



MUNICIPALITY OF ROBBLIN

POLICIES AND PROCEDURES MANUAL

Section: Finance & Administration	Policy No.: F/A-004
Subject: Use of Municipal Logo Policy	Date Issued: March 10, 2020
Resolution No. 2020-094	Revision Date:

Purpose of the Policy:

To regulate the use of the Municipal of Roblin brand, including its logo.

1. General Policy:

- The brand was developed to help establish the public image of the Municipality of Roblin through consistent internal and external marketing efforts.
- As such, the logo may only be used to reinforce a positive message about our municipality. It cannot be used in a satirical or negative manner (i.e. in a way that mocks or disrespects the Municipality).
- The logo consists of our municipal name along with the tag line "Jewel of the Parkland".
- Always use official, digitally-supplied artwork from the Municipality of Roblin each time the logo is required in order to maintain quality of artwork.

2. Changes not Allowed:

- Only the approved logo may be used upon the written approval of the Municipality. Users may not redesign or replicate the logo with their own design elements.
- Logo proportions must remain the same, though the size can be changed, it may not be stretched horizontally or vertically. The design elements cannot be moved, resized or modified in any way.
- The logo must be in full colour wherever possible. If colour is not available, the entire logo should be printed in black, white or greyscale.

3. Use of Logo Near Other Logos:

- If the logo is used in conjunction with other logos on documents, signs or other materials, it should be at least the same size and not smaller than the other logos, unless written authority has been given by the Municipality of Roblin.
- The logo shall not be used as part of another design. Copy or other graphics should run well away from the logo. It cannot be run as a watermark or as a screened image running under text or graphics.

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- A corporate or organization name shall not run so close to the logo that it appears as an individual logo.

4. Application for Use:

- Use of the logo is at the discretion of the Municipality of Roblin. Layouts/design must be approved by the Municipality BEFORE the layout/design is put into production/ published. Groups shall not use the logo unless written permission has been granted by the Municipality, stating a specific use and specific time period.
- An "Application for Use" form needs to be submitted for consideration.

5. Rules for the Use of the Municipality of Roblin Logo:

- The logo art that we supply is for a specified one-time use only, unless specified otherwise.
- The logo art is not to be circulated to any third parties for any reason without the Municipality of Roblin's permission.
- Neither the logo nor its colours nor its screen values or densities in colour or in black and white are to be modified in any way without written permission from the Municipality. If colours or screens need to be changed for web purposes or silkscreening, for example, the Municipality must approve the revised specifications.
- Permission can be revoked at any time.





APPLICATION FOR USE OF MUNICIPALITY OF ROBLIN LOGO

Groups wishing to use the logo must complete this "Application for Use" form and return it to the Municipality of Roblin. Only when permission has been given can the logo be used.

Date of Request: _____ Group: _____

Contact Name: _____

Contact Telephone: _____ Contact Email: _____

Address: _____

Town/City: _____ Postal Code: _____

Type of Logo: Blue & Grey Other _____

Time Period of Use: From: _____ To: _____

Please specify:

- Will the merchandise manufactured be used for promotions or for fundraising? _____

- Will the logo be used in conjunction with other logos or advertising? _____

- How will use of the logo, as requested, benefit your group? _____

Please provide a sketch or drawing of your proposed layout/design.

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- Neither the logo nor its colours nor its screen values or densities in colour or in black and white are to be modified in any way without written permission from the Municipality of Roblin. If colours or screens need to be changed for web purposes or silk-screening, for example, the Municipality must approve the revised specifications.
- Permission can be revoked at any time.

Applicant's Signature

Signature on behalf of Municipality of Roblin

Print Name

Print Name

Date

Approved Date

Resolution No. _____