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| Policy No.: | 154.22 | Council Approval: July 26, 2022 Resolution No.: 211/22 Date: July 26, 2022 |
| Policy Title: | Wordmark and Corporate Branding | |
| Department: | Corporate Services | |
| Reviewed: | | |
| Revised: | | |
| Supersedes Policy/Bylaw: | Logo and Corporate Branding 112/14 | |

1. Policy Statement

1.1 This policy establishes guidelines for the use of the Town wordmark and ensures that the corporate image is presented in the most ideal and professional format in various forms of use.

2. Reason for Policy

2.1 The Town wordmark is currently used in a wide variety of mediums, including publications, letterhead, newspapers, electronic communication, web sites, various marketing and promotional items, and name tags, etc.

3. Definitions

- 3.1 Logo – the visual graphic
- 3.2 Wordmark – “Blackfalds, Alberta”
- 3.3 Slogan – “A nice place to grow!”

4 Responsibilities

4.1 Municipal Council to:

- 4.1.1 Approve by resolution this policy and any amendments.
- 4.1.2 Consider the allocation of resources for successful implementation of this policy in the annual budget process.

4.2 Chief Administrative Officer to:

- 4.2.1 Implement this policy and approve procedures.
- 4.2.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

4.3 Director of the Department to:

- 4.3.1 Ensure implementation of this policy and procedure.
- 4.3.2 Ensure that this policy and procedure is reviewed every three years.
- 4.3.3 Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

4.4 Manager to:

- 4.4.1 Understand and adhere to this policy and procedure.
- 4.4.2 Ensure employees are aware of this policy and procedure.

4.5 All Employees to:

- 4.5.1 Understand and adhere to this policy and procedure.

5 Exclusions

- 5.1 N/A

6 Special Situations

- 6.1 N/A

7 Appendix

- 7.1 Wordmark Standards

8 End of Policy

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| PROCEDURE | Policy No.: Policy Title: Department: | 154.22 Wordmark and Corporate Branding Corporate Services |
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1. Visual Identity

- 1.1 A well-defined identity system will enable the Town of Blackfalds to present a consistent and professional visual message to its internal and external audiences. This consistency is key to reinforcing the Town's identity and reputation.
- 1.2 However, owing to the variety of marketing and communications mediums that the Town uses there is a need for the visual identity to also allow for creative flexibility to meet the goals of the Town.

2. Wordmark

- 2.1 Whenever possible the wordmark should be used black or white.
- 2.2 The wordmark should never be paired with the logo approved in 2014, or the slogan.
- 2.3 The wordmark should only be used in a horizontal format.
- 2.4 Improper use of the logo:
 - 2.4.1 Do not scale the wordmark below minimal legible size 2.5.3.
 - 2.4.2 Do not stretch or compress the wordmark.
 - 2.4.3 Do not alter the wordmark with other fonts or colours.
 - 2.4.4 Do not frame around the wordmark.
 - 2.4.5 Do not use versions of the logo created prior to 2022.
 - 2.4.6 Do not use versions of the slogan created prior to 2022.
- 2.5 The wordmark should be placed in a visually dominant position on the left or right of any format; center placing should generally be avoided

3. Colours

- 3.1 The current wordmark should only be used in black or white.

4. Personalization of Items

- 4.1 Two items in the overall stationery system are meant to be personalized with the name of the individual user: business cards and email signatures. Customization of these items with the addition of membership listings, slogans, service descriptions, and taglines are not permitted.

5. Approval Process

- 5.1 All use of the Town of Blackfalds wordmark must be approved by the Office of the CAO and the Marketing and Communications Department prior to final production.

6. End of Procedure

Approval

- Original Signed -

Chief Administrative Officer

-Original Dated-

Date