



Policy #1020

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Policy Title: Mountain View County Crest and Logo Usage

Policy No.: 1020

Approval: County Council

Effective Date: July 15, 2009

Supersedes Policy No.: New

Policy Statement: The Council of Mountain View (the County) establishes standards on the use of the County Crest and the County Logo

Purpose: To develop a standard for the use of the County Crest and County Logo by both the County and outside organizations.

Principles:

1. To ensure consistent usage of the County Crest and Logo
2. To ensure that opportunities to use the County Crest and Logo based on generally accepted industry standards are taken advantage of.
3. To prevent incorrect usage of the County Crest and Logo.

End of Policy

Approved: July 15, 2009



Mountain View
C O U N T Y

Procedure #1020-01

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1. Definitions

- 1.1 “**Crest**” means the official seal of the municipal district of Mountain View County. (See Appendix ‘A’ for a visual description of the crest)
- 1.2 “**Logo**” means Mountain View County’s corporate signature, as adopted in 2008. (See Appendix ‘A’ for a visual description of the logo)
- 1.3 “**Unilateral documents**” means documents prepared by Mountain View County staff primarily for an external audience.

2. The County Crest will only be used on:

- 2.1 Letters from Council, or a Committee of Council, which are signed by the Reeve or other Council Member, as well as County Proclamation;
- 2.2 Policies.

3. The County Logo can be used on:

- 3.1 Unilateral documents or publications developed by the County for general distribution, including maps within a procedure;
- 3.2 Procedures attached to a Policy;
- 3.3 Correspondence from County Committees, signed by a member who is not a member of Council.

4. Neither the County Crest, nor the County Logo, are to be used on legal documents including, but not limited to:

- 4.1 Bylaws;
- 4.2 Contracts;
- 4.3 Appeal Decisions;
- 4.4 Stop Orders;
- 4.5 Agendas;

4.6 Maps contained within legal documents.

5. Usage

5.1 Usage of the Crest or Logo is to be consistent with the standards set forth in Policy No. 1020.

5.2 Usage of the Crest or Logo is to be consistent with the standards set forth in the Mountain View County Identity Standards Guide

5.3 Any documents in which the Crest or Logo is used contrary to these instructions will be returned to the appropriate department for amendment.

End of Procedure

Approved: July 15, 2009

Appendix 'A'



Mountain View County Full Colour Crest



Mountain View County Full Colour Logo



Mountain View County Full Colour Logo
with Tagline