

WOODSTOCK

TOWN LOGO USAGE POLICY

The following information is to promote understanding of the terms, conditions, rules and regulations governing the Town of Woodstock Logo Usage of our Town Logo.

1. PURPOSE

The purpose of this policy is to outline the Town of Woodstock stance on the usage and reproduction of the Town's Logo adopted September 2024.

2. BASIC STATEMENT

Permission to copy, reproduce, alter or use any of the Town Logos for something other than Municipal use by a third party, must be approved by the Chief Administrative Officer (CAO) or their delegate prior to any Town Logo being used.

3. TOWN RECOGNIZED LOGO USES

Recognized municipal uses for the Town Logos include, but are not excluded to:

- Municipal Letterhead, Envelopes and Business Cards
- Municipal Invoices & Receipts
- Municipal Banners, Flags & Posters
- Municipal Signage
- Municipal Advertising
- Municipal Vehicle Graphics
- Municipal Promotional Items (Pins, Mugs etc.)
- Municipal Clothing
- Municipal Maps & Brochures
- Municipal Website

5. ALTERATIONS & ADDITIONS

Alterations to the Town Logo, other than resizing, conversion to black and white and modifications to add a department (i.e. Recreation Department) at the bottom of the Town Logo by municipal staff and council, are prohibited. The Town's Chief Administrative Officer must approve any alterations or additions to the any Town Logos.

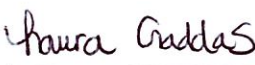
6. LOGO



Approved by Council January 14, 2025.



Mayor



Clerk

