

POLICY #102C

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Policy Title:	Brand Standards
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Policy Statement:

The Town of Olds shall have an official brand (trademark/logo) and brand standards, which will guide all elements of our brand to ensure a consistent visual identity for the Town of Olds.

Purpose:

The Town of Olds trademark/logo provides a branded representation of the Town Corporation, its elected officials, and administration. The OLDS trademark/logo serves as a visual identity for municipal services, a facility, a park, a program, or an endorsed event. Each trademark/logo provides immediate public recognition to individuals, events, and facilities formally associated with and/or supported by the municipality.

Standards:

The trademark/logo may not be altered in any way and must be used in accordance with the Brand Standards Guide. If a proposed application of the brand is not outlined in the guide, the Town of Olds Supervisor – Engagement and Communications is responsible for reviewing the intended application and make recommendations to the Chief Administrative Officer.