



POLICY NAME:	County Logo
Effective Date:	July 16, 2025
Policies Rescinded:	1209 County Logo Policy
Document Owner:	Corporate Services
Required Review Date:	July 2030
References:	Procedure AD-2.004 Woodlands County Visual Identity Guide

PURPOSE

To protect the integrity of Woodlands County’s corporate identity by establishing high-level principles guiding the use of the County logo across all communications and applications. This policy ensures consistent use, safeguards public trust, and reduces reputational and legal risks.

POLICY STATEMENT

The Woodlands County logo is an official visual identifier of the municipality. It must be used consistently and appropriately to represent the County in all internal and external communications. This policy establishes the principles and authority under which the logo may be used and delegates the operational application of logo use to **Procedure AD-2.004 – Graphic Standards Manual**, maintained by the CAO. All use must comply with the standards and conditions set out in that procedure.

DEFINITIONS

County Logo: The official graphic symbol representing Woodlands County.

Official Use: Any application of the County logo in County-authorized communications, signage, or documents.

Third Party: Any individual or organization external to Woodlands County administration.

Graphic Standards Manual: A procedure maintained by the CAO that outlines visual and technical requirements for logo usage.

ADMINISTRATIVE RESPONSIBILITY

The Director of Corporate Services (or designate) is responsible for administering this policy.



GUIDELINES

1. Ownership and Protection

- a. The logo is the intellectual property of Woodlands County and is protected under applicable copyright and trademark laws.
- b. Any use of the logo must reflect the values and reputation of the County and uphold the public trust.

2. Authorized Use

- a. Use of the County logo is permitted only by County staff, officials, or contractors for official County business, as defined in the Graphic Standards Manual.
- b. Authorized applications include signage, websites, uniforms, County reports, public notices, and communications materials that represent the County’s programs, services, or facilities.

3. Third-Party Use

- a. Use by third parties (e.g., community groups, vendors, partners) is permitted only with prior written approval from the CAO.
- b. Requests must clearly state the purpose, duration, and context of use and demonstrate alignment with the County’s branding standards and operational interests.
- c. The CAO may approve, deny, or set conditions for any third-party usage.

4. Prohibited Use

- a. The logo must not be altered, distorted, recoloured, or superimposed with other graphics unless specifically permitted by the Graphic Standards Manual.
- b. It must not appear on materials that are misleading, defamatory, discriminatory, or politically partisan in nature.
- c. The logo must not be used in any political campaign materials or in a manner that implies endorsement by Woodlands County of a candidate, cause, or non-government initiative.

5. Enforcement and Compliance

- a. Unauthorized or inappropriate use of the County logo may result in corrective action, including public clarification, revocation of permissions, or legal measures.
- b. All County departments are responsible for ensuring compliance within their areas and reporting potential misuse to the CAO or designate.

6. Administrative Oversight

- a. The Director of Corporate Services is responsible for interpreting this policy, maintaining administrative procedures and branding standards, and managing all third-party logo use requests.

ORIGINAL SIGNED

CAO Signature

END OF DOCUMENT



Version Control

This section tracks all revisions to the policy. Administrative changes made under CAO authority must not alter the original intent of the policy and are logged accordingly. Council-approved revisions are noted with corresponding resolution numbers.

<i>Version</i>	<i>Date</i>	<i>Approved by</i>	<i>Type of Change</i>	<i>Summary of Change</i>	<i>Reference</i>
1.0	July 16, 2025	Council	Original	Rescinds Policy 1209	Resolution # C-