

TOWN OF STRATFORD  
**POLICY**

<b>SUBJECT: TOWN CREST</b>	<b>POLICY NO: 30</b>
<b>EFFECTIVE DATE: September 10, 2003</b>	<b>APPROVED BY: Town Council</b>
<b>REVISION DATE:</b>	<b>PAGE 1 OF 2</b>

## **TOWN CREST**

Use of the Town Crest shall be authorized by Town Council.

### **Authority**

Town Council may by resolution, delegate to the C.A.O., the power to authorize the use of the Town Crest by any person or unincorporated group of persons.

### **Application Guidelines**

1. Any person or unincorporated group of persons wishing to use the Town Crest shall submit an application in writing to the C.A. O. The application shall contain:
  - a) The name and address of the person or organization wishing to use the Town Crest symbol.
  - b) The purpose for which they intend to use the Town Crest.
  - c) A sketch or drawing of the design proposed.
  - d) Any other information deemed necessary by the C.A.O.
2. The C.A.O. shall advise the applicant, in writing, of the decision on the application.
3. The C.A.O. shall keep a register of those persons or unincorporated group of persons who have been authorized to use the Town Crest.

4. On a routine basis the C.A.O. shall advise Council on approvals given.

### **Appeals**

1. Any applicant (s) that has been refused authorization to use the Town Crest by the C.A.O. may appeal the decision to Town Council.

### **TOWN COLORS**

1. The Town of Stratford colors shall be BLUE, GREEN, GOLD, BLACK, used on white wherever possible.
2. In general terms, blue (Pantone # 300) shall be predominant color used along with green (Pantone #340), gold (Pantone #873) and black.
3. The use of the Town colors is intended for the Town only, with the C.A.O. receiving all applications and authorizing use of the colors.
4. Application of the colors should be made considering good quality, aesthetic, and artistic values. It is expected that the impact be effective and distinctive.
5. It is expected widespread use by all Town Departments be the primary goal having regard to normal budgeting considerations. Exceptions are: Fire Equipment and Vehicles; Construction Equipment, otherwise it is intended that over time, all Town operations convert to comply with this policy.