

Logo Policy



Section	Date	By-Law Number	Page	Of
Administration & Finance	August 13, 2013	80-2013	1	5
Subsection	Repeals By-Law Number		Policy Number	
Logo	127-2012		AF-10-4	

1.0 Purpose

It is the policy of the Corporation of the City of Kenora that the City present a strong, unified, identity in all image applications.

To outline the Corporation's policy on visual identity with respect to:

- Logo(s)
- Promotional Materials
- Advertising
- Signage
- Promotional Souvenirs

There will be no exceptions to the policy contained within the referenced below without the written approval of City Administration.

This policy has been designed to promote the visibility of the City of Kenora in a manner in which best represents the City in a professional, precise and prescribed manner. The official configuration shown below is intended to govern all image applications.

2.0 Specifications

Colour Scheme

The visual identity is made up of 3 groups of colours - a mixture of natural earth tones, and nautical-themed colours. The red represent adventure, passion and excitement. The blues represent trustworthiness and confidence. Small amounts of brown represent the natural geography.



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The specifications of the logo are as follows:

The red:	c: 10	m: 85	y: 100	k: 20
The dark brown:	c: 50	m: 50	y: 60	k: 25
The teal blue:	c: 62.5	m: 0	y: 25	k: 0
The light beige:	c: 0	m: 0	y: 30	k: 16
The baby blue:	c: 58	m: 7	y: 0	k: 20
The dark blue:	c: 96	m: 73	y: 38	k: 24

Typography

A key component to maintaining the consistency of communication materials using the new City of Kenora logo, is the treatment of the typography. The identity utilizes 2 distinct typefaces. The main typeface, used for 'Kenora', is FM Bolyar, an elegant and ornate typeface that comes with a full set of swashes, alternates and ligatures.

The secondary typeface, used for 'Lake of the Woods' is Baka Too, an expressive hand drawn font.

For any body copy and support text, FF Meta is offers clean lines, readability, and maximum flexibility with several different weights – including a small caps. For internal use, Arial may be used as a substitute.

3.0 General Guidelines

1. The City of Kenora logo is a Registered Logo with the Government of Canada, pursuant under the Trade Marks Act, and may not be used for any purpose without the written approval from the City of Kenora in the form of the Policy and its approval process.
2. Upon approval, the Corporation of the City of Kenora Administration will grant to the Applicant identified below a non-exclusive, non-transferable license and permission to use and display the City of Kenora logo subject to the applicant adhering to the following terms and conditions.
3. The applicant shall use and display the logo only in the form and in accordance with the specifications shown on, and for the purpose set out on the Application form.

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4. The party to this undertaking shall at all times use his/hers/its best efforts to preserve the distinctiveness, value and validity of the logo and these examples shall be non exclusive and not be limited to:
- Make any alteration to the logo in any way, shape, or form, including colour variations or distortion of any form
 - Use or adapt the logo as part of another graphic, symbol, mark or logo
 - Use the logo in proximity to or in conjunction with another graphic, symbol or mark
 - Use the logo for any commercial purposes without explicit written approval from the City of Kenora Administration
 - Use the logo for any purpose other than as described on the Application
 - May not be used in conjunction with any political candidate's campaign, unless authorized by Council
5. The application must indicate upon use of the logo that the logo used in the Registered property of the Corporation of the City of Kenora and explicit use has been granted to the Applicant only for the use identified in the application.
6. Once permission is granted to the Applicant, the permission is for the sole use as identified to the Applicant, and the Applicant may not extend the permission to any other person/company.
7. The Applicant, upon request, shall make available to the City of Kenora Administration, samples of the product or material on which the logo shall be used or displayed.
8. The City of Kenora assumes no liability in respect to the Applicants use of the logo.
9. The permission for special use of the City logo is granted for one (1) year period, or one time use, or times/uses specified in Application, from the date permission is granted.
10. This permission approval shall terminate immediately upon misuse of the logo as specified in this policy and determined by the City of Kenora Administration. Termination of the permission for use shall be notified to the Applicant in writing by the City Clerk, or designate. Once notification has been served to the Applicant, immediate termination must be taken of use of the logo, and any misuse as specified in the written notification must be ceased as specified. Penalties for such misuse, are specified in the Government of Canada under the Trade Marks Act.



Use of the City of Kenora Logo: Application for Permission of Use

Please check the applicable answers to the following questions, providing details where indicated.

1. This application for permission to use the City's logo is with respect to:
 - Print marketing/promotional material and/or informational or educational literature. Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter, event or invitation or program, brochure or leaflet, poster, direct mail piece, etc.

 - Electronic publication, for example, a Website, on-line newsletter or video. Please briefly describe.

 - Other, for example, clothing, pennants, coffee mugs, balloons, etc. Please briefly describe.

2. The date/expected period of use of the logo is: _____
3. The intended reproduction of the logo is in (format): _____
 - Colour (must follow colour specifications noted in Policy)
 - Black and White
4. You, the Applicant, are a:
 - Business
 - Service Group
 - Special Event (specify type) _____
 - Sponsor of Event
 - Art Group (specify type) _____
 - School
 - Government Agency
 - Personal

5. If the use is for a special event, program or activity, how is the City connected to the event?

- As a primary sponsor/participant
- "In name" support through Council Resolution
- Department support (specify City department) _____
- Other: _____

6. A mock-up/sample layout of the intended logo use is attached

- Yes
- No

I hereby accept all the conditions with respect to the use of the City logo that are specified in the set Policy, and agree to comply with only the intended use of the logo as specified in the Application.

Dated at the City of Kenora, Ontario, this _____ day of _____, 20____.

(insert company name/title, if applicable)

Authorized signature of behalf of company or individual

Full mailing address

contact phone #