APPENDIX A:
LOGO USE POLICY

The City of Edmonton Executive Leadership Team (ELT) has approved the City logo as the sole visual identifier. This is to ensure that both internal and external audiences immediately recognize and associate the City logo as representing the City of Edmonton.

New logos that do not meet the criteria outlined below cannot be used. For inquiries and approvals, please consult with Communications and Engagement before proceeding.

EXCEPTIONS

The City has approved exceptional use for the following:

COMMUNITY SERVICES ENTERPRISE ATTRACTIONS
The "enterprise" group of attractions has specific business and revenue goals. The following are examples of what enterprise attractions are permitted to use their own logos: Fort Edmonton Park, Muttart Conservatory, Kinsmen Sports Centre, Valley Zoo, Commonwealth Stadium, City golf courses and cemeteries.

EXISTING BRANDS/SUB–BRANDS Some City operations have well–established retail brands that are recognized and have value to citizens and customers. These brands may be allowed to exist at the discretion of ELT, but must appear in conjunction with the City logo. Some examples include ETS, recreation and leisure centres and the Edmonton Waste Management Centre.

MAJOR INITIATIVES AND LONG–TERM PARTNERSHIPS
At the discretion of ELT and Corporate Communications, selected projects may have their own identities. Examples include Blatchford, The Quarters, Oxford Subdivision, major partnerships, such as Edmonton Northern Partnership, and bids for major events. Additionally, the City may enter into a funding partnership that all parties agree requires a distinct identity, such as the River Crossing projects (i.e. funicular, boat docks and trail development).

EMERGENCY OPERATIONS & REGULATORY OFFICERS
Emergency operation services, regulatory and municipal enforcement officers need to be distinct for operational reasons. Edmonton Fire Rescue Services, Municipal Enforcement and Community Standards Officers are among these examples. Edmonton Police Service maintains its own identity.

PROGRAM IDENTIFIERS

A program identifier is defined as any symbol, image or wordmark used to introduce, support, educate, inspire and build general awareness of a program aimed at City employees ONLY. A program identifier is not to be used as an externally–facing logo or brand. EXCEPTIONS may be made for short term programs that enhance the City's reputation or conform to the Visual Identity Standards. Please contact Corporate Communications for advice and guidance before creating one of these identifiers.

RESTRICTIONS FOR CREATION AND USAGE INCLUDE:

- All program materials that display the program identifier must also display the City logo.

- Programs of limited duration must include the date (including year) on all materials that display the program identifier.

- Materials that display the program identifier may not be visible in public spaces where interpretation of the identity causes any brand confusion between the program and City of Edmonton.