

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: COAT OF ARMS AND CITY LOGO

POLICY NUMBER: ADMIN - 201

<i>Date of Council Adoption: December 14, 2009</i>	<i>Date of Last Amendment: May 10, 2021</i>
<i>Council Resolution Number: 2009-590; 2010-365; 2013-082; 2014-014, 2015-309, 2017-063; 2021-264</i>	
<i>Originating Department: Administration</i>	<i>Date last reviewed by the Governance and Legislation Committee: April 26, 2021</i>

Policy:

1. Coat of Arms

The Coat of Arms and all its elements is an official symbol of the Corporation of the City of White Rock.

- A. Council is the custodian of the Coat of Arms, directing and controlling its use.
- B. Council/Committee agendas, corporate reports, milestone City birthday marketing material, and City Bylaws will include the Coat of Arms.
- C. A mounted reproduction of the Coat of Arms may be presented to:
 - o Those citizens recognized by Council for their distinguished contributions to the community;
 - o Long-service employees with the City;
- D. All other uses of the Coat of Arms require Council approval.

2. City of White Rock Logo

The City's logo mark is designed to reflect the City's brand attributes with the wave graphic and with the following three different versions of the tag line:

- My City by the Sea!
- Our City by the Sea!
- City by the Sea!

Specific information is detailed in the City's Brand Communications Guidelines document. Non-commercial use of the City logo will be permitted only for events where the City of White Rock is a major participant at the discretion of the Chief Administrative Officer or where Council have provided approval.

3. Stationary, Notices, Forms, and Other Administrative Paper

The Mayor and Councillors stationary as well as business cards for Mayor and Councillors may display a full colour or black and white version of the Coat of Arms. Business cards for senior staff will display the City's logo. Official printed documents may display a black and white version of the Coat of Arms. A full detailed colour or black and white version is required if the logo is 3.5" by 5" inches or larger in size. If the logo is smaller than 3.5" by 5", the reduced detail version is to be used.

4. Civic Property Identification

Signage for municipal buildings should feature the City logo and may be surrounded by a legend band similar to that on the Corporate Seal.

Insignia for uniforms: Fire Department as approved by the Chief Herald of Canada displays a portion of the Coat of Arms in full colours. All other insignia for uniforms will feature the full coat of arms in colour and may be surrounded by a legend band similar to that on the Corporate Seal. Any other request for insignia will have to be approved by City Council with the advice of the Chief Herald of Canada.

City vehicles may feature the City's logo.

5. Chain of Office

The central medallion on the Chain of Office will be displayed in the front of the chain and will depict the City's full coat of arms either in colour or monochrome line engraving. The coat of arms may also be accompanied by the City's name or approved logo. Where possible the City's official colours will be incorporated into the Chain of Office. The Chain of Office may be worn by the Mayor of the City of White Rock on official occasions such as the inaugural Council Meeting, official Council portraits, and other special ceremonies and events.

6. Flag

The City has a second coat of arms for its flag as granted. The original hand sewn flag is kept by the City, but duplicates will be available for loan to community groups and organizations on request and submission of a \$100 refundable deposit on return in good condition. The coat of arms flag may be purchased for current retail price plus 10%.

7. Shield

Colour representation of the shield of the arms can appear on ties, scarves, badges, etc.

8. Decorative Uses

Lapel pins, key chains, pens, commemorative plates, medallions, etc. for use by members of Council, senior staff and presentation to visitors, etc. can feature the Coat of Arms, Shield, or the City's logo. It is permissible to include the city's name in a line beneath or in a circle around the design.

9. Commercial Uses

The City of White Rock Coat of Arms will not be made available for use in commercial enterprises.

City's logo may be used in commercial enterprises subject to the following conditions:

- a) Prior approval from Council;
- b) Submission of a sample product containing the reproduction of the City's logo.

Rationale:

As the Coat of Arms is a Registered Trademark, this Policy will ensure the Coat of Arms is only used in a manner that City Council is aware of and have approved.

Coat of Arms:



City of White Rock Logo:

