

| | | |
|--|---|--|
| POLICY TITLE <i>Corporate Visual Identity</i> | ADOPTED BY: <i>City Council</i> | EFFECTIVE DATE <i>November 9, 1992</i> |
| ORIGIN/AUTHORITY <i>City Commissioner Report No. 15-1990 and Committee of the Whole Council Report No. 12-1992</i> | CITY FILE NO. <i>CK. 100-12 and CK. 165-1</i> | PAGE NUMBER <i>1 of 2</i> |

1. PURPOSE

To ensure consistency in the visual identification of the City of Saskatoon.

2. DEFINITIONS

2.1 City Crest - The City Crest is the Coat-of-Arms adopted by Bylaw No. 3081.

2.2 City Logo - The City Logo is described as the stylized "S" together with the "City of Saskatoon" in the civic colours of green and yellow.

3. POLICY

The City Crest and the City Logo will be used as a means of visual identification of the Corporation.

3.1 Usage

a) The City Crest will be used in the following circumstances:

i) Legal documents, where required;

ii) Mayor's stationery; and

iii) Councillors' stationery.

b) The City Logo will be used in all other circumstances.

3.2 Special department logos are not to appear on Corporate stationery but may be used only for public relations materials (ie. brochures, pamphlets) under the condition that the City Logo is also present.

| POLICY TITLE | EFFECTIVE DATE | PAGE NUMBER |
|----------------------------------|-------------------------|--------------------|
| <i>Corporate Visual Identity</i> | <i>November 9, 1992</i> | <i>2 of 2</i> |

- 3.3 Special permission must be obtained from the City Commissioner by outside organizations wishing to utilize the City Crest or City Logo (ie. jointly-sponsored events).
- 3.4 Any deviation from Corporate standards will require approval from the City Commissioner.

4. **RESPONSIBILITIES**

- 4.1 City Commissioner - shall be responsible for:
 - a) Administering, reviewing and recommending updates to this policy;
 - b) Rendering decisions for special requests made from outside organizations wishing to utilize the City Crest or City Logo; and
 - c) Rendering decisions for special requests made by departments to deviate from Corporate standard.
- 4.2 City Council - shall be responsible for approving any revisions recommended by the City Commissioner.