



POLICY TITLE: FUNDY SHORES LOGO POLICY

POLICY NUMBER: 2024-03

VERSION NUMBER: FINAL

DATE APPROVED: NOVEMBER 13, 2024

EFFECTIVE DATE: NOVEMBER 13, 2024

Purpose

This policy outlines the proper usage and formats of the Fundy Shores logo to ensure consistency and maintain the brand's integrity. It applies to both staff and the public. Any uses of the logo must be approved by the Chief Administrative Officer (CAO) through the **Logo Usage Request Form** (Section 7).

1. Logo Formats

1. **Primary Circle Logo:** To be used in most official communications where space allows.
2. **Primary Vertical Logo:** Ideal for narrower spaces where the horizontal version does not fit.
3. **Primary Symbol:** This version consists of the symbol only and is used for smaller applications where text is not required.

2. Usage Guidelines

1. **Clear Space:** Maintain adequate clear space around the logo to ensure it remains visible and uncluttered. The clear space should be equivalent to the height of the letter "H" in the logo.
2. **Correct Usage:**
 - Always use the logo in its original color scheme and orientation.
 - Ensure good contrast between the logo and the background.
 - Use the appropriate version of the logo depending on the context, such as the primary logo within New Brunswick and the version with "New Brunswick" for advertising outside the province.
3. **Incorrect Usage:**
 - Do not alter the colors of the logo.



- Do not distort, skew, or rotate the logo.
- Do not place the logo on a background that obstructs its visibility.
- Never scale the logo down to the point where the tagline becomes illegible.
- Avoid applying any visual effects like drop shadows.

3. Logo Colors

The following color codes must be adhered to for maintaining brand consistency:

Primary Colors

- **Yellow**
RGB: 251.176.64
Pantone: 804 C
CMYK: 0.35.84.0
HEX: #fbb040
- **Blue**
RGB: 28.92.188
Pantone: 2728 C
CMYK: 88.68.0.0
HEX: #1C5CBC
- **Green**
RGB: 0.148.68
Pantone: 555 C
CMYK: 86.17.100.3
HEX: #009444
- **Black**
RGB: 0.0.0
Pantone: Black C
CMYK: 0.0.0.100
HEX: #000000

4. Approval Process

All uses of the Fundy Shores logo, whether by staff or the public, must be approved by the Chief Administrative Officer (CAO). Before any use of the logo, a **Logo Usage Request Form** (Section 7) must be completed and submitted for review. Unauthorized or unapproved use of the logo is strictly prohibited.



5. Logo Placement

1. Ensure the logo is placed in a prominent and clear position, respecting clear space guidelines.
2. The logo should not be used alongside conflicting brand elements, ensuring it remains the central visual identifier.

6. Modification of the Logo

The logo must not be modified, distorted, or altered in any way. Only approved versions of the logo are allowed for use. The following practices are prohibited:

- Changing the logo's colors.
- Applying effects like drop shadows or bevels.
- Stretching or compressing the logo.
- Rotating or angling the logo.
- Placing the logo over busy or poorly contrasted backgrounds.

7. Logo Usage Request Form

All requests for using the Fundy Shores logo must be submitted using the **Logo Usage Request Form**. This form collects necessary information about how and where the logo will be used, ensuring proper review by the CAO. Below is the form to be used for logo requests:



Logo Usage Request Form

1. Requester Information:

- **Name:** _____
- **Organization (if applicable):** _____
- **Email:** _____
- **Phone Number:** _____

2. Purpose of Logo Usage:

- **Please describe how the logo will be used:**

- **Is the logo for commercial or non-commercial use?**
 - Commercial
 - Non-commercial

3. Logo Format Requested:

- Primary Circle Logo
- Primary Vertical Logo
- Primary Symbol

4. Placement Details:

- **Where will the logo be placed?**
(e.g., website, print materials, merchandise, etc.)

- **Will the logo be used digitally, in print, or both?**
 - Digital
 - Print
 - Both

- **What size will the logo be displayed at?**

- **Please provide a mock-up or description of the background it will be placed on:**



Rural Community of Fundy Shores
31 Malcolm Meehan Road
Musquash NB, E5J 2G2

5. Timeframe:

- **When do you need the logo by?**
- **How long will the logo be in use?**

6. Terms & Conditions: By submitting this request, I agree to follow the Fundy Shores's Logo Policy, ensuring proper usage, colors, and format. I understand that any modifications or unapproved use are prohibited, and this request is subject to approval by the CAO.

- **Signature:** _____
- **Date:** _____

Please submit the completed form to the office of the CAO or deliver it to the Fundy Shores Office. You will receive a response within 5 business days.

Annotation for Official Policy Book

This is to certify that the foregoing is a true and accurate copy of the Logo Policy for the Rural Community of Fundy Shores, which was adopted by Council at its duly convened meeting held the 13th day of November, 2024.

Linda N. Sullivan Brown
Chief Administrative Officer/Clerk
Rural Community of Fundy Shores

Date