



VISUAL IDENTITY & LOGO USE POLICY

Overview of the City's Official SymbolsPage 2

Logo Use..... Page 4

General Guidelines for Logo Use/Reproduction..... Page 5

Application to Use the City of Campbell River Logo..... Page 6

Terms of Agreement and **Application** Page 7

OVERVIEW OF THE CITY OF CAMPBELL RIVER'S OFFICIAL SYMBOLS

The City of Campbell River has two official symbols: the Coat of Arms and the Corporate Logo.

The Coat of Arms was granted by the Lord Lyon King of Arms of Edinburg under the authority granted him by Queen Elizabeth II. The lieutenant Governor officially presented the Coat of Arms to Mayor Ostler and Council on Dec. 7, 1987.

Coat of Arms:

Each element of the Coat of Arms is an expression of Campbell River's history, geography and economy, using symbols from the rich tradition of heraldry described overleaf.

The Shield and the Coronet

The shield is the central and most important element. The lower portion symbolizes the meeting of the waters of Campbell River and Discovery Passage and the vital industries of fishing and forestry. In the upper portion or 'chief' of the shield, the Lord Lyon has honored the towns namesake Dr. Samuel Campbell by featuring the ancient arms of the Chief of the Clan Campbell; replacing the black sections in this case with Ermines, a heraldic fur which recalls early importance of the fur trade.

Above the shield as a mural coronet in Canada's national colors, the special sign granted to all District Municipalities. Above the coronet in the place of honour is the traditional symbol of high status among the First Peoples of the region, the cedar head ring for the Kwagiutl ornamented with abalone.

The Supporters

In the Coat of Arms are a pair of majestic bald eagles, which are termed 'the supporters' and flank the shield. They represent the rich natural environment that supports the community and provides such a splendid setting for settlement and recreation. Each eagle is 'charged' on its breast with a gold circle bearing a black diamond, the heraldic symbol of mineral wealth, which produced another significant economic activity.

The Compartment & Motto

At the base of the Coat of Arms is the 'compartment' which consists of a grassy meadow embellished with two well-known local plants; salal and Nootka roses. The rose is also the insignia of Campbell River's twin city Ishikari, Japan. Above the whole design is the motto, "Enriched by Land and Sea", describing Campbell River's situation and fortune.

Corporate Logo:

Mayor Nash and Council adopted the Corporate Logo on March 7, 2005. The City's corporate logo serves to capture the confluence of the Campbell River adjacent to Discovery Passage with a backdrop looking across the coast mountain range. The City will not allow the use and/or reproduction of the City of Campbell River corporate logo for commercial purposes. Non-commercial use will be permitted only for events where the City of Campbell River is a major participant, and only upon approval from the City Clerk.

The main objectives of developing a new visual identity for Campbell River were:

- To significantly strengthen Campbell River's corporate image and influence perceptions of the "City" through consistent presentation in print, visual and internet communications.
- To achieve local recognition for a symbol and name in connection with services, facilities and programs available to our citizens/visitors.
- To achieve national and international recognition for a symbol and name that reduces confusion for people receiving communications from the "City".

The mark has been registered under the *Trade-marks Act of Canada* as an official mark for wares and services for the City of the City of Campbell River.

LOGO USE

The City Logo is a registered trademark owned by the City of Campbell River. If the City becomes aware of an unauthorized use, it may pursue legal action.

In order to protect the integrity of the symbol and graphic identity of the logo, organizations, businesses or individuals wishing to use the logo must seek prior approval from the City of Campbell River. Use of the logo must not be for profit or souvenir manufacturing.

Care must be taken to make sure the logo is not altered or modified in any way. Your cooperation is appreciated in making sure the logo is reproduced consistently and properly to present the best possible image for the City.

Please Note: The Coat of Arms is reserved for protocol, historical and legal purposes. Therefore, only the Corporate Logo can be requested for use.

How to Become an Authorized User:

1. Application forms are available from the City Clerk's Office.
2. Return the signed application form along with a copy of the proposed use of the logo, to Legislative Services Department by mail, fax or e-mail [contact information is listed below]. Allow a minimum of five business days for approval.

Criteria for Approval:

Applications will be evaluated according to whether use of the logo will:

- Identify ownership of City services, facilities and programs
- Recognize funding provided [in dollars or in-kind] or a mutually beneficial partnership [such as promotion of a City service].

3. Once your application is approved, follow the guidelines for reproduction contained in the Logo Guidelines Manual [to be provided upon approval].

How to Contact Us:

Mailing Address Logo Application
or In Person: Communications Advisor
 City of Campbell River
 301 St. Ann's Road
 Campbell River, BC V9W 4C7

Fax: Attention: Julie Douglas, Communications Advisor
 [250] 286-5760

E-mail: julie.douglas@campbellriver.ca

GENERAL GUIDELINES FOR LOGO USE/REPRODUCTION

To ensure the correct and consistent display of the logo, use the digitized image files. If you do not have the resources to reproduce the logo from an image file, please state this on your application. Working from photocopies, other printed materials, or scanned images is not permitted.

Guidelines for proper use of the graphic standard are contained in the Logo Guidelines Manual [to be provided upon approval].

Trademark Protection:

The City of Campbell River's logo is registered and protected under the *Trade-marks Act of Canada*. Unless written permission has been obtained from the City of Campbell River, any use of this logo is prohibited.

Questions?

Contact the Communications Advisor at [250] 286-5744 or julie.douglas@campbellriver.ca



APPLICATION TO USE THE CITY CORPORATE LOGO

Please complete this form and return it with a copy of the proposed use of the logo to:

Logo Application, Communications Advisor
301 St. Ann’s Road, Campbell River, BC, V9W 4C7
Fax: [250] 286-5760 E-mail: julie.douglas@campbellriver.ca

General Information:

Name of Organization: _____
Contact Person: _____
Address: _____
City/Province/Postal Code: _____
Phone: _____ Fax: _____
E-mail: _____
Type of Organization: _____
Relationship to the City: Event Sponsorship Jointly Operated Facility
 Grant Recipient Partnership
Details: _____

Proposed Use of Logo:

Event Advertising Participant/Volunteer T-shirts Other _____
 Temporary Site Banners Permanent Site Signs Other _____

How does the proposed use fit with the following criteria for approval [explain each if more than one] ?

- Identify ownership of City services, facilities and programs
- Recognize funding provided [in dollars or in-kind] or a mutually beneficial partnership [such as promotion of a City service]

If you are using the logo for products such as leaflets, educational materials, t-shirts, etc:

Quantity to be printed: _____ For sale or free distribution: _____
If for sale, explain the use[s] and indicate how the profits will be used:

Questions? Contact the Communications Advisor at [250] 286-5744 or julie.douglas@campbellriver.ca

TERMS OF AGREEMENT

To the City of Campbell River:

(INSERT NAME OF INDIVIDUAL, ORGANIZATION, COMPANY) (herein referred to as the "Party")

(MAILING ADDRESS)

(PHONE NUMBER)

The City of Campbell River [herein referred to as the "City"] hereby grants to the Party named above a non-exclusive license and permission to use and display the City of Campbell River corporate logo [herein referred to as the "logo"] only in the form and in accordance with the Logo Guidelines Manual [to be provided upon approval], subject to the Party adhering to the following terms and conditions:

1. The Party shall use and display the logo only in the form and in accordance with the specifications shown on Schedule "A" to this undertaking for the term _____ to _____.
2. The Party shall at all times endeavour to preserve the distinctiveness of the logo and will not, without the City's consent:
 - a. make any alteration to the logo;
 - b. use or adapt the logo as part of another graphic symbol or mark;
 - c. use the logo in proximity to or in conjunction with another graphic symbol or mark; or
 - d. use the logo for any commercial purpose whatsoever.
3. If the City so requests, the Party shall include in its use of the logo, an indication that the logo is the property of, and is used by, the Party under authorization from the City.
4. During the term of this undertaking, the Party shall not grant permission to any other person to use the logo.
5. The Party shall during the term of this undertaking and upon reasonable written notice from the Legislative Services Department make available to the City, without expense to the City:
 - a. samples of any product on which the logo is used;
 - b. information with respect to any particular product of a third party authorized by the Party where the logo is used or displayed, to inspect its use.
6. It is hereby acknowledged by the Party that the City assumes no liability in respect of the Party's use of the logo and the Party hereby agrees to release and discharge the City, its elected officials, employees and agents, with respect to any such liability.
7. The Party hereby agrees to indemnify and save harmless the City, its elected officials, employees and agents ["its agents"] from and against any and all claims, actions, causes or action, complaints, damages, expenses or costs whatsoever that the City or its agents may sustain or incur by reason of the Party's use of the logo.
8. The City may terminate this Agreement and the Party's right to use the logo:
 - a. immediately upon failure of the Party, being in default of its obligations set out in this Agreement, and not having remedied such default within 24 hours of the City having given notice in writing to the Party;
 - b. at any time, upon the giving of 14 days notice in writing to the Party.

I hereby accept all of the conditions with respect to the use of the logo that are set out in paragraphs 1 to 8, inclusive, of this undertaking.

Signature [Include Title, If Applicable]

Date

Permit Approved:

Signature

Date