

## Logo, Slogan and Coat of Arms Policy

### Purpose

This policy is intended to govern the use of the logo and coat of arms of the Municipality of the County of Colchester and restrict their use to official or authorized purposes.

### Logo

The official logo of the Municipality was adopted by Council in 2019 following an extensive branding exercise. Dynamic, progressive, and intentionally abstract, the Colchester logo is made up of four C-shaped segments that come together as one. With a resemblance of Colchester's highways, it emphasizes the county's importance as a central transportation hub while promoting the togetherness of family, of communities and cultures that make up Colchester, and of the natural elements that contribute to the area's centred way of life. The shapes coming together also reflect the collaboration that makes Colchester a stronger and better place.



The colours of the logo were chosen to represent Colchester's vibrancy and diversity as well as key characteristics that represent the region's natural beauty. The dark orange is inspired by the Bay of Fundy cliffs and is a bold colour that differentiates from many other municipal logos. The gold is a colour inspired by the area's radiant sunsets symbolizing passion, vision, and prosperity. The green is inspired by strong agricultural roots, natural resources, and environmental stewardship. The waters of the North Shore and many rivers inspired the blues that convey depth and stability, and symbolize trust, wisdom, confidence, faith, and honesty.

### Slogan – be centred here.

In three simple words *be centred here* encapsulates the essence of Colchester's brand and the Municipality's most significant competitive advantages. It not only promotes Colchester's central geographic location within Nova Scotia, more importantly it points to Colchester's unparalleled quality of life. Colchester is a place to live a centred and balanced lifestyle. A place that is affordable, welcoming, family focused, rich in diverse culture and natural beauty, with thriving businesses and access to all the modern amenities typically found in an urban setting – without the common stresses of living in an urban setting. In addition, "*be centred here*" applies to how the Municipality aspires to conduct business and make decisions – centred on shared values, respectful conduct, and thoughtful consideration.

### Coat of Arms



Colchester's coat of arms has long been associated with the Municipality and acknowledges the County's tradition of resource-based industries such as farming and forestry.

With the adoption of a more contemporary logo and slogan, the coat of arms is now reserved for and limited to specific uses by the Mayor and Council, or the Chief Administrative Officer and/or designate for official commendations, Mayor's Certificates, formal or ceremonial business applications; or when its authority and traditional appearance is warranted. It will not be used for any routine commercial, corporate, or decorative applications.

## Authorization of Use and Enforcement

1. The Colchester logo and slogan “be centred here” are registered official marks of the Municipality of Colchester. In accordance with subsection 62 (3) of the *Municipal Government Act*, no person, other than the Municipality, shall use a flag, symbol, or coat of arms of the Municipality unless specifically authorized by the council and upon payment of any fee charged by the municipality for the use. 1998, c. 18, s. 62.
2. A person who contravenes this provision is guilty of an offence and is liable, on summary conviction, to a penalty of not less than one hundred dollars and not more than five thousand dollars and in default of payment, to imprisonment for a period of not more than ninety days. 1998, c. 18, s. 508.

## Application for Use of Logo, Slogan, and/or Coat of Arms

1. Organizations, businesses, or individuals wishing to use the Municipal logo, slogan, or coat of arms must seek prior written approval from the Municipality. General requests, such as use of the logo to acknowledge the Municipality’s support and/or involvement, shall be made to the CAO’s office for authorization. Other instances that require more consideration may be brought before Council for authorization.
2. Those granted approval must adhere to all *Colchester Brand Identity and Standards Guidelines* (available from the CAOs Office) and must ensure the logo is not altered or modified in any way. The size may be changed however proportions must remain the same (no stretching horizontally or vertically).

## Procurement

Any application of the Colchester brand by the Municipality should be done so in alignment with the Procurement Policy and consider sustainable, environmental, and ethical procurement practices that support the local economy. This means purchasing products and services at reasonable prices while considering key environmental and social benefits such as worker health and safety, energy efficiency, minimal packaging, or other sustainability aspects over the lifecycle of the product.

Clerk’s Annotation For Official Policy Book	
Date of Notice to Council Members of Intent to Consider (7 days minimum): <u>November 5, 2021</u>	
Date of Passage of Current Policy: <u>November 25, 2021</u>	
I certify that this Policy was adopted by Council as indicated above.	
<u>Rob Simonds</u>	<u>January 18, 2022</u>
Municipal Clerk	Dated

originally adopted November 2021