



District of Wells

POLICY 1

Reference:

Supersedes: New

SUBJECT: More Than Just Gold Symbol

Background:

The formal “more than just gold” symbol is the adopted, representational symbol for the District of Wells, as is the logo; The official colors are as noted in Schedule “A” attached to this policy.

The “More Than Just Gold” symbol is used on letterhead, business cards, signage and other formal representational items of the District of Wells, including brochures, pamphlets, newsletters, invoices, purchase orders, for promotional and informal purposes in tourism endeavours, in costuming, in parades and other business materials.

The District of Wells maintains a stock of lapel pins, flags and other gift/souvenir items as may be approved by the Council for promotional and commercial distribution purpose.

Policy/Objective

It is the policy of the Council to allow use of the formal symbols and logo by persons or groups other than the municipality in the following ways:

a. For Commercial Use by Retailers

- The Chief Administrative Officer must approve use of the symbol/logo on each souvenir item in terms of its appropriateness and in order to maintain the dignity of the symbol/logo.
- when approved, the retailer must use the print-ready artwork supplied by the municipality to reproduce the symbol/logo, so as to maintain the quality of the symbol/logo.
- retailers may not use the combination of official colors for any souvenir items and may not describe any item as an “official souvenir of the community (only the District may use that description).
- retailers are invoiced an annual fee of \$25.00 for use of the symbol/logo on souvenir items and it is their responsibility to advise the municipality when use has been discontinued.

b. For Non-Retail or Promotional use by groups, organizations and businesses

- The Chief Administrative Officer must approve use of the symbol/logo for all requests, which may include but are not limited to signage, report covers, banners, club t-shirts or other clothing, trophies plaques, logo stamps, etc.
- when approved, the user must use the print-ready artwork supplied by the municipality to reproduce the symbol/logo.
- users may not use the combination of official colors for any item.
- no fee is charged for this use, so long as the item being produced is not retailed as a souvenir.

c. For Commercial Use

- ***pins*** are available for individuals purchase at any outlet at cost plus 100%.
- when individuals, groups or businesses purchase pins for re-sale, they shall be charged cost and must restrict their mark-up to no more than cost plus 100%. Quantities made available for resale will be restricted by current stocks. .

Approved by: Gary Champagne.

Effective date: July 6, 2004