



Use of Corporate Logo Policy

1. Statement

The Township of Southgate's corporate identity represents how the municipality is perceived by the public. To ensure a clear, consistent, and professional image, the Township will maintain and protect its corporate identity through the appropriate and consistent use of the corporate logo.

2. Purpose

This policy guides the proper use of the Township of Southgate and Dundalk Fire Department's corporate logos. By governing the use of the logos, the Township can ensure professionalism and that only those initiatives being supported or endorsed by the Township are granted permission to use and display the logo.

3. Scope

This policy applies to all Township of Southgate elected officials, employees and volunteer firefighters.

4. Definitions

- a. "Approved Contractor" means an individual, sole proprietor, partnership, corporation, or other legal entity that has entered into an agreement or contract with the Township to provide goods and/or services to or on behalf of the Township.
- b. "Approved Vendor" means an individual or business that has been authorized by the Township to perform work or provide services on behalf of the Township.
- c. "Corporate Logo" means the official visual identifying logo of the Township of Southgate or the Dundalk Fire Department, including any approved variations used for specific projects, initiatives, or commemorative purposes.
- d. "Elected Official" means any elected member of the Council of the Corporation of the Township of Southgate.
- e. "Employee" includes all full time, part time, casual or contracted Township of Southgate employees.
- f. "External Parties" means individuals, businesses, groups, organizations, or other entities that are not part of the Township's Council or administration.
- g. "Volunteer Firefighter" means any member of the Dundalk Fire Department or other Fire Departments that are contracted by the Township of Southgate.

5. General Use Provisions

- a. Use of the corporate logo is restricted to corporate activities only, including, but not limited to, the following:
 - Official letterhead and stationary;
 - General and legal business documents, policies and agreements;



- Official reports and publications;
- Township or Dundalk Fire Department issued apparel or uniforms;
- Township and Dundalk Fire Department buildings, vehicles and signage;
- Corporate website and social media accounts;
- Promotional materials for corporate programs, campaigns or initiatives;
- Township or Dundalk Fire Department issued certificates and awards.

- b. Use of the corporate logo by external parties is prohibited, unless the external party is an approved vendor or contractor or a funded, affiliated, partnered or sponsored entity and has consent from the CAO or their designate to use the corporate logo.
- c. Unless authorized by the Township, the use of the corporate logo by external parties does not imply endorsement, affiliation or sponsorship by the Township of any kind and is prohibited.
- d. Unauthorized distribution of and/or granting permission for the use of the corporate logo to external parties is prohibited.

5. Elected Official Responsibilities

- a. Elected Officials may only use the corporate logo in their official capacity as an elected official and in accordance with the general provisions section.
- b. Elected Officials personal use and/or advertisement of the corporate logo is prohibited.

6. Employee Responsibilities

- a. Employees may only use the corporate logo in their official employment capacity and in accordance with the general provisions section.
- b. Employees personal use and/or advertisement of the corporate logo is prohibited.

7. Volunteer Firefighter Responsibilities

- a. Volunteer firefighters may only use the corporate logo in their official capacity with the Dundalk Fire Department or other Fire Departments contracted by the Township of Southgate and in accordance with the general provisions section.
- b. Volunteer Firefighters personal use and/or advertisement of the corporate logo is prohibited.

8. Related Policies

- a. Policy #9 – Council Code of Conduct
- b. Policy #10 – Employee Code of Conduct
- c. Policy #19 – Progressive Discipline Policy

9. Policy Review Cycle

This policy will be reviewed at minimum every three (3) years and updated if required.