

## CORPORATE IDENTITY

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| <b>Policy Number:</b>        | 12/017.01 2021PO                             |
| <b>Policy Review:</b>        | Every 10 Years or upon Legislative Change    |
| <b>Policy Owner (Dept.):</b> | Community and Economic Development/Marketing |
| <b>Reference(s):</b>         |  |

### 1. PURPOSE OF POLICY

- 1.1. To ensure the appropriate use of the unique identifiers that comprise brand identity for the City of Lacombe, the Lacombe Police Service, and City departments. This policy ensures consistency in the application of corporate symbols and ensures the legal protection afforded to these elements is not diluted by irregular or inappropriate use.

### 2. POLICY STATEMENT

- 2.1. The Corporation of the City of Lacombe (“the City”) is represented or “branded” by several distinct and unique components. These brand identity elements, used alone or in combination, serve to evoke immediate public association with the City of Lacombe, the Lacombe Police Service, or a City department. They serve as signals to identify municipal services and clearly show taxpayers’ dollars at work, whether they are in relation to a building, a park, a program, a vehicle, a service, or an event.

### 3. APPLICABILITY

- 3.1. This policy applies to all Elected Officials, Staff, Stakeholders, and anyone engaged in City business, partnerships, or other joint ventures, whether they are contractors, vendors, civic partners, boards, agencies, or associations.
- 3.2. This Policy comes into effect upon approval of Council.

### 4. NON-COMPLIANCE

- 4.1. When departments and business units create customized identifiers, the result is a potential for dilution of the corporate brand identity, causing public confusion. Failure to adhere to this policy will result in a notification of improper use of corporate brand identity element(s) and may result in appropriate remedial action, which could include the City’s Progressive Discipline approach for staff, or action from the City due to impacts of potential infringements by others.
- 4.2. Section 559 of the MGA states that no person may use the heraldic emblem of the municipality, or anything is intended to resemble the heraldic emblem without the permission of council. Misuse of the heraldic emblem may result in penalties governed by the MGA.

## 5. DEFINITIONS AND ABBREVIATIONS

- 5.1. **Brand** – 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, brand architecture (department colours), typographic standards (typeface/font), and brand graphics, stationary, print, and digital templates, signage, City Images, some graphic design rules, and elements. It is the overall visual appeal of the City.
- 5.2. **City** – means the City of Lacombe.
- 5.3. **City Images** – means all images owned by the City other than the Coat of Arms and Logos, including but not limited to print and digital photos, images, artwork, slogans, audio clips and video clips.
- 5.4. **Coat of Arms** – means the City of Lacombe Coat of Arms. Also known as armorial bearings.
- 5.5. **Corporate Activities** – mean business activity undertaken by the City; covering all the functions, processes, activities, and transactions of an organization including the City’s Elected Officials and Staff.
- 5.6. **Corporate Identity** – means the way the City presents itself to the public (such as stakeholders and residents as well as staff). Corporate Identity defines how the Brand is used within a set of corporate guidelines.
- 5.7. **Elected Official(s)** – means a member of City Council including the Mayor.
- 5.8. **Logo** – means the City’s Logo or Logos designed for a specific department.
- 5.9. **Person(s)** – an individual, corporation, partnership, or any other legal entity.
- 5.10. **Staff** – means regular full-time, regular part-time, temporary full-time, and casual employees, as well as any individual retained by the City who is acting on the City’s behalf.
- 5.11. **Stakeholder(s)** – means residents, businesses, community groups, municipal neighbours, elected officials, municipal candidates, volunteers, provincial and federal governments, boards, committees, authorities, agencies, consultants, contractors, associations, and anyone with an interest in municipal affairs.

## 6. ROLES AND RESPONSIBILITIES

- 6.1. **Council**
  - 6.1.1. Approve this Policy.
- 6.2. **Chief Administrative Officer**
  - 6.2.1. Ensure staff compliance with this Policy.
  - 6.2.2. Approve the creation of new corporate identifiers.

6.2.3. Comply with this Policy

## 6.3. Public/Citizens/User Groups

6.3.1. Comply with this Policy when requesting use or using the City's Brand and its elements.

## 7. POLICY DETAILS

### 7.1. Principles

7.1.1. Corporate Identity is a combination of many factors, such as the name, Logo, Coat of Arms, symbols, design, City Images, and the manner in which the City presents itself to the public.

7.1.2. The Brand must have a consistent quality and character that accurately and honestly reflects the City and its aims. Signage, City Images, uniforms, and vehicles are visible components that must reflect this consistency.

### 7.2. Corporate Brand

7.2.1. The City of Lacombe's Brand 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 approval from the Chief Administrative Officer.

7.2.2. Corporate Identity must be preserved and protected as it applies to:

7.2.2.1. Advertising and print materials for letterhead, envelopes, business cards, memos, fax cover sheets, PowerPoint presentations, reports, and various advertising collateral.

7.2.2.2. Web applications.

7.2.2.3. Signage for the outdoors, indoor, or directional.

7.2.2.4. Vehicle identification for fleet, garbage, recreation, fire, police, etc.

7.2.2.5. Promotional material for products, clothing, and uniforms.

7.2.2.6. Events use of any of the Brand.

### 7.3. Coat of Arms (Armorial Bearings)

7.3.1. The City of Lacombe armorial bearings (Coat of Arms, Flag or Banner of the Arms, the Badge, and the Motto) were granted to the municipality by Robert Douglas Watt, Chief Herald of Canada, on May 15, 2003, and entered in Volume IV, page 284 of the Public Register of Arms, Flags and Badges of Canada, to be borne and used forever by the City of Lacombe, according to the Law of Arms of Canada.

7.3.2. The description of the armorial bearings elements are:



#### 7.3.2.1. Arms:

7.3.2.1.1. The background of the shield is gold, and the centre (and extending to the sides, top and bottom) is a wide, red cross on which is a narrower gold cross. In the upper left corner is a Mountain Bluebird in flight; in the lower left is a gold cross, edged in blue, with fleur-de-lis ends and a red inner cross; in the upper right is an open book with white pages bound in blue; and in the lower right is a pair of interlaced diagonal blue crosses.

7.3.2.1.2. The gold background symbolizes the community's wealth, the nearby grain fields, and agricultural research. The red cross represents Lacombe's situation as a crossroads of Highway 2 and Highway 12, while the inner cross recalls the missionary work of Father Albert Lacombe (1827-1916), the town's namesake. The bird is one of Lacombe's most important chosen emblems. The cross with the fleur-de-lis ends repeats the symbolism of the main cross, with the fleur-de-lis as a reference to Father Lacombe and to a symbol found in the arms of the Rt. Hon. Roland Michener, born in Lacombe whose birthplace is an important heritage site. The book represents Burman University and the agricultural research centres in Lacombe, as well as the City's commitment to education, research, and technology. The diagonal crosses are the central element of the personal coat of arms of Roland Michener, a reference to the fact that he was Canada's 20th Governor General.

#### 7.3.2.2. Crest:

- 7.3.2.2.1. The crest, which is placed on a wreath of twisted cloth in red and gold, is a gold coronet made of wheat spikes. On the circlet of the coronet is a frieze of flames of gas in dark and sky blue.
- 7.3.2.2.2. The ears of wheat represent the local agricultural economy and work at the Lacombe Research Centre. The flames refer to the oil and gas industries.
- 7.3.2.3. Motto:
  - 7.3.2.3.1. PEOPLE, PRIDE, PROGRESS. This phrase was suggested by the municipality.
- 7.3.2.4. Flag:
  - 7.3.2.4.1. The shield has been arranged in a rectangular format.
- 7.3.2.5. Badge:
  - 7.3.2.5.1. This features the Mountain Bluebird in flight with the gold cross placed on it. The symbolism links Lacombe's emblem with the idea of crossroads.
- 7.3.3. Guidelines for the use of the City's armorial bearings are:
  - 7.3.3.1. The City of Lacombe armorial bearings (Crest or Coat of Arms, Flag or Banner of the Arms, the Badge, and the Motto) serves as the special and official insignia reserved for:
    - 7.3.3.1.1. Use as the distinguished and official symbol for the City of Lacombe, as it has an elevated status that sets it apart from other elements of the City's visual identity.
    - 7.3.3.1.2. Use as a heraldic device for ceremonial purposes tied to the Office of the Mayor, including the Mayor's ceremonial stationary, select proclamations, seals, selected souvenirs, and executive gifts.
    - 7.3.3.1.3. Use on documents of institutional and legal importance.
    - 7.3.3.1.4. Use in the central medallion on the Mayor's Chain of Office.
    - 7.3.3.1.5. Use on plaques for ceremonial purposes such as Municipal Heritage Designations, or for the official recognition buildings or facilities for their local significance. Commemorative plaque designs incorporating the City of Lacombe armorial bearings must comply with the City of Lacombe Brand Standards Guide and be approved by the Chief Administrative Officer or designate before production and installation.

- 7.3.3.1.6. Use for Council-specific advertising and promotional materials for members of Council, senior staff, and presentation to dignitaries. The Coat of Arms shall not be used on any marketing or promotional items associated with tourism, economic development or heritage and culture of the City, except where specified.
- 7.3.3.2. The flag of the City of Lacombe's armorial bearings must be flown on its own pole. The flag will be displayed in company of the Canadian and Provincial flags:
  - 7.3.3.2.1. On the exterior of major municipal facilities including City Hall, Lacombe Sports and Leisure Complex, Lacombe Memorial Centre, Police Station, Fire Hall, and other key municipal facilities.
  - 7.3.3.2.2. In the Council Chambers.
  - 7.3.3.2.3. The flag will be presented to the Alberta Urban Municipalities Association for display at the Association's convention and gatherings.
  - 7.3.3.2.4. The flag can be presented as gifts during ceremonial or protocol events.
  - 7.3.3.2.5. The flag of the armorial bearings may be sold through Lacombe City Hall at the actual cost of production, plus applicable taxes.
- 7.3.3.3. The City of Lacombe armorial bearings shall be employed in its full colour version, unless authorized otherwise by the Chief Administrative Officer or designate.
- 7.3.3.4. The unauthorized use of the City of Lacombe armorial bearings is strictly prohibited.
- 7.3.3.5. No person shall modify the design of the City of Lacombe armorial bearings.
- 7.3.3.6. Stakeholders, Persons, and businesses wishing to use the City of Lacombe armorial bearings for a specified purpose must submit a written request to Council for consideration.
  - 7.3.3.6.1. Designs incorporating the City of Lacombe armorial bearings must comply with the City of Lacombe Brand Standards Guide and be approved by the Chief Administrative Officer or designate before production and installation.

#### **7.4. Creation of New Corporate Identifiers**

- 7.4.1. Existing identifiers have been created for departments where applicable. All modifications of and substitutions to these corporate identifiers are strictly prohibited.

7.4.2. Departments may have their own logo if its usage meets one of the following criteria:

7.4.2.1. Where significant brand equity has been built up.

7.4.2.2. For marketing purposes where substantial cost recovery is expected.

7.4.2.3. For Emergency Operations to identify emergency personnel and equipment.

7.4.2.4. For major partnerships where a joint decision has been made to develop a logo with regard to that particular partnership.

7.4.3. If a City department or operation wishes to develop a new logo, they may develop a case based on the above criteria. All requests for new departmental, program and project identifiers, including those depicting partnerships with external groups, must be requested approved by the Chief Administrative Officer. Upon approval, new identifiers are to be developed by the Community and Economic Development department.

## 7.5. Third Party Use of City of Lacombe Identifiers

7.5.1. Use of the City of Lacombe corporate identifiers indicate City involvement, approval or endorsement and therefore must always be used in an appropriate manner.

7.5.2. When the City of Lacombe donates in-kind goods or services to support any community initiative or partnership permission is automatically granted for use of the City of Lacombe Logo on that initiative's promotional materials. When using the City of Lacombe Logo to identify sponsorship, it should be accompanied by a relevant phrase such as "Sponsored by the City of Lacombe," "Supported by the City of Lacombe," or "A Partnership with the City of Lacombe."

7.5.3. The City of Lacombe's corporate symbols may not be used in any manner that brings the integrity or reputation of the City of Lacombe, 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.

7.5.4. The following are conditions for the use of the City's Corporate Identity and Logo:

7.5.4.1. Reproduction of the Logo shall adhere to City provided guidelines wherein the technical specifications of the Logo are prescribed;

7.5.4.2. Permission to use the Logo may not be transferred or extended to any other Persons or Stakeholders;

7.5.4.3. Users acknowledge and agree that the City assumes no liability with respect to the use of the Logo 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 the Logo or the user's failure to comply with any provision of this policy;

- 7.5.4.4. Permission constitutes a license to use the Logo and the City reserves the right, in its sole discretion, to terminate or modify permission to use the Logo at any time and without prior notice. Upon termination, all use of the Logo and Corporate Identity must cease immediately.

## 8. END OF POLICY

Original Signed

Signature of Mayor

September 14, 2021

Date

Original Signed

Signature of CAO

September 14, 2021

Date

## POLICY RECORD

### Approval and Amendment History

| Date of Council Meeting | Council Motion Number | Description |
|-------------------------|-----------------------|-------------|
|                         |                       |             |
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### Review History

| Date of Policy Owner's Review | Description/Action Taken or Required  |
|-------------------------------|---|
| March 2021                    | Creation of policy including the amalgamation of policy 11/210.02 2014PO – Armorial Bearings (Coat of Arms) Policy. |