



Policy TM410.080

Brand Policy

Identity management guidelines for the use of the Town seal, logo and other branding elements

Department: Brand Policy

Title of Approving Official: Town Manager

Date Effective: September 2, 2025

Date of Next Review: September 2028 (3 years from date of adoption)

Purpose

The purpose of this policy is to establish clear and consistent guidelines for the management of the Town's logo, seal, and branding elements, and to maintain continuity and consistency in all applications of the brand. The intent of this policy is to:

1. **Ensure Consistency:** Maintain a uniform and cohesive visual identity across all communication channels, reinforcing the Town's unique character and fostering recognition among residents, businesses, and visitors.
2. **Build Trust and Credibility:** By following a standardized set of brand guidelines, the Town aims to build trust and credibility among its audience. Consistency in branding reinforces reliability and professionalism.
3. **Reflect Values and Identity:** Ensure that all communications align with the core values and identity of the Town.
4. **Protect Intellectual Property:** Ensure the protection of the Town's brand from misuse or unauthorized alterations. This protection is essential in maintaining the integrity of the brand.

Introduction and Background

The Town of Milton is committed to upholding a strong and consistent brand identity that reflects the Town's unique character, values, and vision.

The Town's brand serves as an important tool for establishing trust and fostering a sense of unity among residents, businesses, and visitors. Proper and consistent use of the Town's brand and its various elements is paramount for maintaining a strong sense of identity and credibility.

Application

This policy applies to all Town of Milton's departments, employees, contractors, and any community groups, organizations, associations, or individuals involved in creating or disseminating materials bearing the Town's brand identity and its various elements.

Branding is a combination of many factors, such as the name, logo, fonts, design, imagery, and performance of an organization, including also the appearance, location, furnishing, maintenance and location of buildings, property and equipment. Uniforms and vehicles are also visible components that must reflect consistency.

Marketing and communication materials, such as business cards, letterheads, envelopes, advertising, government documents and instruction manuals should have a consistent quality and character that accurately and honestly reflect the Town and its aims.

Definitions

Branding: It is the visual representation of the Town, encompassing the Town's name, logo and visual appeal. The components usually consist of a logo, a color palette, fonts; and some graphic design rules and elements.

Image: The impression clients, consumers and citizens have of the Town's total personality (real and imaginary qualities and shortcomings).

Brand identity: The visual means by which the Town is recognized. It indicates how the Town wants to be perceived. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

Brand equity: Value of the positive sentiment that the brand has created amongst its citizens.

Brand management: It is the process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Beyond brand identity, brand management involves aspects of customer relations and satisfaction, policies, procedures, staff motivation and internal communication. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers.

Additionally, brand management involves ensuring that entities and initiatives not associated with the Town are not confused with official Town business or initiatives. Therefore, brand management involves monitoring the use of Town branding to identify instances of improper or unauthorized use.

Brand Usage Guidelines

General

The custodian of the corporate image is the Town Manager or the Communications Manager, as designated by the Town Manager.

- The Town Manager's office must maintain a corporate identity manual with examples of all approved applications. This manual must be available on the Town's intranet.
- The Town Manager or their designated Communications Manager will facilitate the graphic design process of any new applications needed and will have final approval authority on any applications of the branding.
- Deviations from the corporate identity manual must first be approved by the Town Manager or their designated Communications Manager.

Internal Use

To ensure internal brand consistency, employees and other Town officers (including commissioners, committee members and board representatives) must:

1. Adhere to the brand guidelines in all communications, documents, presentations and emails, for both internal and external applications.
2. Use the brand assets, such as templates and logos, provided by the Town Manager or designated Communications Manager.
3. Obtain final approval from the Town Manager or Communications Manager before publishing or disseminating any external communications, advertisements, or marketing materials.

External Use

To ensure external brand consistency, external partners, vendors, and contractors must:

1. Obtain approval from the Town Manager or Communications Manager before using the Town's brand in any external communications, advertisements, or marketing materials.
2. Adhere to the Brand Guidelines and the Town's Brand Policy for any use of the Town's brand.
3. Obtain final approval from the Town Manager or Communications Manager before publishing or disseminating any external communications, advertisements, or marketing materials.

Brand Asset Management

All digital and physical brand assets, including logos, templates and design files, are managed by the Town Manager or their designated Communications Manager. It is the responsibility of the Town manager or Communications Manager to regularly update and maintain the brand asset library to ensure that all materials are up-to-date and consistent.

Protection Against Improper or Unauthorized Use

The Town Manager or their designated Communications Manager is responsible for regularly monitoring the use of Town branding to identify instances of improper or unauthorized use.

Improper use of Town branding, such as using the Town's logo or seal without authorization or in ways that are not intended, can have various consequences.

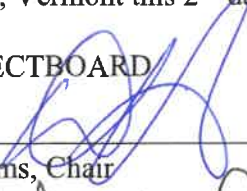
- **Diluted Brand Identity:** When the Town's brand is used inconsistently or inappropriately, it can confuse the public and weaken the Town's image as well as the effectiveness of the Town's communication.
- **Loss of Control:** Unauthorized use can mean the Town loses control over how its identity is being represented and over the brand image as a whole.
- **Damage to Reputation:** If the Town's branding is associated with negative or inappropriate content due to misuse, it can harm the public's perception of the Town.
- **Ineffective Marketing:** A diluted or poorly perceived brand is less effective in attracting and communicating with residents, businesses, or tourists.
- **Stakeholder Conflicts:** Misuse of Town branding can lead to disagreements or tension between the town government and community members, businesses, or organizations.

Procedure for Controlling Unauthorized Use

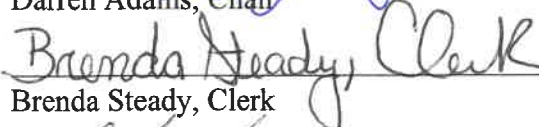
When improper or unauthorized uses of the Town's logo, seal or other branding elements are identified, the Town Manager or their designated Communications Manager will immediately request, in writing, that the user immediately cease use with any and all applications. If the user fails to respond or comply within a reasonable timeframe, the Town Manager or their designated Communications Manager will consult legal counsel and proceed as directed.

Dated at Milton, Vermont this 2nd day of September, 2025.

MILTON SELECTBOARD



Darren Adams, Chair



Brenda Steady, Clerk



Leland Morgan, Member

Michael Morgan, Vice Chair



Diane Barrows, Member

Filed with the Milton Town Clerk's Office this 3rd day of Sept., 2025

Attest: 