



Date: May 1, 2012

The Fort Smith Tourism & Trade Advisory Board (TTAB) has recommended the Town of Fort Smith implement a Logo Use Policy for the town's Branding Logo.

References:

- Tourism and Visitor Services Branding and Marketing Strategy
- Logo Use Guidelines
- Logo Color Guide
- Logo Use Application form

Purpose:

The Town of Fort Smith Branding Logo is the new face, look and feel and first visual point of contact for the community in all marketing and communications collateral materials. It will be the everyday use logo.

Policy:

The Logo Use Policy establishes and governs the use of the Town's Branding Logo by Town officers, staff, committees and outside agencies, individuals and businesses.

The Senior Administration Officer and TTAB are responsible to administer the Logo Use Policy and its standards and are responsible to approve the use of the Fort Smith Branding Logo.

Application to use the Fort Smith Branding Logo by outside parties:

In order to use the Fort Smith Branding Logo (Logo) and application form outlining the proposed use of the logo must be submitted to the Senior Administrative Officer for approval.

Applicants must:

- Review the Logo Use Guidelines.
 - Complete and return the application form.
 - Submit a draft of the artwork for reviewing clearly showing the logo use.
 - When approved, applicants must agree to adhere to the Logo Use Guidelines
- a) Care is to be taken to ensure the Logo is not altered or modified in any way. Cooperation is appreciated in making sure the logo is reproduced consistently and properly to present the best possible image for the Town.
- b) The Logo may not be used in any manner that would disparage the Town of Fort Smith, its services or the community

Products for Sale using the Fort Smith Branding Logo:

The Town may entertain proposals where the Logo would be used on products for sale or resale. Until such time as a separate or expanded policy governing such use is adopted by Council, proposals will be considered on an individual basis by recommendation from the Tourism & Trade Advisory Board to Council.

Enforcement:

Use of the Fort Smith Branding Logo by organizations, individuals, societies, companies, etc. other than the Town of Fort Smith is not permitted without written consent. If the Town becomes aware of unauthorized use, it may pursue legal action.