



Policy Title	Municipal Branding and Guidelines
Authority	Administration
Approved (Dates/M#)	TOB94/23
Policy Number	P-TOB12/003-23
Review	As required.
Reviewed by/date	May 8, 2023

Policy Statement

To provide guidelines for consistent use of the official Town logo and brand.

Definitions

Administration - means a member of the administrative team of the Town.

Chief Administrative Officer (CAO) - means the administrative head of the municipality.

Council - means the elected body of the Town.

Logo - an image approved by Council reflecting the brand of the Town.

Town - means the incorporated municipality of Bassano.

Responsibility

It is the responsibility of the CAO to ensure this policy is implemented.

Guidelines

Primary Logo

This is the official primary logo for the Town, shown in four variations. The logo may be used in any of the four variations. Logos may not be manipulated or deviate from the approved design.



BW-WhiteOuterRing



BW-BlackOuterRing



FC-BlackOuterRing











FC-WhiteOuterRing

Brand Colours

Official primary colour codes for the Town’s logo are:

Colour Codes

			
CMYK:10% Black RGB: R-233, G-234, B-234	CMYK:100% Black RGB: R-28, G-27, B-26	CMYK: C-20, M-0, Y-4, K-0 RGB: R-208, G-234, B-244 HEX: #D0EAF4	CMYK: C-60, M-60, Y-60, K-100 RGB: R-7, G-2, B-0
			
CMYK:35% Black RGB: R-166, G-166, B-166	CMYK:55% Black RGB: R-140, G-141, B-141	CMYK: C-50, M-0, Y-0, K-0 RGB: R-125, G-206, B-244 HEX: #7DCEF4	CMYK: C-100, M-0, Y-0, K-0 RGB: R-0, G-159, B-227 HEX: #009FE3

Font and Type Face

Type face font within the logo is:

Type Face & Font:

BROTHER 1816, BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

The Town’s official font is Open Sans. All headings shall be Calibri Light.

AaBbCcDc	AaBbCc	AaBbCc	AaBbCc	AaB
¶ Normal	Heading 1	Heading 2	Heading 3	Title

Secondary Logo

1. Joint branding is expected with the FCSS department including a provincial logo and the Recreation and Leisure Department including the County of Newell logo, or regional partners for economic development and tourism.

Process

1. Municipal communications must bear the Town's name and logo and must be consistent with high standards in content and appearance.
2. Visual communications include stationary (e.g. letterhead, note cards, business cards, fax cover sheets, cheques), A/V presentations, publications, signs, vehicle graphics, name badges, imprinted apparel, promotional items, advertisements, website, or similar.
3. The Town logo will be made available to all employees in a variety of file formats.
4. The logo may be embossed, stamped, screened into a background, or reproduced pursuant to this policy.
5. Use of the Town logo by outside organizations will be approved by the CAO of their designate.
6. Former Town logos are retired and shall no longer be used for formal Town business. Stationary items shall be used up prior to their replacement.

END OF POLICY