

Town of Greater Napanee

Visual Identity Policy



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Review Scheduled:	2028		
Department:	Office of the CAO	Contact:	CAO
Approval Authority:	Council	Policy No:	CA-2025-01

1. Purpose

The Town of Greater Napanee's visual identity is an important asset and can help guide the community's perceptions and attitudes toward the municipality.

The Corporate Logo and secondary identifiers, including all visual identifiers used in departments, programs, and initiatives, are the property of the Town of Greater Napanee. This policy governs the use of the Town's visual identifiers to further the Town's business purposes while protecting, standardizing, and promoting the Town's image.

2. Scope

For consistency, this policy applies to all Town employees, including those who are members of a bargaining unit, part-time, casual, seasonal, contract, and student positions, volunteers, members of Council, and members of local boards and committees.

3. Definitions

Unauthorized Identifiers: Unauthorized identifiers include any logo, symbol or other identifier used to identify the Town, in whole or in part, as well as third-party identifiers that indicate membership, support of or ownership by another organization, cause or belief.

Corporate Logo: The corporate logo is a protected trademark and is the Town's main logo/identifier consisting of a symbol (yellow and blue curved ribbons), logotype "Greater Napanee" and a slogan "Greater for Many Reasons."

The colours used in the Town's main logo/identifier are hex colour code #46aee8 for the blue and #ffa61a for the yellow.

Secondary Visual Identifiers: Elements of the Town's visual identity, including logos/crests of departments, facilities, programs, services and events that have been created and approved by the Town.

Town: The Town of Greater Napanee

Third Party: An outside agency, organization or group, external to the Town.

4. Responsibilities

4.1 Council of the Corporation of the Town of Greater Napanee

Council is responsible for:

- a) Approval of this policy and any amendments thereto;
- b) Any decisions related to changes to the Town's visual identity.

4.2 Chief Administrative Officer (CAO)

Responsibility and authority is delegated to the CAO to:

- a) Ensure this policy is communicated to staff and is enforced consistently throughout the organization.

4.3 Communications Coordinator

Responsibility and authority is delegated to the Communications Coordinator to:

- a) Monitor the use of the Town visual identity to ensure it is consistent with this policy;
- b) Provide guidance on the application of this policy in the Town's communication efforts; and
- c) Make recommendations on any updates or amendments to this policy.

4.4 Employees

All Town employees are responsible to:

- a) Understand and adhere to this policy.

5. Policy

Visual Identify Guide: Municipal document that provides guidelines for employees and suppliers of the Municipality with clear, consistent direction on the use of the corporate logo and supporting visual identity elements. A guide on the various visual elements used by the Town as well as their intended use is included in the Appendices.

6. Permitted Uses

Municipal Use

- a) The Corporate Logo should appear on all official municipal print and electronic communications materials, staff uniforms and vehicles. Permitted uses of the corporate logo include:
 - Printed material prepared by the Town including but not limited to reports, brochures, advertisements, posters, banners and signs.
 - Official municipal stationary including letterhead and employee business cards.
 - Materials for municipally run/organized events including print and

- electronic communications, signage and promotions.
 - Promotional items/gifts, uniforms and staff apparel, fleet and physical properties/fixtures
 - Electronic communications including official municipal websites and social media accounts, presentations, videos and corporate emails.
- b) The Corporate Logo, or other Corporate identifier, shall be applied to all Town vehicles, whether purchased or leased, when they are put into service so that citizens can readily identify Town employees conducting Town business.

Use by Mayor and Council

- a) Council members may be supplied with materials bearing the Corporate Logo for their use as representatives of the Town, including business cards and apparel.

Third-Party Use

- a) A Third Party wishing to use the Corporate Logo as part of a mutually beneficial partnership, must apply for and receive permission in writing from the municipality to do so. Permission can be granted, based on pre-approved criteria, by the Town's Communications division.
- b) Elements of the Town's visual identity may not be used in connection with a business and may not be employed in such a manner.

Campaigning

- a) The corporate logo or secondary logos are not to be used in election campaign materials, other than materials created and distributed by the Town for voter and candidate awareness.

Uniforms/Apparel/Buildings

- a) The Corporate Logo is used solely for identifying the Town's property, equipment, vehicles and products. The Corporate Logo will only be used on uniforms and apparel that identify municipal employees and/or Council. Third-Party organizations may not use the Corporate Logo or any of the Municipality's secondary identifiers on clothing, apparel or buildings.

Prohibited Uses of Corporate Logo or Secondary Identifiers

- a) The Corporate Logo and secondary identifiers may not be used in any way, whether in whole or in part unless written authorization has been obtained from the Town of Greater Napanee. Written authorization can only be obtained by either the Chief Administrative Officer or the Town Clerk.
- b) The external use of the Corporate Logo or any elements of the Town's visual identity, without the consent of the Town of Greater Napanee obtained in accordance with this policy is prohibited.

Use of Unauthorized Logos or Visual Identifiers

- a) The use, attachment, or affixing of unauthorized logos, symbols, slogans or

other visual identifiers on Town buildings, uniforms, equipment, vehicles, digital assets, or promotional materials is prohibited unless this policy is updated for permanent use with the approval of Town Council or for a temporary use through a resolution of Town Council.

Unauthorized Use of Corporate Logo or Secondary Identifiers

- a) If the Visual Identify Policy is believed to be violated, it should be reported to the Town's Communications division or their supervisor to determine if the Corporate Logo or any secondary identifiers are being used in a manner that violates the intent of this policy.
- b) If it is determined that a Third Party is using the Corporate Logo or any of the Town's secondary identifiers in violation of this policy, the Town Clerk shall notify the party in writing and direct them to immediately cease the use of the logo.

7. Special Considerations for Departmental Identifiers

The Greater Napanee corporate logo is the primary signifier to identify the Town and its sanctioned activities and agents, including the activities of its various departments. However, the Town also recognizes that certain departments with an enforcement and/or emergency response role require distinctive identifiers to effectively perform their roles in the community. This section describes the rules regarding approved departmental logos.

8. Greater Napanee Emergency Management

The Community Emergency Management Coordinator (CEMC) is a statutory position which is responsible for coordinating the Town's response during a declared emergency. To be clearly identified and effectively liaise during emergency management related events, the CEMC is authorized to use the approved Greater Napanee Emergency Management logo to identify their person. All other activities and publications shall use only the corporate logo.

9. Greater Napanee By-law Enforcement

Employees appointed as full-time by-law enforcement officers for the Town shall be identified as enforcement officers through the approved department logo, which shall be incorporated into the department uniform.

Enforcement-specific materials and publications shall use both the Town logo, which shall have the position of prominence, and the department logo. This specifically includes:

- Enforcement orders, warnings, notices, forms, case notes, and door hangers; and
- Public education materials regarding by-law enforcement matters such as brochures and guides.

Any publications which have common use across the corporation shall only use the Town logo. This specifically includes:

- Email signatures
- Letterhead and envelopes
- ID cards and business cards
- Website pages
- Departmental policies and procedures
- Council reports

By-law enforcement vehicles shall be identified with the Town logo in a manner consistent with other Town vehicles. Vehicles may also be identified with the Municipal Law Enforcement logo and department title in place of a Town logo.

10. Greater Napanee Fire Department

The Greater Napanee Fire Department shall identify its members, assets and activities with the approved version of the department logo as follows:

Uniforms, clothing, and other items to be worn directly by fire service members shall only incorporate the department logo.

Fire response vehicles and apparatuses shall be identified with either the department logo, the Town logo, or a combination of both. The Fire Chief will ensure the appropriate logo application based on the primary use of the asset.

Department-specific materials and publications shall use both the Town logo, which shall have the position of prominence, and the department logo. This specifically includes:





- Enforcement records such as orders, warnings, forms and incident files; and
- Fire response policies and procedures
- Public education materials regarding fire prevention such as brochures, flyers, calendars, guides, and advertisements.



Any publications which have common use across the corporation shall only use the Town logo. This specifically includes:

- Email signatures
- Letterhead and envelopes
- Business cards
- Website pages
- Policies and procedures in common with other departments
- Council reports

Any branded objects to be created for community or general employees' use shall use only the Town logo and shall generally be purchased as part of a corporate initiative. Any branded objects to be created specifically for individual Fire Department members may use any branding deemed most appropriate at the discretion of the Fire Chief.

Appendices

Logo	Reason for Use
	<p>Town of Greater Napanee Logo</p> <p>Used as the primary logo on Town items including the following:</p> <ul style="list-style-type: none"> • Print and digital material • Signage • Vehicles and equipment • Promotional material available to the public
	<p>Greater Napanee Fire Department Logo</p> <p>Used as the primary logo on Fire Department material including the following:</p> <ul style="list-style-type: none"> • Print and digital material • Vehicles and fire trucks • Uniforms and clothing for members
	<p>By-law Enforcement Officer Patch</p> <ul style="list-style-type: none"> • Used on uniforms and clothing for members • Used on vehicles
<p>Town of Greater Napanee – Legislative Services</p> 	<p>By-law Enforcement Officer Identification Card</p> <p>Issued identification card to be presented alongside the issued badge with the following features:</p> <ul style="list-style-type: none"> • A current colour photo of the officer • Name • Position / Rank • Department • Badge Number • Town Logo

	<p>MLEO Badge</p> <p>The Badge is to be presented alongside the Officer Identification Card and has the following features:</p> <ul style="list-style-type: none"> • Silver Metal and Colour Resin Badge • Municipal Name – Greater Napanee • Office: Municipal Law Enforcement Officer • Officer Specific badge Number
	<p>Nametape and Epaulettes</p> <p>Officers are required to wear an issued name tape and Epaulettes on their outermost piece of uniform.</p> <p>Nametape:</p> <ul style="list-style-type: none"> • First Letter First Name, Full Last Name <p>Epaulettes:</p> <ul style="list-style-type: none"> • Office and Badge Number

Revision History

Date	Number	Description
June 11, 2025	CA-2025-01	NEW