



BRAND IMPLEMENTATION GUIDELINES & APPLICATION AGREEMENT

The “Salmon Arm: Small City, Big Ideas” community brand has specific guidelines for its use, which are in place to protect the brand, its image, and its implementation. To ensure the success of the brand, it is important that all partners, ambassadors, advocates, and individuals adhere to all aspects of these brand guidelines. Please note: the brand may not be used for the sole purpose of generating a commercial profit (i.e. selling merchandise bearing the Salmon Arm brand).

What are brand guidelines?

Brand guidelines (also commonly referred to as “brand standards”, a “style guide” or a “brand book”) are a set of rules that explain how the brand works. These guidelines typically include basic information about the brand, including an overview of the brand’s history, vision, and key values. Please refer to the attached brand guidelines for specific examples of how to use the Salmon Arm brand.

Why do we have brand guidelines?

A key goal of brand guidelines is to ensure that all parties use the brand elements consistently. Brand guidelines provide the standards for implementation of the brand – from logos, typefaces, and pantones to all other design elements – in advertisements, brochures, newsletters, packaging and online communications. The end result is a strong brand identity which communicates a clear and consistent message across all platforms and via all stakeholders.

BRAND USAGE GUIDELINES & TERMS OF REFERENCE

The following terms are applicable to all internal and third parties, whether individuals, businesses, groups, or organizations, when representing or using the Salmon Arm, Small City, Big Ideas brand. Salmon Arm Economic Development Society (SAEDS) is responsible for managing the brand implementation and usage. Your use of the brand must be strictly in accordance with the approval and the terms of this Agreement. For example, any change or expansion of the intended brand usage from that originally detailed in the approved application will require the submission of a new request form.

Brand Guideline Terms:

- Usage of the brand by internal and third-party partners is exclusively given for the purpose of representing Salmon Arm's Small City, Big Ideas brand.
- Brand use is to be planned, implemented, and financed by individuals, businesses, groups, or organizations independently with approval by Salmon Arm Economic Development Society (SAEDS) through an approved Brand Usage Application (see attached application). The brand usage agreement is only valid upon approval by SAEDS.
- SAEDS reserves the right to cancel this agreement at any time should the activities or brand use be determined to undermine and/or compromise the Salmon Arm - small city, big ideas brand guidelines, mission and values.
- Any mass-produced Salmon Arm - Small City, Big Ideas advertisements, merchandise (T-shirts, clothing, etc.) or products (banners, souvenirs, gifts, etc.) must be submitted to SAEDS for brand usage approval, prior to production.
- All guidelines in the attached "Salmon Arm Brand Guidelines" must be adhered to, with all brand uses to be approved by SAEDS.
- If the Salmon Arm - Small City, Big Ideas brand is being promoted on social media, inclusion of the hashtag #SAbigideas is encouraged.
- The Salmon Arm - Small City, Big Ideas wordmark and related brand is an official mark of the City of Salmon Arm (pending approval).
- The Salmon Arm - Small City, Big Ideas Brand graphics are provided in downloadable format under the Salmon Arm Brand section of the SAEDS website www.saeds.ca (**Pending**). If you require higher resolution versions of the logo, these are available by request: edo@saeds.ca
- All the Salmon Arm - Small City, Big Ideas brand media is the property of SAEDS and the individual photographers, videographers, or graphic artists who created the media items.
- Salmon Arm - Small City, Big Ideas branded items may not be sold for personal profit.

**BRAND USAGE APPLICATION & AGREEMENT FOR
SALMON ARM - SMALL CITY, BIG IDEAS**

Name of Individual, Business, Group, or Organization: _____

Contact: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____

Email Address: _____

Intention of Brand Use (i.e. Website, Event, Apparel.):

Location of Brand Usage (i.e. Website, Event, Apparel.):

City: _____ Province: _____ Postal Code: _____

Briefly describe the usage of the Salmon Arm - Small City, Big Ideas brand materials and all usage applications for the brand. (Please add a separate sheet of paper if more room is needed):

By signing below, the brand applicant agrees to all terms within the Brand Usage Guidelines and the Terms of Reference Agreement.

Print Name of Brand Applicant

Print Name of SAEDS Representative

Signature of Brand Applicant

Print Name of SAEDS Representative

Date of Agreement Signed

Please complete and return to SAEDS (edo@saeds.ca)

Usage of the brand is not permitted unless application is pre-approved and all applicants will be notified by email confirmation. If you have not received email confirmation, the brand application was not approved.