



# The Corporation of the Township of Hamilton

## Administration

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### Coat of Arms and Logo Non-Corporate Usage

**1.0 Policy Statement:** To establish a policy to govern the non-corporate use of the Municipality's Coat of Arms and Logo.

**2.0 Application:** Non-Corporate use of Coat of Arms or Logo

**3.0 Definitions:** n/a

**4.0 Standards:**

#### 4.1 Provisions

- i Coat of Arms – Non-Corporate Use: Prohibited  
Use of the Corporate Coat of Arms or Logo, in whole or in part, is strictly prohibited, except for use by the Corporation of the Township of Hamilton.
- ii Coat of Arms and/or Logo – Commercial Use: Prohibited  
Use of the Coat of Arms and Logo is strictly prohibited for use in commercial enterprises.
- iii Coat of Arms and/or Logo – Election Material: Prohibited  
Use of the Corporate Coat of Arms or Logo, in whole or in part, by any person for election purposes is strictly prohibited.

#### 4.2 Allowable Areas of Use

- i. Municipal Logo – Non-Profit Use: Permitted Conditions  
Non-profit organizations may apply to the Corporation for use of the Municipality's Logo to promote communities, community events or festivals and tourism facilities within the Municipality, subject to the following conditions:
  - Application must be made in the prescribed form;
  - Modification of the fundamental design of the Logo is strictly prohibited;
  - A sample of the proposed use of the Logo must accompany the application;
  - Use of the Logo must promote the Township of Hamilton;

- Use of the Logo must be in the best interest of the Municipality and conform to good taste.

ii. Submission of Applications

Applications will be considered by the CAO.

iii. Appeal Process

Should an application be denied, the applicant has the right to appeal this decision to Council of the Township of Hamilton.

iv. Contravention of Use

Any contravention of this policy will be dealt with pursuant to the provision of the Trades-mark Act

**5.0 Responsibility/Monitoring:**

**6.0 Cross-Reference:**

**7.0 Revision History:**

Date	By-law/ Resolution #
Oct 16, 2018	Res 2018-263
Nov 16, 2010	By-law 2010-58

