



## Heraldic Identifiers Policy: Use of the City's Coat of Arms, Flag, and Seal

Department:	Corporate and Legislative Services
Division:	Clerk's Office
Section/Function:	Section
Approval Level:	Council
Effective Date:	2020-03-30
Revision #:	Not applicable

### 1.0 Purpose

- 1.1. The purpose of this Policy is to provide a uniform approach to the use of Heraldic Symbols by the City, which include the:
- Coat of Arms
  - Flag
  - Seal

### 2.0 Application

- 2.1. This Policy applies to all:
- Heraldic Symbols of the City, as defined within this Policy.
  - All those who would like or intend to use one or more of the City's Heraldic Symbols.
  - All those responsible for overseeing, facilitating, and/or approving the use of the City's Heraldic Symbols.
  - All locations and special events where the City's Heraldic Symbols may be used.
- 2.2. This Policy does not apply to Community Brand Identifiers as defined under the City's Visual Identity Policy.

### 3.0 Definitions/Acronyms (As Required)

**City** – The Corporation of the City of Peterborough, including its Departments, Divisions, Boards, and Committees.

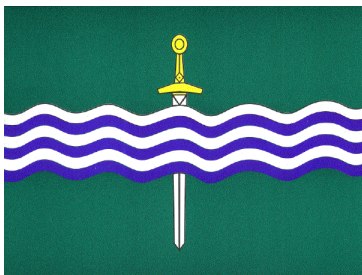
**Coat of Arms** – A distinguished and official symbol of the City that carries an elevated status. The Coat of Arms, including the crest, shield, and adjacent symbols, is a heraldic device granted by way of a warrant dated May 9, 1950 by the College of Heralds of England to commemorate the centennial year of the City of Peterborough's establishment as a separate municipality. Council adopted the Coat of Arms as the Official Seal of the Corporation under the custody of the City Clerk on May 7, 1951.



**Community Brand Identifiers** – The distinct elements used to represent, communicate and/or promote the City. The City's Community Brand Identifiers include the Logo and Tagline.

**Courtesy Flags** – Flags raised on City flag poles to commemorate a special event, occasion, or achievement.

**Flag** – The official Flag of the City incorporates the sword, six blue and white waves, and green background or field from the shield in the Coat of Arms.



**Half-Masting** – The act of lowering of flags to demonstrate collective respect and sorrow in the event of a death or to commemorate a solemn occasion. It is a well-established custom and strong visual statement that speaks to the sense of loss shared by all citizens.

**Heraldic Symbols** – Symbols of high importance and elevated status granted as an honour from the Crown that are used to denote official business and/or for ceremonial purposes as set out in this Policy. The City's Heraldic Symbols include: the Coat of Arms, Flag, and Seal.

**Logo** – A symbol used by the City to present a unified, consistent image of the community. The City's Logo includes the Peterborough Wordmark and the blue wave, applied above the Wordmark, as a gentle nod to our waterway and an established and well-recognized symbol of Peterborough.



**Seal** – The Official Seal of the Corporation of the City of Peterborough adopted by Council through By-law on May 7, 1951. The Seal features the entire Coat of Arms with all elements, as enacted under the original By-law.

**Tagline** – The City's Tagline, **outside the ordinary**, is optionally anchored beneath the City's Logo, depending on where and when the Logo is being used. A tagline is created to communicate a consistent image and leave a lasting impression.



**Wordmark** – The specific design for the written name of Peterborough that forms part of the City's logo. The Peterborough wordmark is all lowercase to speak to the approachability and friendliness of our City, set in two different fonts – Garamond typeface for the first part of the name, and Futura for the second part.



**Visual Identifiers** – Visual elements such as logos and symbols used to represent, communicate, and/or promote the City or its activities. Visual Identifiers include any visual symbol other than the Community Brand Identifiers used to represent an aspect or segment of the City (e.g. a City program or project logo, a Division or Department logo or wordmark, a facility logo, etc.).

## 4.0 Policy Statements

### 4.1. The City's Coat of Arms:

- a) Is for official and/or ceremonial purposes and other matters of formal protocol as approved by the City Clerk. Such uses may include: sealed documents, ceremonial stationery, Mayor's Chain of Office, selected proclamations, certificates, invitations, the Key to the City and other ceremonial gestures, and selected souvenirs.

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- b) Can be used by City Council, the Office of the City Clerk, the City Solicitor, By-Law Enforcement, or for other matters of formal protocol as approved by the City Clerk.
  - c) Cannot be modified or altered, and is not to be used together with any other Community Brand Identifier of the City.
  - d) Can be used by a third party or for external use as long as it is authorized by the City Clerk, prior to use.
  - e) Will not be made available for use in commercial enterprises, unless authorized by the City Clerk.
- 4.2.** The Flag is a symbol of honour and pride that should be treated with respect and displayed only as set out below:
- a) The raising and lowering of the City's flag at City facilities will be approved by the City Clerk and/or the Mayor's Office.
  - b) The City's flag will be flown at all municipal buildings, where provisions for flags exist, and at all meetings of Council.
  - c) The City's flag will fly at half-mast in the event of a death or to commemorate a solemn occasion in accordance with the City's Half-Mast Guidelines.
  - d) To commemorate a special event, occasion, or achievement the City may authorize the flying of Courtesy flags at one or more of its facilities. The City will raise Courtesy flags based on the criteria set out in the Courtesy Flag Raising Guidelines.
- 4.3.** The City's Seal will be used in accordance with the Municipal Seal By-Law, which:
- a) Appoints the City Clerk as the official custodian of the Municipal Seal; and
  - b) Directs that the Seal only be used for official, legal, and ceremonial documents as approved by the City Clerk, and for uses identified under the Municipal Act.
- 4.4.** The City reserves the right to restrict or deny the use of its Heraldic Symbols as necessary to maintain the dignity, honour, and symbolic importance of these Symbols.



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## 5.0 Appendix, Related Documents & Links

Note: All references refer to the current version, as may be amended from time to time.

### 5.1. Pertinent Resources:

- Municipal Act  
[www.peterborough.ca](http://www.peterborough.ca)
- City of Peterborough Half-Masting Guidelines
- City of Peterborough Courtesy Flag Raising Guidelines
- Department of Canadian Heritage Guidelines
- Provincial Government Guidelines for Half-Masting Flags  
[www.peterborough.ca](http://www.peterborough.ca)

### 5.2. Related Policies:

- Policy 0036 – Sponsorship, Naming Rights and Advertising Policy
- Policy 0048– Visual Identity Policy
- Policy 0047 – Communications Policy

## 6.0 Amendments/Reviews

Date (yyyy-mm-dd)	Section # Amended	Comments
2020-03-30	N/A	Policy approved by Council through Report # CAOCS20-001 – Communications Policies dated March 2, 2020

<b>Next Review Date:</b>	<b>2025-01-01</b>
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