Arms and Logo are registered and protected under the Trade-marks Act of Canada.

In order to protect the integrity of the Coat of Arms, any requests to use the Coat of Arms outside of the City's Corporate Activities must be submitted in writing and approved by City Council by resolution at a Regular Council Meeting. Therefore, unless a resolution by City Council has been obtained, any other use of the Coat of Arms outside of Corporate Activities are prohibited.

In order to protect the integrity of the City's Logo and City Images, any requests to use the Logo and City Images outside of the City's Corporate Activities must be submitted in writing and must be approved in writing by Designated Personnel. Therefore, unless written approval has been obtained from Designated Personnel, any other use of the Logo and City Images outside of Corporate Activities are prohibited.

Candidate(s) shall not use the City's Brand in their election campaign material.

If the City becomes aware of the unauthorized use of the Brand, and of those who are not abiding by this policy, City Council shall determine and pursue appropriate recourse including legal action.

### **Principles:**

The way the Brand is used and displayed must have a consistent quality and character that accurately and honestly reflects the City and its aims.

Guidelines for proper use of the Logo are contained in the Logo Use Guide. Guidelines for the proper use of the City's Brand are in the Corporate Identity Manual.

### **Roles and Responsibilities:**

City Council, employees, Stakeholder(s), and Person(s) working on behalf of or with the City will be provided with this policy, and subject to its provisions. The following conditions must be adhered to when using the Brand:

- The Brand shall not be modified, copied, distributed, reproduced, published, licensed, or transferred, in whole or in part, and reproduction of the Brand shall adhere to the Logo Use Guide and Corporate Identity Manual (Graphic Standard Guide) wherein the technical specifications of the Brand are prescribed;
- Permission to use the Brand may not be transferred or extended to any other Person(s) or Stakeholder(s);
- Users acknowledge and agree that the City assumes no liability with respect to the use of the Brand, and shall be required to release, defend and indemnify the City and hold it harmless from any demands, claims, damages, losses, or liabilities which directly or indirectly arising from:
  - the use of the Coat of Arms
  - the use of the Logo;
  - the use of City Images
  - the user's failure to comply with any provision of this policy;

- Users shall, at their own expense, provide a sample of each product and any material upon or in which the Brand is used to Designated Personnel who are authorized to give approval of the use of the Brand ;
- Permission constitutes a license to use the Brand and the City reserves the right, in its sole discretion, to terminate, or modify permission to use the Brand at any time and without prior notice – upon termination, all use of the Brand must cease immediately; and,
- Users shall not threaten or commence any claim against a third party regarding the Brand, and shall promptly notify Designated Personnel of any use or suspected use of the Brand by a third party.

Use of the Brand without consent outlined in the policy statement is a violation of the City’s intellectual property rights, and the City of Langley will protect the such right to the fullest extent of the law.

### References

Policy Number:	CO-64
Policy Owner:	Communications Officer, Administration Department
Endorsed by:	Senior Management Team
Final Approval:	Council
Date Approved:	November 4, 2019
Revision Date:	February 13, 2023
Amendments:	
Related Policies:	
Related Publications:	Corporate Identity Manual (Graphic Standards Guide) Logo Use Guide