City of Wetaskiwin Council Policy

Corporate Identity Policy

Policy Number:	CO-038
Effective On:	June 9, 2026
Approval History:	April 23, 2018 September 11, 2023
Review Frequency:	Every 4 years
Division Responsible:	Corporate Services
Cross-Reference:	CO-011 - Sponsorship and Advertising Policy Corporate Identity Standards Guide

1. Policy Statement

A municipal logo and crest are important symbols that represent the identity and values of the City of Wetaskiwin. These symbols are used to promote the municipality, enhance its brand, and establish a visual identity for the community. Therefore, the purpose of this policy is to provide guidelines for the use and design of the unique identifiers that comprise the brand identity for the City of Wetaskiwin, Wetaskiwin Fire Services, Manluk Centre Aquatic & Regional Fitness, Wetaskiwin Regional Airport, Wetaskiwin's Office of the Mayor, the City's crest, the City of Wetaskiwin Archives, as well as various other images that are easily recognized and associated with our community.

This policy safeguards the appropriate use of the logos, crest, and recognizable images in line with the Council Strategic Plan 2022-2032 through the preservation of Wetaskiwin's "storied past" and City's Corporate Mission and Values of trust, resourcefulness, and integrity by guiding the proper use and display of the official City logos and crest.

2. Applicability

2.1 This policy applies to all elected officials, employees, stakeholders, and anyone engaged in City business, partnerships, or other joint ventures, whether they be contractors, vendors, volunteers, civic partners, boards, agencies, or associations.

2.2 This policy applies to those who have obtained explicit permission to utilize the City of Wetaskiwin's logos and images from the City Manager or their appointed designate.

3. Definitions

"Brand" means 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 logos, logo alternatives, colour standards, typographic standards (typeface/font), and brand graphics, stationary, print, and digital templates, signage, City images, and writing style guides. It is the overall visual appeal of the City.

"City" means the City of Wetaskiwin.

"City Crest" means the official City of Wetaskiwin crest.

"City Activities" means business activity undertaken by the City; covering all the functions, processes, activities, and transactions of an organization, including the City's elected officials and employees.

"City Identifiers" means the brand assets used by the City and City departments to present itself to the public, such as all logo's associated with the City of Wetaskiwin and its departments and/or organizations, and/or the City's crest.

"City Identity" means the way the City presents itself to the public (such as stakeholders and residents as well as employees). City identity defines how the City's brand is used within a set of corporate guidelines. .

"Corporate Identity Standards Guide" means the document outlining standards of practice for using the City logo, along with other City identifiers.

"Elected Official" means a member of City of Wetaskiwin Council, including the Mayor and Councillors.

"Images" means all images owned by the City, other than the City crest and logo, including but not limited to digital photos, graphic designs, mascots, mascot images, artwork, slogans, audio clips, and video clips.

"Logo" means the City of Wetaskiwin logo and all other logo's associated with City of Wetaskiwin departments or groups, including the logos associated with the following:

- The City of Wetaskiwin
- Wetaskiwin Fire Services
- Manluk Centre Aquatic & Regional Fitness
- The Office of the Mayor
- The City of Wetaskiwin Archives

"Persons" means an individual, corporation, partnership, or any other legal activity.

"Employees" means regular full-time, regular part-time, term, casual employees, or contractors who are employed with the City of Wetaskiwin or an individual retained by the City who is acting on the City's behalf.

"Stakeholder(s)" means resident, business, municipal neighbour, elected official, staff, upper tier level of government, board, committee, authority, agency, association, and/or anyone with an interest in municipal affairs.

"Third parties" means residents, businesses, or other outside organizations.

4. Standards

4.1 Use of the City identifiers is restricted to those identified as being applicable under section 2.

4.2 City employees and departments seeking to use City identifiers or images must adhere to the City of Wetaskiwin Corporate Identity Standards Guide.

4.3 Unauthorized use of City identifiers by third parties is prohibited.

4.3.1 Use of City identifiers may be extended to third parties in special circumstances and upon final approval from the City Manager or their designate.

4.4 **Restrictions of Use**

4.4.1 City of Wetaskiwin identifiers shall not be altered in any way and shall not be combined with other elements, visual or otherwise, so as to create a new symbol or image without the approval of the City Manager or their designate.

4.4.2 City identifiers are to be used in accordance with the City Identity Visual Guidelines.

4.4.3 The Office of the Mayor logo is specifically designated to signify communication from the Mayor of Wetaskiwin, as the official spokesperson for Wetaskiwin City Council. As such, the Office of the Mayor logo is limited for use in official mayoral communications and cannot be used by other members of City Council, unless they are explicitly acting as the deputy mayor. The Office of the Mayor logo must be protected as it applies to:

a. Video
b. Mayoral statements
c. Web applications
d. Signage
e. Official letters/letterhead

4.5 **Third Party Use of City of Wetaskiwin Identifiers**

4.5.1 Use of the City of Wetaskiwin City identifiers indicate City involvement, approval, or endorsement and therefore must always be used within an appropriate manner.

4.5.2 When the City of Wetaskiwin donates in-kind goods or services to support any community initiative or partnership, permission is automatically granted for use of the City of Wetaskiwin logo (or other appropriate City identifier) on the initiative's promotional materials. When using the City of Wetaskiwin logo or

other City identifiers to identify sponsorship, it should be accompanied by a relevant phrase such as “Sponsored by the City of Wetaskiwin,” “Supported by the City of Wetaskiwin,” or “A partnership with the City of Wetaskiwin.”

4.5.2.1 All City sponsorships must follow the City of Wetaskiwin Sponsorship and Advertising Policy CO-011.

4.5.3 The City of Wetaskiwin’s City identifiers may not be used in any manner that brings the integrity or reputation of the City of Wetaskiwin, City activities, its elected representatives, officials, or employees, into disrepute. Any such use is expressly forbidden and shall result in immediate withdrawal of any permission granted in this policy.

4.5.4 The following are conditions for the use of the City’s Corporate Identity and Logo:

4.5.4.1 Reproduction of any City identifiers shall adhere to City provided guidelines wherein the technical specifications of the identifiers are prescribed.

4.5.4.2 Permission to use a City identifier may not be transferred or extended to any other persons or stakeholders.

4.5.4.3 Users acknowledge and agree that the City assumes no liability with respect to the use of a City identifier 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 a City identifier or the user’s failure to comply with any provision of this policy.

4.5.4.4 Permission constitutes a license to use a City identifier and the City reserves the right, in its sole discretion, to terminate or modify permission to use any City identifier at any time and without prior notice. Upon termination, all use of a City identifier(s) must cease immediately.