

Guidelines for use of the Town of Erin Logo



Policy Purpose

To apply consistency and governance to the use of the Town of Erin's Logo.

Logo Details

The Town of Erin owns the copyright to the forms of the Town Logo identified above and any variation of the same.

The Town of Erin Logo is representative of the Town and of the area. The Town will benefit from, and will use the logo in association with its own identity. The Town's qualities and characteristics are promoted within the image.

The Town of Erin logo may not be used in print, visual, or electronic based media without the express permission of the Town of Erin.

Anyone who receives written approval can use the logo. The Town of Erin logo cannot be displayed by an entity without prior authorization in writing. All individuals, groups, and organizations must be granted written authorization from the Town of Erin to display electronically or in any print form the Town of Erin logo.

No one other than the Town of Erin and those authorized by the Town of Erin are permitted to sell any product incorporating the Town of Erin logo.

Application Process

Submit your request to use the Town log, along with a simple concept of the design you envision and the project, time frame for which approval is requested to:

Town of Erin

ATTN: Lisa Hass, Town Manager

5684 Trafalgar Rd., R. R. # 2

Hillsburgh, ON NOB 1Z0

Fax (519) 855-4821

E-mail lisa.hass@erin.ca

Use of colours other than those contained in the approved Town log, are prohibited without express permission. Grayscaled or black and white publications are permitted.

The Town Manager or designate, will review all requests and will approve or redirect the applicant to meet the intent of the policy and the vision of the municipality. Where possible, the approval will be provided via 3-mail. Approval shall be granted on a per project basis and shall include an expiration date. Every attempt will be made to process initial requests within 3 business days.

Any appeal of the decision made by the Town Manager shall be made in writing to the Council of the Town of Erin whose decision shall be final.

The Town logo is not intended to be used to promote harassment, pornography, racist propaganda, or to disseminate personal or religious beliefs.

There shall be no cost applicable to use the Town logo.

Unapproved use of the Town logo may result in prosecution.

If you are approved to use the Town logo, we ask that you use it correctly and with the appropriate level of respect. The Town of Erin reserves the right to withdraw the logo from use by the grantee at any time and without notice.

Exemptions

All Boards, Committees and Departments of the Town of Erin shall be exempt from the approval process contained in the policy guidelines.

The County of Wellington and all County municipalities are exempt from the policy guidelines for use of the Town of Erin Logo on their electronic websites.

Newspapers and other media outlets shall be exempt from the approval process contained in the policy guidelines form promotional releases directly relating to the Town of Erin.