

FLAGSTAFF COUNTY POLICY

Title: Flagstaff County and Region Identity	Policy: LE 005
Section: Legislative	

ACCOUNTABILITY TO VISION STATEMENT

Flagstaff County deems it necessary to promote the Corporate logo to market the image and services of the municipality. This logo represents stability and commitment to our citizens.

Flagstaff County deems it necessary to promote the Flagstaff Region Brand logo to differentiate the Flagstaff Region from other municipalities within East Central Alberta for the purpose of marketing and communications related to economic development and tourism both inside and outside of the Flagstaff Region.

POLICY STATEMENT

To ensure consistency in promoting these images, permission is required to utilize either of the following logos for any use outside of this organization:



Flagstaff County Corporate Logo

The Flagstaff County corporate logo prominently features the two primary industries. A sheaf of wheat represents the long-dependable agricultural base, while a silhouetted pump jack symbolizes the strong oil and gas sector. This logo was established in 1998, a year after the County opted to change its name from County of Flagstaff No. 29 and subsequently held a contest to create a new County crest.



Flagstaff Region Brand Logo
*includes all affiliated imagery

The Flagstaff Region Brand logo features carefree and simple paint strokes that represent the 'free' feeling of wide open prairie skies. The long brush stroke represents vast open space. The large upper stroke represents wide open skies. Combined, the effect is loosely that of a "flag" waving in the breeze. The logo was established in 2015 in consultation with Twist Marketing and the Flagstaff Region communities, businesses, and residents.

Council Approved: December 14, 2016	Resolution #: FC20161214.1015	
Reference:		
Administrative Responsibility:	Review Cycle:	Next Review Date:
Chief Administrative Officer	Every 3 years	October 2019