POLICY

1. The District Logo is the informal corporate identifier for the District of North Vancouver. It may be used for various communication articles, including:
   • District advertising (public hearing notices, employment ads);
   • District publications (District Dialogue, corporate brochures); and
   • Other informal communications pieces

2. The official Coat of Arms (District Crest) will be used on District letterhead and business cards.

REASON FOR POLICY

1. The District Logo provides a less formal means of identifying the District of North Vancouver in situations that call for a more informal District identifier.

2. The District Coat of Arms (District Crest) provides a more formal, official means of identifying the District of North Vancouver.

AUTHORITY TO ACT

Delegated to Staff

PROCEDURE:

1. Requests for use of the District Logo will be referred to the Communications Department for approval.

2. Requests for use of the Coat of Arms by outside agencies will be referred to the Municipal Clerk for approval.