

Council Policy



Policy Name: City Signature
Department Name: Communications
Policy No.: ADM-130
Effective Date: January 20, 1987

Review Date:

STATEMENT:

The City of Fort McMurray will present a consistent and positive image through the appropriate use of its City Signature.

PURPOSE AND OBJECTIVE:

The objective of this policy is to provide procedures and standards to govern the use of the City Signature.

PROCEDURES:

1. Definitions

- 1.1. City Coat of Arms - The Coat of Arms of the City of Fort McMurray as authorized for adoption on June 25, 1974, By-Law # 622 and registered with Consumer and Corporate Affairs Canada - Trade Marks, published in the Trade Marks Journal of February 16, 1977, Volume 24, Number 1164.
- 1.2. City Signature - The logo of the City of Fort McMurray as adopted by City Council, December 4, 1984 and registered with Consumer and Corporate Affairs Canada - Trade Marks, published in the Trade Marks Journal of April 17, 1985, Volume 32, Number 1590.
- 1.3. Symbols - Graphic or artistic representations to which specific affiliations or characteristics are suggested.

2. Responsibilities

- 2.1. Council to:
 - 2.1.1. Approve amendments to the policy.
- 2.2. Department Heads to:
 - 2.2.1. Recommend amendments to this policy.
- 2.3. Communications to:
 - 2.3.1. Develop and maintain the appropriate graphic guidelines for the City Signature.

- 2.4. Department Manager to:
 - 2.4.1. Ensure that the manner in which their department wishes to use the City Signature conforms to the guidelines.
- 2.5. Purchasing to:
 - 2.5.1. Ensure quality control, in accordance with the accompanying guidelines, of all uses of the City Signature.

3. General Guidelines

- 3.1. Under the direction of the Department Heads, the coordination and responsibility for implementation of policy and development of applications, procedures and programs relative to the City of Fort McMurray Signature will be vested in the City Clerk's Office.
- 3.2. The City Signature will become the single method by which the Municipality will sign its name, other than those that legal requirements might dictate, including all applications relative to departments, agencies, boards, commissions, etc.
- 3.3. All public documents will bear the City Signature.
- 3.4. The Fort McMurray Coat of Arms will only be used to designate Council/Aldermanic authority.
- 3.5. Standards for design structure of the City Signature will be prepared by Communications. All applications will be restricted to these uniform standards. Such standards will cover scale of relationship with typography, colour reproduction, positioning for various publication formats and other standards necessary to maintain quality and clarity.
- 3.6. A standard typeface and style will be utilized for all department, committee and board identification to be used in conjunction with the City Signature. The standard typestyle now designated is COMPACTA.
- 3.7. No other forms of typesetting of the words 'City of Fort McMurray' will be used.
- 3.8. Divisions/departments should adopt the City Signature as a means of achieving their identity. No other symbols will be used to designate divisional/departmental identity.
- 3.9. All service vehicles, vans and equipment will feature the City Signature.

APPROVAL, MANAGEMENT AND REFERENCES:

This policy shall be reviewed in three (3) years from its effective date to determine its effectiveness and appropriateness. This policy may be assessed before that time as necessary to reflect organizational change.

Approving Authority: City Council
Approval Date: January 20, 1987

Revision Approval Dates:
Review Due:

Policy Manager: Director, Communications
Department Contact: Manager, Communications

Legal References:
Cross References: