

TOWN OF MORDEN
POLICY & PROCEDURES MANUAL

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| <i>Section</i> Finance & Administration | <i>Classification</i> Policy |
| <i>Subject</i> Use of the "See History Unfold" logo | <i>Pages</i> 5 |
| <i>Authority</i> Council | <i>Effective Date</i> October 1 st , 2004 |
| <i>Approved (date and resolution number)</i> November 29 th , 2004 | <i>Index Number</i> F/A-013 |

1.0 PURPOSE

To regulate the use of the "See History Unfold" Logo as seen below:



2.0 DEFINITIONS:

- 2.1 **ASSIGNMENT:** means the transfer of copyright from the Town to one party and is not to be shared with a third party.
- 2.2 **TOWN:** means the Town of Morden.
- 2.3 **COPYRIGHT:** is the exclusive right to copy a creative work or allow someone else to do so. It includes the sole right to publish, to produce or reproduce, to perform in public, to communicate a work to the public by telecommunication, to translate a work, and in some cases, to rent the work.
- 2.4 **OFFICER:** means the Community Resources Officer for the Town of Morden.
- 2.5 **LOGO and/or SLOGAN:** means the tourist logo identifying the slogan "See History Unfold" seen above.
- 2.6 **TRADEMARK:** means to distinguish the goods or services of one person or company from those of another. Slogans, names of products, distinctive packages or unique product shapes are all examples of features that are eligible for registration as trademarks.
- 2.7 **TOURISM & MARKETING DIVISION:** Shall mean the Marketing Team for the Town of Morden.

3.0 GENERAL POLICY:

- 3.1 The LOGO & SLOGAN was developed to help build Morden's image here and beyond as an identifier for the community's tourism industry and initiatives, and establish branding through consistent internal and external marketing efforts.

The COPYRIGHT for the LOGO & SLOGAN may be ASSIGNED to another party for use on any document for distribution to the public, including flyers, newsletters, event tickets, menus or others at the sole discretion of the OFFICER. It may appear in advertising directed to the local market or to more distant markets.

- 3.2 The LOGO & SLOGAN may only be used to reinforce a positive message about our community. It cannot be used in a satirical or negative manner (i.e. in a way that mocks or disrespects the community or the Town of Morden and/or its programs and services.)

4.0 CHANGES NOT ALLOWED

- 4.1 Only the approved LOGO & SLOGAN may be used upon the written approval of the OFFICER or his/her designate. Users may not redesign or replicate the LOGO & SLOGAN with their own design elements.
- 4.2 LOGO & SLOGAN proportions must remain the same, though the size can be changed. It may not be stretched horizontally or vertically. The design elements cannot be moved, resized or modified in any way.
- 4.3 The design elements may not be used separate from the LOGO. For example, the scripted words, "Morden", may not be used without the tower, sun and leaf designs. The script "See History Unfold" may be separated from the design and used in a different area with written permission from the OFFICER.
- 4.4 The LOGO & SLOGAN must be in full colour wherever possible. If colour is not available, the entire LOGO should be printed in black using the supplied Black & White design.

5.0 USE OF LOGO NEAR OTHER LOGOS

- 5.1 If the LOGO & SLOGAN is used in conjunction with other logos on documents, signs or other materials, it should be at least the same size and not smaller than the other logos, unless written authority has been given by the OFFICER.
- 5.2 The LOGO & SLOGAN shall not be used as part of another design. Copy or other graphics should run well away from the LOGO & SLOGAN. It cannot be run as a watermark or as a screened image running under text or graphics.
- 5.3 A corporate or organization name shall not run so close to the LOGO & SLOGAN that it appears as a part of the Town's LOGO & SLOGAN.

6.0 ASSIGNMENT OF COPYRIGHT

- 6.1 The Town of Morden owns the COPYRIGHT to the LOGO & SLOGAN.
- 6.2 Any and all uses of the LOGO & SLOGAN is at the sole discretion of the Town. Firms or organizations shall not use the LOGO & SLOGAN unless COPYRIGHT is ASSIGNED to them, in writing by the Town, stating a specific use and specific time period. This right is not to be shared with a third party.
- 6.3 An "Application For Use" form needs to be submitted to the Town. When the Town has signed and dated the completed "Application for Use" form, then a copy will be posted to the organization and COPYRIGHT is then ASSIGNED to that organization – for the specific use and time period stated.
- 6.4 The following are the rules of use for any organization that has been given COPYRIGHT to use the LOGO & SLOGAN.

RULES FOR USE OF THE MORDEN LOGO

- The logo art that we supply, including the theme, is for a specified one-time use only.
- The logo art is not to be circulated to any third parties for any reason without the Town's permission.
- Any layouts, in which the logo is used, must be approved by the CRO - Community Resources Officer or the designer, whether the second party or the third party develops these layouts. (Example: a printer should not be dealing with a sign company on behalf of the Town and approving concepts that we have not seen or been involved in.)
- Neither the logo nor its colours nor its screen values or densities in colour or in black and white are to be modified in any way.
- If colours or screens need to be changed for web purposes or silk-screening, for example, the Town or its designer must approve the revised specifications.



Town of Morden
100 – 195 Stephen Street
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Telephone: (204) 822-4434
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Email: cmartin@mordenmb.com

APPLICATION FOR USE OF THE LOGO/SLOGAN

Because the Morden logo is a trademark it is now a requirement that everyone wishing to use the logo must complete this "Application For Use" form and return it to the Community Resources Officer at the address shown above. Only when permission has been given can the logo be used.

Date:

Contact Name:

Contact Telephone:

Contact Email:

Company Name:

Address:

City/Town:

Postal Code:

Type of Logo:

Black & White Colour

Purpose Of Use:

Time Period of Use

From:

To:

Applicants Signature

CRO Signature

Date

Approved Date

Please supply the Town of Morden with a copy of the document that uses the logo/slogan.

MORDEN'S POLICY & PROCEEDURE FOR THE USE OF THE LOGO/SLOGAN

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