

	Branding Policy
	Council Approved
	Administration (AD) #1207
	Approved February 4, 2025
	Next Review Date February 2029

1.0 POLICY STATEMENT

- 1.1 The Town of Hinton is committed to upholding a strong and consistent Brand that reflects the Town's unique character, values, vision, and mission.
- 1.2 The Town's Brand serves as an important tool for establishing trust and fostering a sense of unity among residents, businesses, and visitors. Proper and consistent use of the Town's Brand Identity and its various elements is paramount for maintaining a strong sense of identity and credibility.
- 1.3 This policy outlines the principles for managing, protecting, and promoting the Town of Hinton Brand.

2.0 PURPOSE

- 2.1 The purpose of this policy is to establish a clear and consistent framework for the use of the Town's Brand Identity and its various elements. This policy aims to:
 - 2.1.1 **Ensure Consistency:** Maintain a uniform and cohesive visual identity across all communication channels, reinforcing the Town's unique character and fostering recognition among residents, businesses, and visitors.
 - 2.1.2 **Build Trust and Credibility:** By following a standardized set of Visual Identity Guidelines (Appendix I), the Town aims to build trust and credibility among its audience. Consistency in visual identity reinforces reliability and professionalism.
 - 2.1.3 **Reflect Values and Identity:** Ensure that all communications align with the core values and identity of the Town of Hinton.
 - 2.1.4 **Protect Intellectual Property:** Ensure the protection of the Town's Brand Identity from misuse or unauthorized alterations. This protection is essential in maintaining the integrity of the Brand.

3.0 SCOPE

- 3.1 This policy applies to all Town of Hinton departments, employees, contractors, and any community groups, organizations, associations, or individuals involved in creating or disseminating materials bearing the Town's Brand Identity.

4.0 RESPONSIBILITIES

4.1 Council

- 4.1.1 Any Material Change to the Town's Brand Identity must be approved by Council.

4.2 Administration Leadership

- 4.2.1 Any minor change or exception to the Town's Brand Identity may be approved by the Chief Administrative Officer (CAO) or designate.
- 4.2.2 Directors are responsible for ensuring Employees understand the requirements of this policy.
- 4.2.3 Directors are responsible for ensuring staff remain familiarized with and adhere to the Town's current branding and messaging in outgoing communications.

4.3 Communications Service Unit will

- 4.3.1 Govern the proper use and application of the Town's Brand Identity.
- 4.3.2 Provide training, ongoing education, and support to assist all Employees in their understanding and awareness of this policy, Visual Identity Guidelines, and brand assets.
- 4.3.3 Manage all digital and physical brand assets, including logos, templates, and design files.
- 4.3.4 Regularly update and maintain the brand asset library to ensure that all materials are up-to-date and consistent.

4.4 Employees must

- 4.4.1 Adhere to the Town's official Visual Identity Guidelines when creating Town-branded materials and communications. This includes, but is not limited to:

- a) Print material (such as letterheads, envelopes, business cards, memos, reports, strategic documents, and advertising collateral)
- b) Digital material (such as PowerPoint presentations, website content, social media posts, digital displays, and email signatures)
- c) Signage (including outdoor, indoor, interpretive, and directional)
 - i) Signage must align first with the Signage Standards Manual. The Signage Standards Manual is the primary guiding document for signage visuals.
 - ii) Any signage not covered in the Signage Standards Manual must adhere to the Visual Identity Guidelines.
- d) Material for promotional products (including clothing and uniforms)

4.4.2 Use only the brand assets, such as templates and logos, provided by the Communications Service Unit.

4.4.3 Ensure Third Parties are provided with the proper elements to represent the Town of Hinton Brand.

4.5 Third Parties

4.5.1 All contractors, partners, community groups, organizations, associations, volunteers and other individuals associated with the Town of Hinton must comply with this Policy when requesting use or using the Town's Brand and its elements.

5.0 RELATED MATTERS & REFERENCES

5.1 Communications Policy AD-1204

5.2 Social Media Policy AD-1205

5.3 Sign Standards Manual (April 2024)

6.0 DEFINITIONS

6.1 **Administration Leadership:** The Chief Administrative Officer and Department Directors employed by the Town of Hinton.

6.2 **Brand:** The overall impression customers have of an organization, based on their interactions and experiences. A brand is abstract and can be considered the spirit of an organization.


- 6.3 **Brand Identity:** The unique combination of visual elements that represent the Town's brand, including logos, colour palettes, typography, imagery, messaging, and design applications.
- 6.4 **Chief Administrative Officer (CAO):** The person appointed by Council to the position of chief administrative officer of the Town of Hinton, or their designate.
- 6.5 **Council:** The municipal Council of the Town of Hinton, including the Mayor and six Councillors.
- 6.6 **Department:** The groupings of like services within the Town of Hinton, including Corporate Services, Community Services, and Development & Infrastructure Services. Each led by a Director.
- 6.7 **Director:** The head of a Department of the Town of Hinton.
- 6.8 **Employee:** Any person that is directly employed, on a full-time or part-time basis, whether union or salaried, with the Town of Hinton.
- 6.9 **Material Change:** A change that would reasonably be expected to have a significant effect on the Town of Hinton brand.
- 6.10 **Member:** An official elected to Town Council including the Mayor, as well as members appointed to Council Committees or other bodies established by Council.
- 6.11 **Third Parties:** All contractors and partners associated with the Town of Hinton.
- 6.12 **Town:** The municipal corporation of the Town of Hinton.

7.0 APPENDICES, PROCEDURES, & FORMS

- 7.1 Visual Identity Guidelines (2025)

8.0 REVISION CONTROL

- 8.1 This Policy must be reviewed every four years.
- 8.2 Upon Council approval, all former versions of this Policy are hereby rescinded.

Date	Revision
Feb. 4, 2025	 Jordan Panasiuk, Chief Administration Officer