



**Corporation de la ville de  
Hawkesbury**

**Politique N° : DG-P-2008-04**

**Objet : Use of coat of arms, logo and signature**

**Service : All services**

## **PURPOSE:**

The purpose of this policy is to regulate the use of the coat of arms, the logo and the signature of the town by Council, Committees, departments, local boards and commissions of the Town of Hawkesbury and any other organisations that have no direct relationship with the town. This protocol intends to protect and highlight the coat of arms, the logo and the signature of the town and to assure the town is represented in a professional and standardized manner.

Coat of arms :



The coat of arms is a symbolic emblem representing the Town of Hawkesbury. It was created in 1957 and adopted by Council in 1959 by by-law N° 1053. It is a historical illustration.

Logo :



The logo has been created for the 150th anniversary of the incorporation of the Town of Hawkesbury on November 27, 2008. It will be used for the pin and flag and may be posted on vehicles, clothing and promotional tools sponsored by the town.

<b>Préparé par :</b> Clerk office	<b>Règlement/Résolution N° : R-625-08</b>
<b>Responsable :</b> General administration	
<b>Entrée en vigueur :</b> December 8, 2008	
<b>Remplace :</b> s/o	



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Signature :



The signature has also been created for the 150th anniversary of the incorporation of the Town of Hawkesbury on November 27, 2008. It will be used as a modern promotional tool on the official documents of the town instead of the coat of arms.

#### **OWNERSHIP:**

The coat of arms, the logo and the signature belong to the Corporation of the Town of Hawkesbury including their respective colours. It is prohibited to modify them without prior authorization from the town.

#### **USE:**

The use of the coat of arms, the logo and the signature of the Corporation of the Town of Hawkesbury is restricted to the activities of the town, including the Council, Committees, departments, local boards and commissions of the Town of Hawkesbury. It is prohibited for any individual or other organizations that have not obtained prior authorization in accordance with this policy to reproduce, copy, post, advertise, modify or use them for any other purposes.

#### **AUTHORIZED USE:**

The activities to which the town financially or in any other way participates in will have to identify the town's participation in all advertisements by using the town's signature. In such a situation, the authorization of the administration is not required.

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Community, non-profit, charity or sports organizations may use the coat of arms, the logo or the signature of the town during special events. They will need to obtain prior authorization. A formal request will have to be presented to the administration along with a description of the intended use and a sketch of the proposed advertisement. The town has the right to refuse the request or to put an end to the agreement if their use is found improper or non-conform.

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