



## P O L I C Y

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Policy Title <b>CORPORATE IDENTITY GUIDELINES</b>	Date: <b>January 24, 2008</b>	Resolution No. <b>C58/08</b>

### **Policy Statement:**

Following the adoption of a logo for Lacombe County in 2008, a *Corporate Identity Standards Guide* was developed to set out standards for implementing Lacombe County's corporate identity. These standards apply to all users of the logo, including Lacombe County staff, as well as external agencies, contractors, consultants, and suppliers.

A corporate identity is a set of standards to guide all County communications and marketing that may be viewed by internal and external audiences. The document is designed to ensure that all applications of the Lacombe County logo, corporate colours, fonts, and other brand elements are presented consistently and professionally, assisting in making the overall "Lacombe County" brand recognizable to all audiences.

The information provided in the *Corporate Identity Standards Guide* is meant to assist in the consistent and effective use of Lacombe County's corporate identity. It contains illustrated and written guidelines for every approved application of the County's corporate signature.

### **Guidelines/Procedures:**

The purpose of this policy is to:

1. demonstrate Council's endorsement of the *Corporate Identity Standards Guide*; and
2. delegate authority for the maintenance of the *Corporate Identity Standards Guide* to the County Manager or his designate.

Through the adoption of this policy Council hereby:

1. approves the Lacombe County *Corporate Identity Standards Guide*; and
2. delegates authority for updating and revising the Lacombe County *Corporate Identity Standards Guide*, as may be required from time to time, to the County Manager or his designate.