



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

COUNCIL POLICY

TITLE: Township of Esquimalt Symbols Usage	NO. ADMIN - 46
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POLICY

This policy provides guidelines to help ensure consistency respecting the use of the Township's Coat of Arms and Corporate Logo.

COAT OF ARMS



CORPORATE LOGO



GUIDELINES:

The Township of Esquimalt Coat of Arms is reserved for Council, official and ceremonial purposes.

The Corporate Logo should be used for printed materials such as publications, correspondence, advertising, signs and the municipal website.

The following table is not meant to be all-inclusive; rather it is intended to provide some examples of when the Coat of Arms and the Corporate Logo should be used. If you are uncertain about whether to use the Coat of Arms or the Corporate Logo, please contact the Corporate Services Department at 250-414-7100 for further information.

EFFECTIVE DATE: February 8, 2021	APPROVED BY: Council	REFERENCE: Staff Report ADM09-008 2021 policy review	AMENDS: February 2, 2009	Page 1 of 2
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COAT OF ARMS	CORPORATE LOGO
Formal Proclamations	Advertising for Meetings (except Council)
Council Minutes/Agendas/Notices	Advertising for Employment Opportunities (all departments)
Business cards for Mayor and Council	Business cards for staff
Correspondence from Mayor/Council or on behalf of Council or regarding Council recommendations and decisions	Correspondence from CAO, Corporate Services, Human Resources and other departments
Advertising for Council Meetings	Financial Information for the Township
Official Statutory Notices	Recreation
Correspondence from Committees of Council	Municipal Vehicle identification
Municipal pins, ties, nametags	Promotional material
Faxes, letterhead for Administration	Faxes, letterhead for all other departments