

TITLE: TOWN CREST POLICY
SECTION: Administration – Corporate Identity Program
POLICY NO: 01130-01

APPROVAL DATE: _____ **CAO Signature:** _____

POLICY STATEMENT:

WHEREAS on the 29th day of June, 1962 the Town of Amherst received Letters Patent granting Arms to the Town by Royal Authority vested in the Earl Marshal, the Duke of Norfolk, and delegated by him to the Garter Principal King of Arms, London, England;

AND WHEREAS the Town Council of the Town of Amherst is justly proud of this grant and is desirous of assuring that the use of same is ~~restricted~~ **limited** in order that said Arms will not become common-place and the intrinsic value lost;

THEREFORE be it resolved that no reproductions, **or copies in any way**, ~~facsimiles~~ of all or any portion of the said Arms be ~~authorized by the Town Council~~ **permitted** except for the following purposes:

- (a) by the Town Council for such items as letterheads, presentation items, **social media** and other purposes directly connected with Town business;
- (b) for promotions connected directly with the Town of Amherst, such as ~~industrial~~ brochures, ~~and~~ tourist booklets, **and social media promotions, by organizations working in conjunction on the Town's behalf.**

In any case where the Crest is proposed to be used by any individual or organization not directly connected with the Town Council, permission for said use must be first obtained from the Town Council.

ROLES AND RESPONSIBILITIES

Title	Responsibilities
Municipal Clerk	Ensure the policy is followed, and reviewed for relevancy.
Council	Give permission when required to use the Town Crest.

For Administrative Use Only:

VERSION LOG

Amendment Description	Policy Owner	Approved By	Approval Date
Bring the policy up to date by including social media, change or limit permissions rather than restrict them.	Clerk, LeBlanc	Council	

Minutes reference date: 21 October 1963 26 March 2007