



102C
Brand Standards

Supporting Procedure: Brand Standards Guideline

Prepared By: Office of the CAO

Effective Date: October 13, 2020

Council Resolution No.: 20-388

References: OLDS Trademark
Records Management Retention Bylaw

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.

SCOPE AND GUIDELINES

This policy applies to all employees, elected officials or external organizations. Any use of the 'Town of Olds' trademark/logo should be done in accordance with the Town of Olds Brand Standards Guideline.

RESPONSIBILITIES

The Chief Administrative Officer (CAO) or designate is responsible to ensure proper and acceptable use of the Town of Olds trademark/logo as outlined in the Town of Olds brand standards Guide.

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 Communications Coordinator is responsible to review the intended application and make recommendations to the Chief Administrative Officer.

Approved: July 11, 2011
Amended: March 24, 2015
February 22, 2016 motion No: 16-75