

Approval date: Jan. 11, 2016

Resolution No.: 19/2016

Subject: Logo Use

Goal

The Logo Use Policy intends to provide guidelines for the use and reproduction of the City of Penticton logo.

Scope

The jurisdiction of the City of Penticton logo is delegated by Council to be under the directive of the Chief Administrative Officer, acting through Communications staff. The City of Penticton logo and its current variants are identified in Schedule A.

Policy

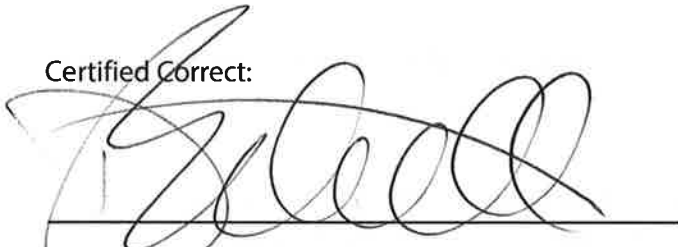
1. The City of Penticton logo is the exclusive property and right of the City of Penticton and can be displayed or used for official City of Penticton business by, or on behalf of, the City of Penticton Council and staff.
2. The corporate logo will only be used for official City of Penticton purposes related to the business of a City of Penticton department or staff member. That business may include, but is not limited to: formal correspondence, website, signs, documents, application forms, job postings, publications, advertisements, public announcements, awards, certificates, clothing for the identification of City of Penticton Council or staff, official promotional and protocol items and other uses as approved.
3. The logo may not be displayed or used in any manner by any other individual, organization, or other entity without the written consent of the City of Penticton.
4. Written consent is provided by Communications staff, to ensure the policy is being followed.
5. The City of Penticton will not allow the use and/or reproduction of the City of Penticton logo for commercial purposes.
6. Consent may be granted for non-commercial purposes using the following criteria:
 - a. The applicant wishes to recognize City of Penticton support in the way of cash and/or in-kind grants;

- b. The applicant provides a service on behalf of the City of Penticton, articulated with a formalized agreement; and/or
 - c. The applicant wishes to recognize a defined partnership with the City of Penticton.
7. Use and reproduction of the City of Penticton logo must follow the guidelines in the City of Penticton Visual Standards Manual. Upon successful application for use, the applicant will be provided a copy of the Visual Standards Manual by Communications/Corporate Services (RMS reference: 0595 Logos and Trademarks).

Previous revisions

None

Certified Correct:

A handwritten signature in black ink, appearing to read 'Dana Schmidt', written over a horizontal line.

Dana Schmidt, Corporate Officer

Schedule A

City of Penticton logo – four accepted versions

1



3



2



4

