


<p><b>Title: Greenview Logo Use</b></p> <p><b>Policy No: 7003</b></p> <p><b>Effective Date: March 28, 2023</b></p> <p><b>Motion Number: 23.03.166</b></p> <p><b>Supersedes Policy No: None</b></p> <p><b>Department: Communications and Marketing</b></p> <p><b>Review Date: March, 2026</b></p>		
<p><b>Legal References:</b> <i>Not applicable</i></p>	<p><b>Cross References:</b> Policy 7001 "Communications" Policy 1035 "Advertising" Greenview Logo Request Form MD of Greenview Visual Standards Guide</p>	
<p><b>Purpose:</b> To regulate and provide a framework to guide the external use of Greenview logos. To protect the integrity of all Greenview logos, organizations, businesses or individuals wishing to use Greenview logos must receive written approval through the Communications Department by completing the "Greenview Logo Request Form."</p>		

**1. DEFINITIONS**

- 1.1. **Greenview** means the Municipal District of Greenview No. 16.
- 1.2. **Marketing Materials** means any branded element that contains an approved Greenview logo or brand. Examples include promotional items, flyers, brochures, or apparel.
- 1.3. **Logos** means any approved official Greenview logos. The list includes the following Greenview logos (including any and all iterations); Greenview corporate logo, Greenview Industrial Gateway logo, Economic Development and Tourism logo, Fire-Rescue Service logos, and Enforcement Services logos.

**2. POLICY STATEMENT**

- 2.1. Greenview's corporate identity is an essential element of its print and digital brand. The consistency of visual standards is imperative to maintain the organization's corporate identity.
- 2.2. Visual standards maintain the integrity associated with the Greenview name. Greenview must retain a clear set of standards to manage Greenview brands as a whole.
- 2.3. Greenview maintains a uniform tone with one common voice of messaging and image. All graphic or typographical elements used in print or digital materials, regardless of size, format, or colour, must maintain a consistent tone according Greenview branding guidelines.
- 2.4. The Visual Standards Guide is a resource for anyone responsible for creating or implementing marketing and communications materials related to Greenview. This ensures consistent and robust application of Greenview's visual expression and helps form its image and profile locally, nationally and internationally.

- A) Greenview's Visual Standards Guide provides details on acceptable uses, acceptable backgrounds, improper use, protected space and minimum size and fonts which must be adhered to.
- B) This guiding document is available on the server for internal users and will be provided for external users.

2.5. The Greenview logo may not be used in print, visual or digital media without prior authorization from Greenview. All individuals, groups, and organizations must be granted written authorization from Greenview to display any Greenview logo in digital or print format from the Greenview Communications department.

2.6. No individual or organization other than Greenview and those authorized by Greenview is permitted to sell any product or regalia incorporating any Greenview logo.

2.7. Consent is required in relation to a sponsorship or grant application, fundraising, and event recognition using any Greenview logo.

2.8. Approval must be obtained for programs or initiatives that Greenview undertakes with another level of government, agency or private organization, either directly or as part of a grant or sponsorship program or intergovernmental initiative.

2.9. If approved to use a Greenview logo, it is the responsibility of the requestor to ensure correct logo use as per the Greenview Visual Standards Guide and with the appropriate level of respect.

- A) Greenview reserves the right to withdraw logo use authorization at any time and without notice.

### 3. EXEMPTIONS

3.1. Internal use of Greenview logos by boards, committees and departments of Greenview shall be exempt from the approval process contained in this policy.

3.2. All departments using authorized templates and marketing materials shall be exempt once initially approved.

3.3. Newspapers and other media outlets shall be exempt from the approval process contained in this policy as they pertain to promotional releases directly relating to Greenview.

### 4. PROCEDURE

4.1. An individual or organization wishing to use a Greenview logo must:

- A) Complete the *Greenview Logo Request Form* on Greenview's website; or
- B) Submit the form to:

Communications, MD of Greenview  
PO Box 1079, Valleyview AB, T0H3N0  
[communications@mdgreenview.ab.ca](mailto:communications@mdgreenview.ab.ca)

4.2. The Communications Department for Greenview will review all requests and approve the application.

4.3. If approved, a signed copy of the Greenview Logo Request Form will be emailed to you.

4.4. Approval shall be granted on a per project basis and shall include an expiration date.

4.5. Any appeal of the decision made by Greenview shall be made in writing to the Chief Administrative Officer, whose decision shall be final.

4.6. There shall be no cost to use a Greenview logo.