

1.0 Purpose

To provide guidelines for the management of the Town of Yarmouth's corporate identity and branding; and

To maintain continuity and consistency in all applications of the corporate identity and branding.

2.0 Introduction and Background

Corporate identity and branding is a combination of many factors, such as the name, logo, symbols, design, packaging, and performance of an organization, including also the appearance, location, furnishing, maintenance and location of buildings, property and equipment.

Marketing and communication material, such as letterheads, stationery, advertising and instruction manuals must have a consistent quality and character that accurately and honestly reflect the Town and its aims. Uniforms and vehicles are visible components that must reflect this consistency.

Direction to all departments regarding the basic requirements of corporate identity management and standards set for Town branding are identified in this policy.

3.0 Definitions

Branding: It is the visual representation of the Town or product, encompassing the Town's name, logo and visual appeal. The components usually consist of a logo, one or two main colours and two or three additional colours: one or two different fonts; and some graphic design rules and elements.

Image: The impression clients, consumers and citizens have of the Town's total personality (real and imaginary qualities and shortcomings).

Corporate identity: The visual means by which the Town is recognized. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

Brand identity: Indicates how the Town wants its citizens to perceive its brand.

Brand Management: It is the process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and internal communication. Brand management is built on a

marketing foundation, but focuses directly on the brand and how that brand can remain favourable to customers.

Brand Equity: Value of the positive sentiment that the brand has created amongst its citizens.

4.0 Branding Policy Guidelines

4.01 General

The custodian of the corporate image is the Office of the Chief Administrative Officer/CAO (the department).

The department must maintain a corporate identity manual with examples of all approved applications, which must be available in a hard copy format from the relevant manager's office or on the intranet (Town Server) and on the external website (www.townofyarmouth.ca).

The department will facilitate the graphic design process of any new applications needed.

Deviations from the corporate identity manual must first be approved by the Office of the CAO.

4.02 Translation Policy

If another language is to be used, other than English, approval must be provided by the department.

4.03 Forms for External and Internal use

All forms for external and internal use must bear the current logo only. No departmental or other logos allowed unless otherwise approved by the Office of the CAO.

4.04 Publications

The corporate identity manual provides for the branding guidelines of publications.

Designs, layout and content for the following needs to be approved by the Office of the CAO:

- Newsletters
- Flyers, Information brochures, advertising
- Other special publications (editorials, annual reports, reviews, etc)
- Website, Facebook

4.05 Branding Material

The brand guidelines deal with branding material.

Designs, layout and messages for branding material such as banners, exhibition stands and flags need to be approved by the Office of the CAO.

Events and programs of the Town can create brand awareness and recognition. To ensure that consistency is applied and events and programs correctly branded, the following rules shall be adhered to:

- Only events or programs financially supported by the Town of Yarmouth may carry the Town of Yarmouth branding.
- Typical events which qualify for branding are:
 - Mayoral function/events;
 - Federal or provincial events;
 - Press conferences;
 - Commemorative days events; and
 - External events such as, public consultations and social events.
- Typical events that are excluded from being branded are:
 - Political rallies;
 - Funerals of councillors and officials;
 - Memorial services of officials;
 - Internal events such as strategic planning sessions, social functions, such as yearend functions of officials and councillors; and
 - Site inspections.
- Branding materials or items must be returned to the Office of the CAO after the event. On the return of the material or items, they will be inspected by a department member.
- If the material or items referred to above are damaged, the organization, department or section concerned will be responsible for cost of repair or replacement.

4.06 Advertising Material

The corporate identity manual provides for branding guidelines of advertising material.

The design, layout and advertising messages of the following to be approved by the Office of the CAO:

- | | |
|------------------------------|--|
| - Posters | - Billboard advertisements |
| - Flyers | - Refuse bin advertisements |
| - Bus advertisements | - Standard layouts for tenders, vacancies and notice |
| - Bus shelter advertisements | |
| - Signage | |

4.07 Promotional Material and Corporate Gifts

The corporate identity manual addresses branding guidelines of promotional material.

The purchasing of promotional material and corporate gifts shall be done in strict consultation with the Office of the CAO.

Only designs for promotional material and corporate gifts need to be approved by the Office of the CAO.

4.08 Electronic Communication

For formal presentations, the prescribed template available on the intranet shall be used.

The approved corporate colours with blue as the predominant colour, and the logo shall be used for electronic newsletters and notices. Branding guidelines on the intranet should also be followed.

The design and content of electronic newsletters need to be approved by the Office of the CAO.

For email signatures, the following standardized format should be used (Calibri font and 10pt font size):

Name
Designation
Department
Address
Telephone number
Cell phone number (if applicable)
Fax number
Email address

Example

Susan Smith
Manager: Office of the Mayor
400 Main Street, Yarmouth NS B5A 1G2
Tel: 902-742-2521
Fax: 902-742-1474
Email: manager@townofyarmouth.ca

Note:

- The email signature must be at the bottom left.
- The use of background (outlook stationary), decorations, and other distracting elements is prohibited.
- The logo must not be placed in the email signature.
- No slogans, quotations or other tag lines must be placed below the email signature, except for the Town's standard indemnity as is provided by the Office of the CAO.

4.09 Town of Yarmouth's Standard Indemnity

The following clause shall be attached to all 'external' electronic email transmission.

This e-mail is intended solely for the person or entity to which it is addressed and may contain confidential and/or privileged information. Any review, dissemination, copying, printing or other use of this e-mail by persons or entities other than the addressee is prohibited. If you have received this e-mail in error, please contact the sender immediately and delete the material from any computer.

4.10 Public Notice Boards and Notices

Public notice boards must be kept tidy, updated and relevant.

No handwritten notices must be placed on public notice boards.

Notices on public notice boards must provide information, at the bottom, who issued the notice and the contact person and telephone number.

All notices must be put on the public notice boards and not be placed on walls, doors, windows, etc. Temporary signage such as directions to an event is permitted.

4.11 Municipal Vehicles

The corporate identity manual addresses branding guidelines of municipal vehicles.

The full-colour logo must appear on all fleet vehicles,

The design of vehicle advertisement other than the prescribed designs must be approved by the Office of the CAO.

4.12 Internal and External Signage

Internal signs refer to all permanent information signs placed inside Town buildings and that bear the logo and information, such as office nameplates and departmental name boards.

External signs refer to all permanent information signs placed outside Town buildings and that bare the logo and information, such as departmental name boards.

4.13 Street Signage, Way finding Signage, Interpretative Panels

To ensure consistent implementation, the design and specifications of signage boards shall be approved by the Office of the CAO before the procurement occurs.

The corporate identity manual addresses the branding guidelines for Town signage.

No paper and/or handwritten signage allowed; however, as a temporary measure, temporary signage must use the approved template as identified in the corporate identity manual. These must be laminated to give a more professional look.

Note: Standard safety signs and road direction signs are excluded from this approval process.

4.14 Interiors of and Entrances to Town Buildings and Facilities

The Office of the CAO shall be consulted for guidelines and approval of any branding planned.

As far as Town offices are concerned:

- Counters must be tidy and staffed at all times.
- All entrances must always be clean.
- All signage must comply with the guidelines as set out in the corporate identity manual.
- All notices must be on the notice boards and not on windows, doors or walls. Temporary signage such as directions to an event is an exception.

Town facilities used by sports clubs and community organizations must be provided with Town name boards, which display Town branding, unless there is a long-term lease agreement in place allowing the club or organization exclusive use of the facility.

4.15 Uniforms and Corporate Clothing in General

The approved corporate colours and the logo as indicated in the corporate manual shall be used on all uniforms. The only deviation from this guideline is when the codes of professions dictate specific uniforms and colours.

The approved typefaces and fonts must be used at all times.

The design and content of text on uniforms and corporate must be done in strict consultation with the Office of the CAO.

Generally, the Town of Yarmouth logo may be used together with the logos of other stakeholders.

The role of the Town should, however, be defined. Phrases such as the following may be used to facilitate the Town's relation to the event or program. It must be written below the logo:

- Proudly sponsored by the Town of Yarmouth
- Proudly supported by the Town of Yarmouth
- Co-organized by the Town of Yarmouth

5.0 Breach of Policy Guidelines

This policy needs to be read in conjunction with other requirements that govern the expenditure of public funds.

Non-compliance to this policy is furthermore deemed as a breach of the Code of Conduct for Town Staff Members and will be referred for corrective measures or disciplinary action.

6.0 Supporting Policies and Guidelines

Other guidelines and policies available to support this policy include:

- Corporate Identity Manual of the Town of Yarmouth
- Yarmouth Brandmark Guidelines
- Grant Policy

7.0 Policy Review

This policy shall be reviewed at least every year and be amended annually or as and when amendments to legislation and/or policies necessitate amendments to this policy.

8.0 Town of Yarmouth Corporate Mark and Promotional Brand Mark Usage Legend

Stationary & Documents:

- Letterhead
- Business Cards
- Fax Covers
- Envelopes
- Policy and Procedures
- Employment Contracts
- Job Postings
- Regulatory Signage
- OHS Reports (external)
- Permits
- Billings, Invoices
- Purchase Order
- Tender document (RFP, RFI)
- Stationary/Notepads
- Municipal Bylaws & Policies
- Maps for presentations and general distribution
- Terms of Reference

Publications:

- Newsletter
- Brochures
- Reports
- Promotional Advertising
- Articles

Marketing:

- Banners, Pop-ups, Stands
- Flags
- Informational Cards/Materials

Advertising Material:

- Posters, Flyers
- Bus Advertisement & Bus Shelters
- Billboard
- Refuse Bins
- Standard layout for tenders, vacancies, notices
- Legal Notices

Promotional Material:

- Pins, decals, stickers
- Giftware, pens, pencils, notepads
- Clothing items

Electronics:

- Presentations, Newsletter, Staff Reports
- Notices
- Email

Other

- Vehicles (except Emergency Vehicles)
- Internal Signage
- External Signage
- Notice Boards

Clerk's Annotation for Official Policy Book

Date of Adoption: May 14th, 2015

I certify that this 'Corporate Identity and Branding Policy' was adopted by Council as indicated above.

Town Clerk:

Date: