

LOGO USE POLICY AND APPLICATION

SECTION: ADMINISTRATION

SUBJECT: LOGO USE POLICY

1.0 Purpose:

- 1.1** To establish and govern the use of the City's Logo by City of St. Thomas officials, staff and committees and outside agencies, individuals and businesses.

2.0 Scope:

- 2.1** This policy applies to all uses of the City Logo. It applies not only to print media but a wide range of other uses. The City places a great deal of importance on their new image and branding. The integrity of the logo must be respected to ensure readability, consistency and good taste.

3.0 Policy:

- 3.1** In order to use the City of St. Thomas Logo applicants must complete and submit the Application Form and adhere to the Logo Use Policy.

4.0 City of St. Thomas Logo

- 4.1** The St. Thomas Logo is the new face, look and feel and first visual point of contact for the City of St. Thomas in all marketing and communication collateral pieces. It will be the everyday usage logo for the City of St. Thomas. The new corporate identity reflects a strong, close-knit community that's continually looking ahead and moving forward. In the design of the logo, the bold font embodies the strength and resilience of a determined community focused on growth. The modern artistic interpretation of a train engine and cowcatcher,

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represented by the letter “O” with a solid line underneath, combine with the fiery colours to reflect the City’s lively cultural scene. If you look closely at the plume of steam, you’ll also see a subtle nod to a very unique and differentiating piece of St. Thomas’ railway history. The steam takes on the shape of an elephant’s head, paying tribute to the spirit of Jumbo and how the compassionate community of St. Thomas embraced the story. Collectively, the font, colours and icon depict a community that is continually discovering ways to further enhance life for its residents.

5.0 Products for Sale

- 5.1** The City may entertain proposals where the logo is used on products for sale or resale. Until such time as a separate or expanded policy governing such use is adopted by Council, proposals will be considered by Council on an individual basis.

6.0 Enforcement

- 6.1** At any time the City may request, and the applicant will provide in a timely manner to the City, a copy of the documents where the applicant has used the Logo. Use of the City of St. Thomas Logo is not permitted without approval by the City and unless permission is obtained, any use of the logo is prohibited. If the City becomes aware of an unauthorized use, it may pursue legal action.

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7.0 Branding Line

- 7.1** The branding line is The Railway City. In all general advertising and all corporately branded materials for the City of St. Thomas, such as business cards, letterhead and signage the branding line will read – The Railway City.

8.0 Use in Conjunction with other Brands

- 8.1** Outside agencies, individuals and businesses must not use the logo in any way that would state or imply endorsement of products or services, affiliation, employment or association with the City of St. Thomas or its' Council. The logo must not be used to present false or misleading impressions about the City of St. Thomas or its services and must not misrepresent outside agencies, individuals and businesses relationship with the City of St. Thomas.

9.0 Colour

- 9.1** The full-colour version of the St. Thomas Logo should be used whenever possible.



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10.0 Colour Palette

10.1 Colour plays an essential role in our visual identity. Our primary colour palette references the fiery spirit of the community of St. Thomas with a reference to its railroad history. These primary colours should be the foundation of any branded designs.

To add flexibility to the visual identity, secondary colours have been pulled from the logo and are available for use. However, marketing materials should always try to make use of the primary colour palette as much as possible.

The secondary colour palette should always be used in conjunction with the primary colour palette and should never be used on its own.

Primary Colours	PMS	CMYK	RGB	HEX
Deep Red	201 C	24/99/78/18	163/32/53	#A32036
Navy Blue	432 C	79/64/52/44	50/62/72	#323E48
Steel Grey	7543 C	44/29/25/0	151/163/174	#96A3AE
Secondary Colours				
Deep Maroon	7631 C	44/77/68/53	89/46/44	#592E2D
Fire Orange	021 C	0/82/100/0	25/81/0	#F05523
Sunburst Yellow	135 C	0/24/76/0	255/197/87	#FEC558
Deep Grey	7544 C	58/41/34/4	117/133/146	#758592

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11.0 Clear Space

- 11.1** To ensure clarity and importance, adequate clear space must be left around the identity. This space is known as the Control Field. The “o” represents the equal space surrounding the logo to be left clear when appearing in any application and should be strictly adhered to. This distance will scale proportionately to the logo as use requires. However, when possible the addition of white space increases legibility and distinction.

When working with a photographic background, create a control field by placing the logo on a part of the background that is free of distracting elements that provides contrast to allow for clear legibility.

12.0 Minimum Size

- 12.1** To ensure legibility of the logo in all applications a minimum size has been established for print, on-air and digital/broadcast usage. The City of St. Thomas logo should never be printed smaller than 1” wide and should never appear as less than 120 pixels in digital formats.

13.0 Incorrect Usage

- 13.1** Always use the electronic image files supplied to you. The logo should never be rebuilt or recreated. This will ensure the City of St. Thomas logo appears correctly and consistently wherever it is used. Do not reproduce the logo from photocopies, printed materials, scanned images or other sources, as reproduction quality will be poor.

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13.2 The chart below provides a reference for how the logo should appear.

Do Not:	Do:
<ol style="list-style-type: none"> 1. Alter the colour 2. Stretch or distort 3. Alter the typography 4. Use the logo without the branding line 5. Use the full-coloured logo on a coloured background 6. Use the logo on a complex photograph or a patterned background 7. Reverse the logo on too light a background 8. Alter the shape 9. Use the logo in a containing shape 10. Use the logo to create a pattern 11. Separate the logo from the branding line 12. Use the logo smaller than specified 13. Use the logo in any colour not specified 14. Use the logo without correct buffer space 15. Add any additional words 	<ol style="list-style-type: none"> 1. Use full colour logo whenever possible 2. Use the logo with the specified sizes 3. Allow for clear space around the logo 4. Ensure that the branding line is the correct font and size

EFFECTIVE DATE: August 12, 2019	SUPERCEDES: New
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Email completed form to: Melissa Tighe, Office of the Mayor, at mtighe@stthomas.ca

NAME OF ORGANIZATION			
CONTACT			
ADDRESS			
PHONE/FAX			
EMAIL			
INTENDED USE OF LOGO			
COLOUR, B&W, OR GRAYSCALE	Colour	Black & White	Grayscale
FILE FORMAT	EPS	JPG	PNG

I agree to adhere to the Logo Use Policy and will not make any modifications to the City of St. Thomas logo other than as explicitly outlined.

I agree that the City of St. Thomas Logo will not be used on any products for sale or resale.

I understand that the font, colour and spacing of the brand line may not be changed.

I agree that the logo will not be used in a manner that confuses, misleads or deceives the public, or are adverse to the best interests of the City of St. Thomas or the community.

I agree that the logo and brand line will not be used in an offensive manner, including but not limited to, pornographic and/or slanderous Web sites.

I agree that the logo will not be used in any way that would state or imply endorsement of products or services, affiliation, employment or association with the City of St. Thomas or it's Council.

I agree that the logo will not be used to present false or misleading impressions about the City of St. Thomas or its services and will not misrepresent the relationship with the City of St. Thomas.

Signature:			
OFFICE USE ONLY			
Approved by:			Date:
Logo sent to requestor:	Date:		