



Visual Identity Standards

Procedure No.: ADM-12	Council Resolution No.: N/A
Department: Administration	Authority: CAO
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Review Date: March 2027	Repealed Date:
Supersedes: N/A	
Related Policy No.: ADM-12	
Related Policy Name: Visual Identity Standards	

1.0 PURPOSE

- 1.1 These procedures will provide operational guidance for achieving the goals of the Town of Taber Visual Identity Standards Policy.

2.0 OPERATING GUIDELINES

- 2.1 This Procedure and its corresponding Policy applies inclusively towards the following designations:
- 2.1.1 All Town of Taber management and out-of-scope positions;
 - 2.1.2 All CUPE employees of the Town of Taber;
 - 2.1.3 Volunteers of Town boards, committees, and commissions;
 - 2.1.4 Any contractors employed by the Town of Taber who may require the usage of Town design assets.
- 2.2 This Procedure and its corresponding Policy do not apply to the following:
- 2.2.1 The Taber Police Service as their own policies and procedures will take precedence for their service;
 - 2.2.2 The Taber Fire Department crest and associated design assets.
- 2.3 The Visual Identity Standards Document will be attached to this Procedure as an Appendix. Where an edit to the Standards document occurs, it will constitute a change to the Procedure and therefore requires the signature of the Chief Administrative Officer.



3.0 EXTRAORDINARY DESIGNS OR ITEMS NOT ADDRESSED

- 3.1 The Visual Identity Standards are not meant to be exhaustive to all scenarios that may arise during design creation. Any members of Administration are strongly encouraged to consult with their Directors and communications staff prior to any designs being undertaken, particularly if their idea is not wholly addressed within the Standards document.

- 3.2 The Visual Identity Standards may undergo periodic updates to align with Council's visions, budgets, and resolutions, as well as Administration's operational undertakings. Staff who create designs for the Town on a regular basis are encouraged to access the Standards frequently to apply to appropriate projects and to ensure compliance with the most recent Standards document.

4.0 ENFORCEMENT

- 4.1 Enforcement shall be dealt with on a case-by-case basis and as outlined within the corresponding Policy.



CHIEF ADMINISTRATIVE OFFICER

March 13/24

DATE



TOWN OF TABER

VISUAL IDENTITY STANDARDS



TOWN OF
TABER

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1. USING THE STANDARDS DOCUMENT

This document is not meant to be exhaustive for all design guidelines or visual identity questions that may arise. For questions or concerns that may not be addressed within this document, please consult with Communications Staff prior to initiating design work.

The Visual Identity Standards does not apply to the Town of Taber Fire Department or the Taber Police Service's logos, heraldry, or design elements. Where those departments choose to use the Town's logo for their purposes, these standards will apply.

The Taber Economic Development logo shall be treated with the same respect as the Town's logo, and the Planning & Economic Development Department shall be responsible for its care, access, use, and oversight.

The Town of Taber retains all copyright to all design elements that are created by its staff, contracted designers, and in the course of carrying out its business. Where the Town uses design elements that are copyrighted by another party, proper credit shall always be used and permission granted prior to the use of copyrighted materials.

2. ABOUT OUR LOGO

The Town logo was adopted by Council at their June 24, 2002 meeting. Following a callout for designs that included school children, citizens, businesses, and design companies, the final “spray and sun” logo was chosen as the new Town of Taber corporate identity.

The following is taken from the Town’s logo wall plaque that can be seen in the Town Administration lobby:

More than a Logo

As a growing, vibrant, family-oriented community, the Town of Taber identity is a style comprised of a number of elements that together creates a cohesive look and feel, uniquely defining Taber as a great place to live, work, invest and play.

Known for our long sunny days, the yellow circle signifies a golden sun shining above the blue/green arches of a sprout of crop, a gush of oil, or a spurt of water, depicting Taber’s agricultural, industrial and irrigational roots. Although Taber’s strong work ethic is evident in our strong, stable and diverse economy, we also know the benefits of balancing work and play. Taber’s fun and playful side can be seen in the humanoid characteristics of the warm, sunny face with wide open arms, embodying our welcoming personality and community spirit.

Defining the factors that are unique to us, such as our culture, our people, industry, and governance makes Taber unlike any other place to live and together tells the Taber story, not just to the province but to the world abroad.

3. PRIMARY LOGO COLOURS

The Town of Taber logo contains two colours in its design.

The 2-colour logo is the preferred method of use and is required whenever and wherever possible. The following are the official colour codes for each process.

- **PANTONE®**

- Blue Spray: 322C
- Yellow Circle: 130C

- **RGB**

- Blue Spray: 0 115 119
- Yellow Circle: 242 169 0

- **HEX/HTML**

- Blue Spray: 007377
- Yellow Circle: F2A900

- **CMYK**

- Blue Spray: 100 0 39 33
- Yellow Circle: 0 32 100 0



4. ALTERNATE LOGO COLOURS

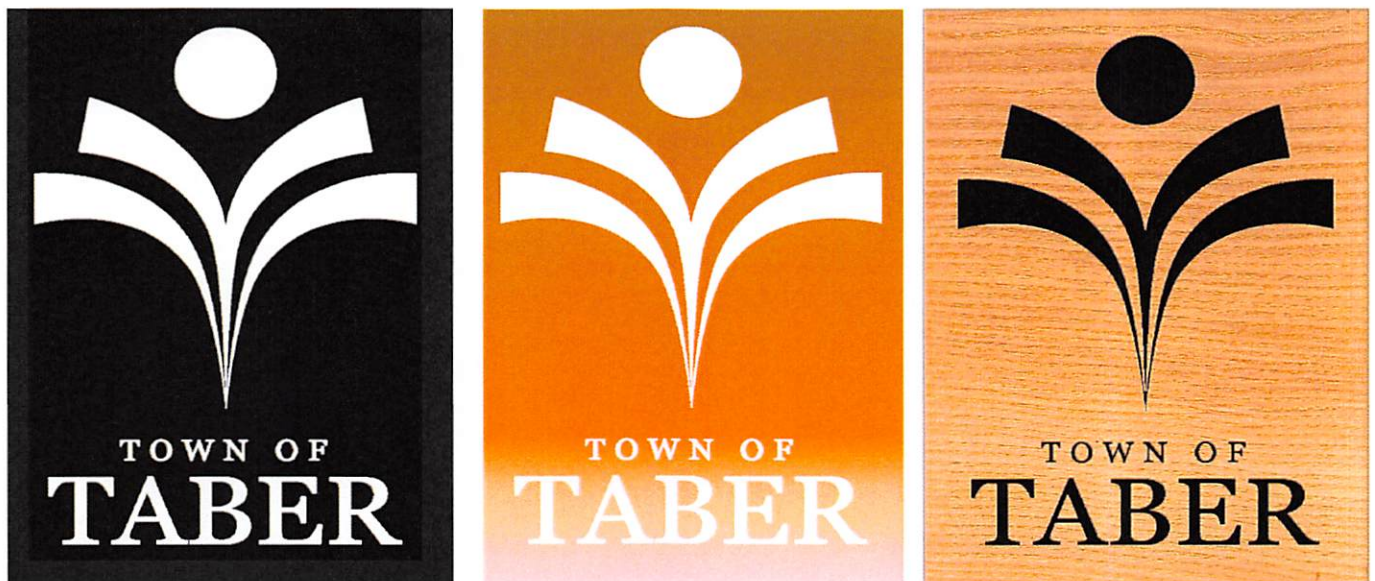
In instances where the 2-colour logo does not work in the design or the visual impact is impaired, the Town logo is available in a 1-colour version.

The white 1-colour application is suited to single-colour printing or dark backgrounds. Where contrast is required for better visual impact, the 1-colour logo is also acceptable.

On designs or items with white backgrounds, the 2-colour logo is required.

The black 1-colour application is only available for promotional materials or items where the 2-colour or white 1-colour logo is unable to be used and black is the only available colour output (ie: woodworking imprints, metal branding, etc). The black 1-colour logo is prohibited in any other instance without prior authorization from the Administrative Services Department or Communications.

The logo background shall be transparent in all uses. A white box surrounding this logo shall not be used in any design elements. Where contrast is required for design, the alternate colors can be utilized. For examples, see “Misuse.”



5. DIGITAL USE OF LOGO

When using the Town logo in digital designs, files are provided in both PNG and JPEG file formats. These files are able to be expanded and reduced in size with minimal to no resolution loss.

JPEG formatting is not recommended for commercial printing as the resolution may be impacted. If creating a design that is intended to be both digital and printed, please use the PNG version.

Files are also provided in AI, BMP, EPS, PSD, and PDF versions for graphic design use.

All digital formats are to be kept in the Town's digital filing system.

The Town's logo may only be used digitally for the following reasons:

- Official Town-owned and operated website(s);
- Town of Taber-owned and operated social media sites;
- Digital publications that are created by the Town;
- On websites when the Town is involved with the program and/or organization through sponsorship, funding, collaboration, servicing, or project implementation (use of the logo must be pre-authorized prior to being placed on a website);
- Digital publications where the Town is sponsoring and/or involved in the information being publicized.

6. WORDMARK

In accompaniment to the “spray” design element of the Town logo, the wordmark is also included as part of the logo as a whole. The wordmark forms part of the trademarked logo and shall not be separated from the “spray” except as outlined below.

The wordmark is not to be used as an alternative to the primary “spray” logo. Where one or the other must be chosen, the “spray” shall always take precedence.

The words “Town of” shall always be part of the wordmark and never removed from “Taber.”

The wordmark font is always to be “Georgia.” No other font stating the words “Town of Taber” may be used in conjunction with the “spray” design element of the logo.

Where space allows, the words “Town of” must be situated on the line above “Taber.” For some promotional items (ie: pens), the words “TOWN OF TABER” can be situated side by side.

The wordmark shall always be in capital letters for all three words, and shall always be in the order of “TOWN OF TABER.”

Font size changes can be made in the case of promotional items only, and as space allows. Where there is an option to have the font size match the official Town logo, that option shall be taken.

Regular Wordmark

TOWN OF
TABER

Edited Wordmark 1 (for promotional item spacing or exceptional circumstances only)

TOWN OF
TABER

7. TOWN DOCUMENTATION

The Town of Taber has a number of official documents with templates already fashioned for use. The following are guidelines to using the official documentation designs of the Town of Taber.

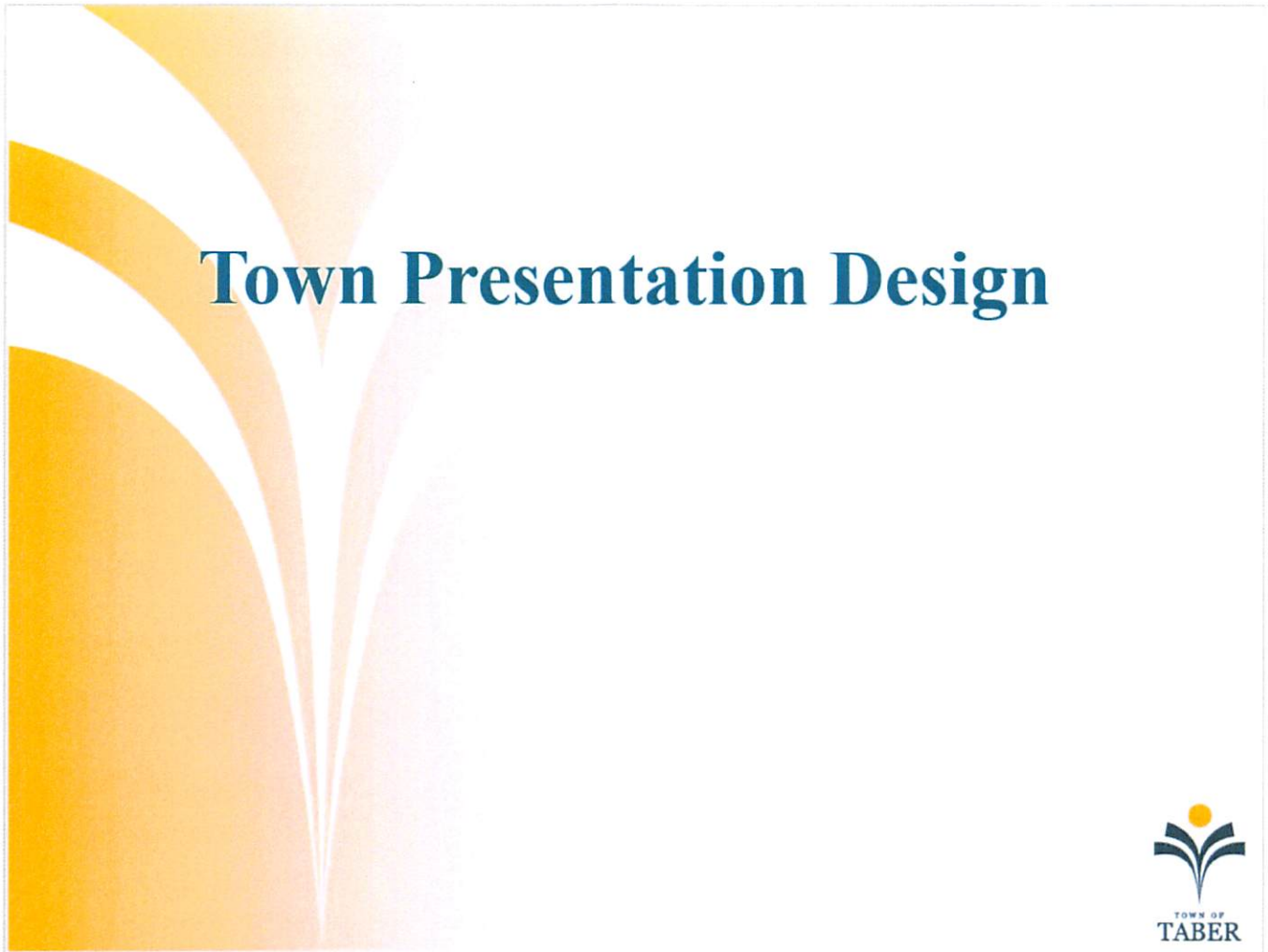
The design, colour, typeset, or sizing shall not be altered in any way unless through express permission as outlined further.

Letterhead

- **Town of Taber Letterhead:** The Town logo shall always be placed in the top-left corner of the document. The Administrative Services Department is able to provide a template of the official Town letterhead to Departments who request it. Letters that come from Town Departments are required to use the official Town of Taber letterhead, and must not use any other letterhead or designs unless authorized by resolution of Council. The Town of Taber letterhead shall be printed on regular white paper wherever possible. The official Town of Taber letterhead may undergo design changes from time to time, but shall be done upon authorization of Council or the CAO only. Departments shall not edit the existing letterhead to remove and/or change any contact information that may compose parts of the letterhead's design, unless the Town of Taber's public contact information therein is altered.
- **Office of the Mayor Letterhead:** Only the Mayor, Chief Administrative Officer and Administrative Services Department have authorization to use the Office of the Mayor letterhead on behalf of Council and in accordance with bylaws and policies of the Town of Taber. Departments requiring a letter from the Office of the Mayor must make their request through these Departments and will be advised accordingly. All documentation printed on the Office of the Mayor letterhead must be recorded and kept as part of official record. The Office of the Mayor letterhead shall be printed on high-quality linen paper at all times, and may require an official seal. For more information on the Seal of the Town of Taber, please visit the "Town Seal" section.

PowerPoint© Presentation

The following “gold arms” PowerPoint design shall be the official design for all Town of Taber presentations. All older templates are henceforth rendered void.



Bylaws, Policies & Procedures

The Administrative Services Department control the templates that are used for bylaws, policies, and procedures of the Town of Taber. Templates shall not be altered unless by resolution of Council or undertaken by the Administrative Services Department.

The following templates serve to illustrate the designs of the policies and procedures. As bylaws may require separate design elements (i.e.: Land Use Bylaw), they are not included in this document.


Procedures and Policies will adhere to the following number format. When these documents come up for renewal, they will be edited to match the number format:

1.0

1.1.

1.1.1.


Policy Template

Town of Taber - [Department] Policy		Page 1 of 2
 <h2 style="margin: 0;">Policy Name</h2>		
Policy No.: [depart abbrev-number]	Council Resolution No.: [number/year]	
Department: Administration [Admin/Corporate Services/Public Services/H.R.etc.]	Authority: Council [Position with authority over the policy. i.e. Council/CAC]	
Effective Date: [Month Day, Year adopted/approved by Council. i.e. January 1, 2001]	Revision Date: [Month Day, Year revised, list each revision date one after the other. i.e. January 1, 2001, January 23, 2002]	
Review Date: 3 years from approval date, or when required -[Month Year, i.e. January 2004]	Repealed Date:	
Supersedes:		
Related Procedure No.: [PRO-# applicable]		
Related Procedure Name: [PRO-if applicable]		
<p>1.0 PURPOSE</p> <p>1.1 XXX</p> <p>2.0 POLICY STATEMENT</p> <p>2.1 XXX</p> <p style="padding-left: 20px;">2.1.1 XXX</p> <p style="padding-left: 40px;">2.1.1.1 XXX</p> <p style="padding-left: 20px;">2.1.1.2 XXX</p> <p style="padding-left: 20px;">2.1.2 XXX</p> <p style="padding-left: 40px;">2.1.2.1 XXX</p> <p style="padding-left: 20px;">2.1.2.2 XXX</p> <p>2.2 XXX</p> <p style="padding-left: 20px;">2.2.1 XXX</p> <p style="padding-left: 20px;">2.2.2 XXX</p> <p style="padding-left: 20px;">2.2.3 XXX</p>		

Town of Taber - [Department] Policy		Page 2 of 2
<p>2.3 Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.</p> <p>3.0 OTHER PERTINENT HEADING AS MAY BE REQUIRED</p> <p>3.1 XXX</p> <p>4.0 ADDITIONAL REFERENCES</p> <ul style="list-style-type: none"> • XXX (<i>italicize if should be, i.e. Municipal Government Act, other Acts</i>) • XXX (No italicize if not as above) 		
<p>_____ MAYOR</p>	<p>_____ DATE</p>	
<p>_____ CHIEF ADMINISTRATIVE OFFICER</p>	<p>_____ DATE</p>	

Procedure Template

Town of Taber – [Department] Procedure Page 1 of 2



Procedure Name

Procedure No.: [depart abbrev-number]	Council Resolution No.: [number/year]
Department: [Admin/Corporate Services/Public Services/HR/etc]	Authority: [Position with authority over the policy, ie. Council/CAO]
Effective Date: [Month Day, Year adopted/approved by Council, ie. January 1, 2001]	Revision Date: [Month Day, Year revised list each revision date one after the other, ie. January 1, 2001, January 23, 2002]
Review Date: 3 years from approval date, or when required –[Month Year; ie. January 2004]	Repealed Date:
Supersedes:	
Related Policy No.: [POL-if applicable]	
Related Policy Name: [POL-if applicable]	

1.0 PURPOSE

1.1 XXX

2.0 OPERATING GUIDELINES

2.1 XXX

2.1.1 XXX

2.1.1.1 XXX

2.1.1.2 XXX

2.1.2 XXX

2.1.2.1 XXX

2.1.2.2 XXX


2.2 XXX

2.2.1 XXX

2.2.2 XXX

2.2.3 XXX


3.0 OTHER PERTINENT HEADING AS MAY BE REQUIRED



Town of Taber – [Department] Procedure Page 2 of 2

3.1 XXX

CHIEF ADMINISTRATIVE OFFICER **DATE**



8. FORMS AND DESIGN CREATION

Town staff design a number of documents for various topics, information, events, and services the Town of Taber provides. While creativity is encouraged to garner engagement and interest from the public, a basic level of design elements are required for uniformity to the brand standards.

Forms

In addition to the basic design standards outlined further in this document, official forms of the Town of Taber shall have the following:

- The Town's logo in a conspicuous place, preferably the top left or top right corner of the form;
- A FOIP clause at the bottom of the form stating how the information therein will be used. Staff shall contact the FOIP Coordinator for the Town in order to add the correct FOIP clause that is applicable to the form;
- It is preferable that forms use the official colours of the Town of Taber in some aspect. Forms are usually public-facing documents that are required for a service or registration of some kind, and so using the Town colours helps demonstrate a document is authentic and comes from the municipality.
- Wherever possible, making the forms fillable or available online is also recommended.

9. DESIGN DIMENSIONS FOR DIGITAL PLATFORMS

The Town of Taber uses a number of digital platforms where design can be used effectively to garner engagement from the public. These include (but may not be limited to) our website, social media profiles, public TVs, and LED signage. In order to present the most polished look to the public, the dimensions of designs should be optimized to the standard of the platform.

Social Media Design Standards

While social media platforms each have a standard design size, they are more forgiving for larger or smaller designs. It is recommended staff make their designs to the social media post sizes. Due to the ever-changing nature of social media, staff are encouraged to look up the current dimensions prior to starting a new design. A simple web search will provide the dimensions for the current version of the platform.

TV Design Standards and LED Signage Standards

For all TVs the Town of Taber owns and displays information on, staff will provide the design in the correct dimensions to be uploaded on to the TV. Crush/distorted designs are not allowed.

The dimensions for all designs for Town of Taber-owned TVs (such as in the Arena and Administration Building Lobby) are as follows: **1131 pixels wide by 747 pixels tall.**

As LED signage may have differing dimensions, the software provided with the LED signage will have provided dimensions that staff must adhere to.

Website Front-Page Presentation and Header Dimensions

The Town of Taber's website has the ability to display a rotating presentation on its front page and have header photos on the tops of any pages on the site. To this end, pictures in both cases will adhere to the following dimensions: **1920 pixels long by 660 pixels tall.**

The dimensions for the website front page presentation and headers does not apply to the sizing for pictures, maps, posters, or other design elements placed within the content of a webpage. Those dimensions shall be customized to the available size of the page and the context in which the element is placed.

10. SPACE AND PRECEDENCE REQUIREMENTS FOR LOGOS

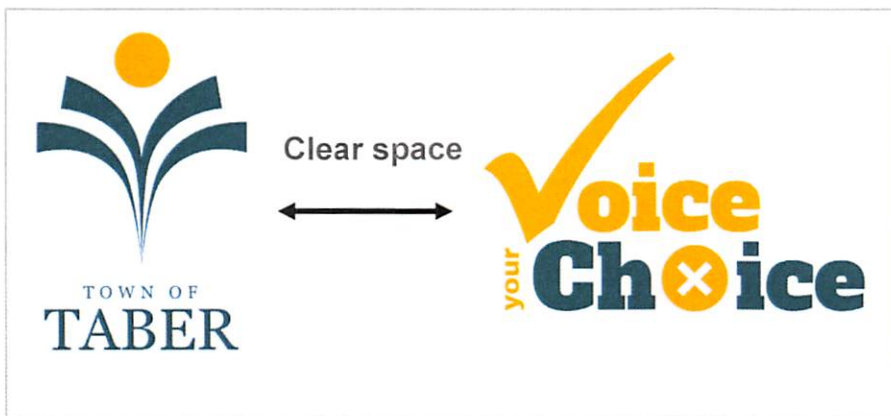
The Town logo shall be afforded adequate space in all designs or “clear space” from other graphic elements to ensure visibility.

In designs where printing space may be limited, “clear space” may be reduced slightly. Other graphic elements shall not be allowed to touch, overlap, or infringe on the space afforded to the Town logo.

Where Department logos may also be used, proximity to the Town logo can be increased. All official Town logos shall be given equal sizing.

Depending on the context of the design or document, some Town logos may take precedence in order over the Town logo (ie: Fire Department crest would take precedence of order for a poster regarding a Fire event). In a document, the order of precedent for logos shall be read from left to right or up to down, with the leftmost or uppermost logo having the highest precedence.

When used, the Town wordmark should also include “clear space” from other graphic elements.



Town of Taber

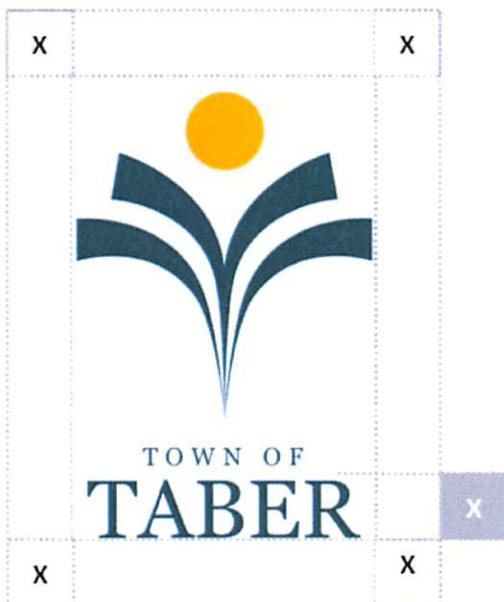
Visual Identity Standards

Reduced clear space and equal sizing for Department logos



Suggested Clear Space

Although each design may be different in terms of the amount of clear space available, wherever possible the Town's logo should have a clear space defined by "X," which means the equivalency to the height of the "R" in the wordmark.











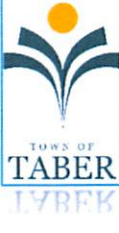


Minimum Sizing of Logo

The Town logo may be reduced in size insomuch that the logo is still legible to the viewer, particularly the wordmark. If in doubt as to the sizing of a Town logo, staff are encouraged to speak with communications staff prior to reducing the sizing of the logo.

11. INAPPROPRIATE USAGE AND DESIGN

The Town logo must be used consistently in order to show respect and recognition for the Town of Taber and its brand. The following are all considered inappropriate or unacceptable uses of the Town logo. All artwork supplied must remain unaltered except for the instances as outlined within this document. Exceptions may be made for unique designs or exceptional circumstances. If in doubt, please contact communications staff for assistance.

 <p>DO NOT use fade, transparency, or lightening settings</p>	 <p>DO NOT change the font or colour of the wordmark</p>	 <p>DO NOT change the colors to any unapproved tones</p>
 <p>DO NOT resize, bold, or italicize the wordmark</p>	 <p>DO NOT alter the dimensions of the logo</p>	 <p>DO NOT rotate or place on an angle (exceptions may be made)</p>
 <p>Alterations to the “spray” or “sun” require signoff from the CAO, Administrative Services, and Communications and shall only be granted in special circumstances (i.e.: the election logo or livestream designs)</p>		 <p>DO NOT use a white box around the logo. Use contrasting 1-colour logo</p>
 <p>DO NOT overlap logo with other graphics</p>	 <p>DO NOT place wordmark overtop the “spray”</p>	 <p>DO NOT add frame, mirror or shadow effects</p>

12. DEPARTMENT AND BRANCH LOGO DIFFERENTIATION

There may be instances where the departments wish to differentiate themselves on clothing, promotional items, or social media.

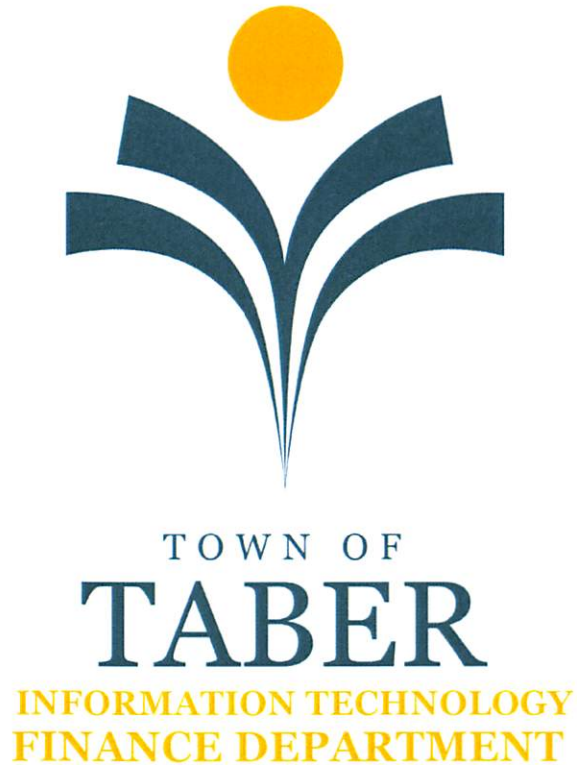
No logos are to be created to differentiate the departments or branches except in those instances of the Fire Department, Police Service, Taber Economic Development, or the historic Aquafun Centre logo. Any other existing logos for Departments are hereby rendered null and void. All other Town Departments shall use the official Town of Taber logo. The branches and departments shall be differentiated using the below standards, where budgets allow for colour.

The department and branch names shall be no other colour than the official Town logo yellow, or white if the yellow is not available.

Department Differentiation



Branch Differentiation



Georgia Font in bold, PANTONE© 130

Clothing for Council Members

As per the *Council Code of Conduct Bylaw* Section 16, Councillors may not purchase anything or expend budget without approval from Council. This also applies to articles of clothing or other items with Town logos. Should Council wish for these types of items, they may do so through resolution of Council so Administration can take care of the ordering and branding on Council's behalf.

Items of clothing may have a Councillor's name and title included and shall follow the same strictures as noted with the designs below.

Mayor Differentiation



TOWN OF
TABER
JOHN DOE
MAYOR

Councillor Differentiation



TOWN OF
TABER
JANE DOE
COUNCILLOR

Town of Taber

Visual Identity Standards

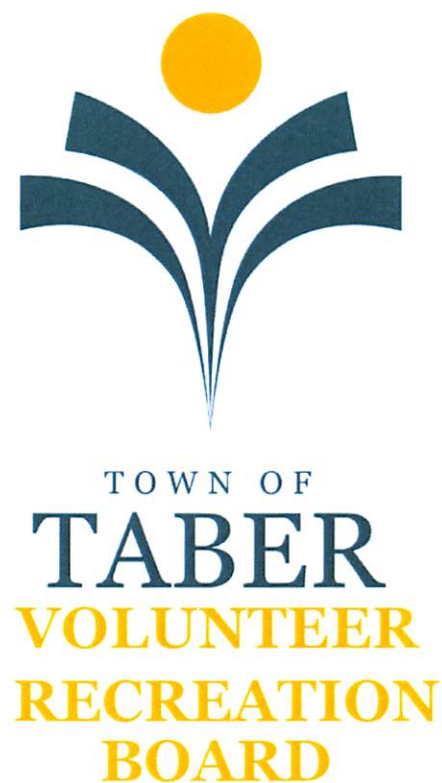
Clothing for Boards, Committees, Commission, or Volunteer Members

In the instance where official Town of Taber volunteers may request or are gifted an item of clothing with the Town of Taber logo on it, the above-noted differentiation will occur, but with the wordmark "VOLUNTEER" underneath the logo, with the same design strictures as noted above. This serves to differentiate a volunteer of the Town of Taber from a member of Administration or Council.

Volunteer Differentiation



Organization Differentiation



13. SPECIALIZED LOGOS (PROGRAMS & EVENTS)

In special cases, there may be cause for new logos to bring attention to events or programming the Town is organizing (i.e.: BBQ event, census, elections, conference, etc.).

Any Departments interested in creating new logos for events or programming should speak to Communications Staff prior to starting to ensure compliance with Corporate Branding and any/all design policies.

All proposed specialized logos must have approval of the Chief Administrative Officer, Administrative Services Manager, and Communications Coordinator prior to use.

All specialized logos must be kept in Town records and will remain the property of the Town of Taber.

- **Guidelines:**

- An event logo should include some form of identification that it is of limited duration. For example, this could be the word “event,” “carnival,” “party,” or “conference,” or could be the inclusion of the dates in the logo design.
- Any print or digital advertising using the event logo must also use the Town logo or make mention of the Town being the host or funding source for the event.
- Where possible, creators are encouraged to use design elements of the official Town of Taber logo to align with the corporate identity (for example: using the official logo colors or a riff on the “sun” in their new logo). Design elements must respect the official status of the official Town logo, but the design elements may be used for inspiration.

Example:



The “Voice your Choice” election logo uses the official Town logo colours and the “sun” as inspiration for a ballot marking.

14. TABER HERALDRY AND COAT OF ARMS

On September 15, 2005, the Chief Herald of Canada (Robert Watt, L.V.O) and the Herald Chancellor of Canada (Barbara Uteck, C.V.O) issued the official Letters Patent (Latin for public letters) for the Town of Taber.

The Letters Patent includes the official heraldic description of the Armorial Bearings, also known as a Coat of Arms.

Usage of the Coat of Arms is restricted to a resolution of Council, the CAO's Office, Administrative Services, or Communications staff only. Any other Departments who wish to use any elements of the heraldry must first ask permission from the aforementioned departments.

The motto of the Coat of Arms ("Unity-Growth-Prosperity") is not to be confused with the Town's motto ("A great place to grow"). The mottos are not interchangeable and shall only be used with their respective design elements.

As the official Letters Patent is granted to the Town of Taber as a whole, none of the elements therein shall be separated from the other to be used in design (i.e.: separating the pronghorn from the field, etc.).

The colours of the Town's heraldry designs shall not be changed in any way.



15. USING THE LOGO VERSUS COAT OF ARMS

The Town of Taber Logo is the most commonly-used branding element of the Town of Taber. It is considered the “everyday” design element to use in documents, presentations, designs, and marketing materials for the Town.

The Coat of Arms is typically used for ceremonial purposes or documents with significant historic or symbolic meaning. Its use shall be reserved for those occasions that involve Heads of State or dignitaries of particular significance. It may also be used for events of national importance where the ceremonial and traditional use of heraldry would be considered standard.

The Coat of Arms shall never be used on promotional materials for the Town of Taber. However, the Coat of Arms may be used in those circumstances where a gift may be presented to a Head of State or dignitary.

Users shall never use both the Town logo and the Coat of Arms in the same design except for those documents or designs which aim to teach the history of the Town or showcase the design elements of the Town as a whole. In the latter case, Communications shall be consulted prior to the release of any such document.

16. TOWN SEAL

The application of the Town's Seal to a document signifies that the document and its content are authentic.

The use of the Town Seal is restricted to official municipal business only. Acceptable usage includes (but may not be limited to):

- Certified copies
- Letters
- Contracts
- Official Town documents (bylaws, policies, etc.)
- Proclamations
- Awards
- Key to the Town

The Town Seal shall remain in the custody of the Chief Administrative Officer and Administrative Services Department at all times. Those who require the affixation of the Seal to a document shall request staff in the aforementioned departments to do so.

Under no circumstances will any other department be granted the possession and use of a Town Seal. The Seal is never to be borrowed, lent, taken, or absconded with.

The Town Seal may not be used for any private businesses, corporations, or organizations except in those circumstances where the Town enters into a contract with them and the document must have the seal affixed.

No portion (text or graphics) of the Town's Seal is to be reproduced for sale.

The only time a Seal is allowed to be produced is to fashion a new seal to replace or repair an old one. All old Seals shall either be destroyed or kept for historic purposes.

The digitization of the Seal shall only be done by resolution of Council. Should the seal be digitized, only the Chief Administrative Officer, Administrative Services Department, or Communications shall have access to the Seal, and the digital Seal shall be treated in the same manner as the physical version.

The design of the Seal may only be altered by resolution of Council.

17. MOTTOS

The official Council-approved motto of the Town of Taber is “a great place to grow” and shall be the motto used in design elements, on official Town platforms, and in any communications the Town of Taber provides.

The motto of the Town of Taber may only be changed by resolution of Council.

The Coat of Arms logo of “Unity-Growth-Prosperity” is to be used in any designs or communications where the official Coat of Arms is utilized.

Staff are encouraged to use the Council-approved motto in designs and as a theme for documents (i.e.: “Growing” Good Neighbours Guide).

The motto can be used as inspiration for clever wordplay, but never in a way that disparages the Town, its Council, staff, citizens, or stakeholders.

18. EMAIL SIGNATURES

The Town of Taber provides email addresses to all of its staff members. As such, email signatures shall adhere to all acceptable usage (as defined in Information Technology policy documents), as well as to the following design requirements for any emails sent to external recipients:

Signature Requirements:

All Town of Taber employees' email signatures shall include the following information (at minimum):

1. Sender's name (first and last) in a legible font at the top of the signature;
2. Sender's official job title (can also include specific titles for a section or task they oversee such as "Cemetery Clerk" or "FOIPP Coordinator");
3. Full mailing address of the employee's regular workplace (i.e.: Administration Building, Aquafun Centre, Public Works Shop, etc.). For notes on proper addressing, please see section on addressing standards;
4. Work phone number of the employee (employees may choose to include their work cellphone, direct line, or the Town's main phone number with their unique extension);
5. The Town logo (to the left of the signature or below the signature in the case of two logos). The Town acknowledges that this may not be possible for simplified mail servers or through cellphone emails, and in those cases the logo is not required.
6. A "Notice of Confidentiality" at the base of the email signature (see below for an acceptable template)

Signature Options

Other optional items that may be included in the employee's signature can include:

1. The sender's professional designations and credentials where appropriate;
2. Another official Town logo as appropriate (i.e.: Taber Economic Development Logo);
3. If an employee is acting in another capacity (for example, "Acting CAO" or "Acting Director," they may add that to their email signature for the duration that they are acting in the specified role;
4. Address to the Town's official website;

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5. Handles to the Town's official social media pages (official Town of Taber platforms only);
6. Addresses to websites that directly relate to an employee's job (i.e.: link to Southern Alberta Summer Games website for the Summer Programs Staff);
7. Special occasion inserts (logos and/or design elements) that belong to a professional organization the employee is a member of (i.e.: 50th Anniversary for Municipal Clerks Association);

Improper Elements in Email Signatures

As email signatures are used to represent employees of the Town of Taber and employees are held to a high standard of scrutiny, the following are not to be used in Town of Taber email signatures:

1. Logos, design elements, or wording/phrases affiliated with any political party or candidate for any election;
2. Quotes;
3. Any digital rendering of the Corporate Seal or Coat of Arms of the Town of Taber;
4. Illegible or hard-to-read fonts;
5. Any colours that are not the Town's official teal, yellow, or regular black. All signatures must be in these three colours (or a combination thereof);
6. Any text or design elements that violate any bylaw, policies, procedures, or other official documentation of the Town of Taber;
7. Any elements that may compromise the safety and security of the Town's infrastructure, Council, staff, citizens, and systems. Information Technology have the right to remove any elements that may cause harm at any time;
8. Any phrasing, logos, links, or other design elements affiliated with any outside organization (unless as noted above). For best practices, employees are encouraged to speak with their manager and communications prior to placing items in their signature.
9. As links are often marked as "spam" or "flagged" by outside recipient's email servers, employees are discouraged from adding hyperlinks in their emails. For links to websites, it is preferable to just put in the URL and not hyperlink it. For social media, it's preferable to use the handle for the profile without a hyperlink, such as @TownofTaber

The Chief Administrative Officer and/or an employee's Director have the right to have any elements removed from an employee's signature at any time.

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Notice of Confidentiality

This notice must be placed at the bottom of an employee's signature, and can be done in a slightly smaller font size (font size 10). The template below is available for employees to copy directly:

This message, including any attachments, contains confidential information intended for a specific individual and purpose, and is protected by law. If you are not the intended recipient, you should delete this message and are hereby notified that any disclosure, copying or distribution of this message, or the taking of any action based on it, is strictly prohibited. The recipient should check this email and any attachments for the presence of viruses. The sender accepts no liability for any damage caused by any virus transmitted by this email.

Internal Email Signatures

If an email is being sent to an internal recipient only (any @taber.ca address), the requirements do not apply. It is strongly recommended that internal email addresses do include Signature Requirements 1, 2, 4, and 6 however.

19. ADDRESSING STANDARDS

The Town of Taber owns a number of buildings, and therefore has a number of addresses that must be accurately displayed in all official documents, designs, and platforms we use.

The standard format for addressing any building the Town of Taber owns shall be as follows:

[Building Name]

[Unit/Suite if applicable] [-]* [Building Number] [Street/Avenue with ordinal indicator included if possible**]

Taber, AB

[Postal Code]

Example: Town of Taber Administration Building

A - 4900 50th Street

Taber, AB

T1G 1T1

*A dash shall only be included in addresses where a unit/suite is also included in the address.

**An ordinal indicator denotes the two letters that follow an ordinal number, such as the “nd” in 2nd Street or the “th” in 50th Avenue. While preferred, the ordinal indicator is not required.

The Postal Code may be placed on the same line as the town and province if space needs to be made or if the address is in an email signature. If that is required, a comma shall follow the end of the province.

20. OTHER IMPROPER DESIGN ELEMENTS

The Town will undertake numerous design projects from time to time, and it is important that the Town's identity and visual assets are used in the best light to represent our community. To this end, the following elements are considered improper and should never be used in any Town designs or on any Town platforms:

- Any designs that espouse hatred, discrimination, or illegal activities;
- Any designs that use the intellectual property of another entity whether in part or in whole without prior consent;
- Photographs of people who have expressly stated they do not wish to be in any Town photos;
- Photos of children where a release form has not been signed by an appropriate parent or guardian;
- Low resolution images when a high-resolution is readily available;
- "Screenshots" of a design when the design can be rendered in high-resolution;
- "Screenshots" of a design where grammar and spellcheck underlines are visible;
- "Screenshots" of a design where comments, text boxes or shapes are visible and not intended to be part of the design as a whole;
- Improper spelling and grammar (unless the spelling and grammar changes are done for wordplay);
- Any designs using logos that are not authorized by Council, the CAO, Administrative Services, and/or Communications;
- Any designs that use improper logos or visual assets as mentioned elsewhere in this document.

21. ASSET CONTROL AND ACCESS

All the designs and templates mentioned within this document are considered an asset of the Town of Taber. Therefore the copyrights and trademarks belong to the Town of Taber as a whole.

The Administrative Services Department shall keep the templates for the following documents. Staff are encouraged to ask this department for access to the templates for their usage:

- Bylaws
- Procedures and Policies
- All Town letterhead (Town, Mayoral, etc.)
- Key to the Town award (requires a resolution of Council to award)
- Official Town certificates (awards, employee long service, volunteer, etc.)

All other assets as outlined in this document are available for all staff to access and use as required for their work.

The Town logo is stored in the Common drive of the Town's computer system and is accessible to the management team to use. Non-management staff can only access the Town's logo upon the approval of their manager.

No member of staff shall remove the logos from their place in the Common drive or make edits to the copies of the logo(s) within that file.

No employee of the Town of Taber (whether management or otherwise) may use the Town of Taber's logo or other design assets for private usage. Employees are not permitted to use any Town design assets for private clothing or items. All clothing and items with any Town design assets must be authorized by a Department Director or the Chief Administrative Officer.

22. THIRD PARTY USE OF TOWN DESIGN ASSETS

No Town asset outlined in this document shall be provided to private businesses, private persons, or third parties without prior consent of communications staff, the Administrative Services Department and/or the Chief Administrative Officer.

Providing usage of a Town design asset does not negate the rights of copyright or trademark of the Town. The asset shall only be used by the third party for the approved usage and for no other purpose unless given permission by the Town of Taber.

Appropriate reasons for third-party access to a Town design asset include (but may not be limited to):

- Town sponsorship for an event, program, or opportunity;
- Town involvement in a project or event;
- A Council-endorsed initiative;
- Promotional items ordering on behalf of the Town;
- A contractor who has been given access to an asset for use in a specific project (i.e.: for signage or a design feature). Granting the use of an asset for one project does not automatically give a contractor rights to use it for another project.
- A Town flag to be flown on a facility within the Town of Taber (Provincial building, Golf Course, Agri-Plex, etc.);
- Any other reason that is considered acceptable by Council (by resolution), the Chief Administrative Officer, Administrative Services, and/or communications staff.

Only the Chief Administrative Officer, Administrative Services, communications staff, or Town Directors have authorization to provide a Town design asset to a third party, provided that the access aligns with the rationale above. Town Directors must authorize the release of assets by any other staff member in writing.