



Visual Identity Standards

Policy No.: ADM-12	Council Resolution No.: 25/2021
Department: Administration	Authority: Council
Effective Date: January 25, 2021	Revision Date:
Review Date: January 2024	Repealed Date:
Supersedes: N/A	
Related Procedure No.: ADM-12	
Related Procedure Name: Visual Identity Standards	

Purpose

This policy serves to outline the standard to which the Town of Taber's brand identity and assets shall be held by the municipality.

Policy Statement

- 1) The Town of Taber recognizes the benefit good design and brand management can have for the municipality and its image to the public. To that end, this policy and its corresponding procedure serve to provide a minimum standard for the municipality to follow.
- 2) Should Council at any time resolve to undertake the process of finding a new brand identity or any Town design assets (such as a logo, motto, etc), the corresponding document shall be updated accordingly.
- 3) This Policy and its corresponding Procedure applies inclusively towards the following designations:
 - a. Mayor and Council of the Town of Taber;
 - b. All Town of Taber management positions;
 - c. All CUPE employees of the Town of Taber;
 - d. All volunteers of Town boards, committees, and commissions;
 - e. Any contractors employed by the Town of Taber who may require the usage of Town design assets.
- 4) This Policy and its corresponding Procedure do not apply to the following:
 - a. The Taber Police Service as their own policies and procedures will take precedence for their service;



- b. The Taber Fire Department crest and associated design assets.
- 5) This policy and its corresponding procedure shall be applied to all existing and future design assets the Town of Taber may own, acquire, or design in future.
 - 6) Due to the copyrighted and trademarked nature of a number of Town design assets, violations of this policy in regards to fair use, copyright laws, privacy laws, and other relevant provincial and federal legislation shall not be tolerated:
 - a. Violations of this policy will be handled on a case-by-case basis and will result in appropriate disciplinary actions up to and including dismissal for Administration Staff for severe breaches;
 - b. Breaches made by a member of Council or Council-elect shall be dealt with in a manner Council deems appropriate;
 - c. Breaches made by a volunteer member of a Town board, committee or commission shall be dealt with by Administration attempting to educate and rectify the breach of the volunteer as a first step. Should the attempt not rectify the situation or the volunteer refuses to comply with the standards, Council shall then decide on an appropriate disciplinary action up to and including dismissal from the committee;
 - d. Where copyright infringement occurs for Town design assets through or by a third party, the Town will first reach out to the party and give them the opportunity to amend the breach to conform to the Town's rights for trademarks and copyrights. Should the third party refuse to adhere to copyright laws, the Town may choose to acquire the help of legal professionals upon the request of Council.
 - 7) A severe breach of this policy may be defined as the following (but is not limited to):
 - a. Any action that uses the Town's visual assets to promote hatred, bigotry, or to discriminate against anyone protected by the *Canadian Human Rights Act*;
 - b. Any use of Town assets which brings disrepute or controversy to the Town's brand, the municipality, members of Council, volunteers of Town committees, or members of Administration.
 - c. Intentional usage of a Town asset despite the individual not having the right to access and/or use the asset;
 - d. Trademark and/or copyright breaches as outlined by the *Copyright Act*;
 - e. Continual or sustained breaches of the Policy and Procedure despite education, warnings, and/or other disciplinary action being used;
 - 8) Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

Additional References

- *Canadian Human Rights Act*
- *Copyright Act*





Carol Purpus

MAYOR

[Signature]

CHIEF ADMINISTRATIVE OFFICER

FEB 9, 2021

DATE

February 04, 2021

DATE



1902
1904

