



FORTFRANCES

**USE OF CORPORATE LOGO, CREST POLICY
ADMINISTRATION AND FINANCE 1.26**

POLICY

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Revised:
Authorized: By-Law 65-24
Superseded:

USE OF CORPORATE LOGO, CREST POLICY

1. PURPOSE

- (1) The Town of Fort Frances maintains two official symbols: the Coat of Arms and the Municipal Logo.
- (2) This policy outlines the usage, application, and authorization procedures for the Coat of Arms and the Municipal Logo of the Town of Fort Frances. It ensures these symbols are used appropriately, with respect to their significance, and provides protection against unauthorized use.

2. SCOPE

- (1) This policy applies to all individuals and entities that wish to apply the Town of Fort Frances Coat of Arms or Municipal Logo.

3. RESPONSIBILITY

- (1) The Communications Coordinator and Deputy Clerk is responsible for overseeing the implementation of this policy, and ensuring compliance with administrative procedures.
- (2) The Clerk's Office will create the necessary internal forms and procedures to make this policy take effect, and alter the procedures and forms as necessary without amending the policy.

4. TRADEMARKED SYMBOLS

- (1) "Coat of Arms": A crest that encompasses a moose, rolled paper, canoeists, a tree, and maple leaves, under which the motto "Industry and Perseverance" is written on a banner.
- (2) "Municipal Logo": Depicts the shape of two F's making an eagle/phoenix shape, with one side green to represent nature, and one side grey to represent industry.



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5. ALLOWABLE USAGE OF SYMBOLS

- (1) Coat of Arms
 - (a) As a legacy logo, there have been many instances of the Coat of Arms being replaced by the Municipal Logo. However, the Coat of Arms may be in use when:
 - (i) It has not yet been replaced by the Municipal Logo such as in existing infrastructure and signage;

- (ii) Applying the Coat of Arms to celebrate the history of the Town of Fort Frances.
 - (b) The Coat of Arms is strictly for use by official Town of Fort Frances departments and entities unless written permission is granted.
- (2) Municipal Logo
 - (a) The Municipal Logo is used in instances by the Town of Fort Frances for purposes including:
 - (i) Official Town communications (letterheads, business cards, emails, faxes, forms, etc.)
 - (ii) Digital presence (Town website, social media channels, advertising, etc.)
 - (iii) Printed materials (brochures, posters, reports, public notices, etc.)
 - (iv) Town-owned property and infrastructure (building signage, directional and wayfinding signs, vehicle branding, uniforms, etc.)
 - (v) Public relations (press releases, Town-sponsored advertisements, press kits, promotional items, banners, etc.)
 - (vi) Multimedia productions (Town-produced videos, presentations, etc.)
 - (b) The Municipal Logo is strictly for use by official Town of Fort Frances departments and entities unless written permission is granted.

6. PERMISSION OF USE FROM EXTERNAL ENTITIES AND INDIVIDUALS

(1) Permission Requirements

No organization, business, group, or individual is permitted to use the Coat of Arms or the Municipal Logo without express written permission from the Town of Fort Frances. An exception applies when submissions are requested by the Town of Fort Frances, such as in a presentation or proposal. In these cases, the logo may be used for submission purposes only, provided it is clearly indicated that the Town is not the author, and no financial benefit is derived from unauthorized external use.

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(2) **How to Apply for Permission**

Organizations, businesses, groups, and individuals are expected to follow this process to apply for permission to use the Municipal Logo or the Coat of Arms:

- (a) Complete the “Application for Use of Logo” form
<https://www.fortfrances.ca/application-use-logo>;
 - (b) Submit the completed form to the Communications Coordinator;
 - (c) Await written approval before using the symbols.
- (3) Applicants are encouraged to seek permission at least three (3) weeks in advance to allow the Communications Department sufficient time to review the request, gather any additional information, and issue the letter of permission.
- (4) Employees and Representatives of the Town of Fort Frances are expected to complete the steps in Part 6, Section 2 on behalf of the organization, business, group, or individual when partnering when the expectation is that the external entity will be producing digital or physical material using the Town of Fort Frances Coat of Arms or Municipal Logo, to ensure that Part 6, Section 4 is communicated in writing for consistent enforcement.
- ### (5) **Examples of Non-Permissible Usage**
- (a) Altering or modifying the logo in any way, including changing colours, screen values, or proportions;
 - (b) Stretching the logo horizontally or vertically;
 - (c) Using the symbols in a satirical or negative context;
 - (d) Unauthorized reproduction of the Coat of Arms or Municipal Logo;
 - (e) Use of the logo beyond what was requested after receiving written permission;
 - (f) Transfer of the logo to another external entity after receiving written permission;
 - (g) And any use of the symbols by external organizations, businesses, groups, or individuals without express written permission.

7. ENFORCEMENT AND COMPLIANCE

- (1) The Town of Fort Frances will actively monitor and enforce this policy.

- (2) Unauthorized use may result in legal action to protect the integrity of the Town's symbols.