

## Policy Name

Visual Standards Policy



## Policy Number

ADM - 10

## Policy Statement

Brazeau County Council recognized the need for all external communications from Brazeau County to have a consistent and professional image.

## Policy

To ensure that all external communications from Brazeau County have a consistent and professional image by adopting a Visual Standards Policy that will be utilized by Council, Administration and all external people and organizations working on behalf of Brazeau County (media, partnering groups and organizations, etc.)

- a) Brazeau County Logo
  - i. External communications distributed by Administration on behalf of Brazeau County. Logo will be placed on the right hand side of policies. All standard document templates are to be used for all other forms of written communication (i.e. letterhead, fax cover sheet, memo). These templates can be found on Brazeau County's internal computer network.
  - ii. External organization use of logo. When the need arises for a partnering organization to utilize the logo on promotional materials, etc., the placement of the logo can be located in the most graphically pleasing location so as not to restrict the organization. However, it is imperative that any external organization or person asks for permission to use the Brazeau County logo before using it. Authority for this permission must be through the CAO or a Director.
  - iii. At no time can the Brazeau County logo be used during an election campaign by either an incumbent or someone running for election.

Chief Administrative Officer: \_\_\_\_\_

Approved by Council: 11/01/25

Revision Dates: (Y/M/D) 12/02/07; 13/12/17; 17/02/21

Reviewed: 17/02/21

b) Document Structure

- i. Font: All documents produced for both internal and external distribution within Brazeau County will use a consistent Calibri font – preferably 12 pt whenever possible and with text justified on all sides.

c) Email Signature

- i. Using Calibri font, 11 point (except for name), and automatic black (blue on return email) Brazeau County email signature, used for internal and external communication on desktop, laptop and mobile device, will be formatted as follows:

**Staff Name – bold type face, 12 point**

*Staff Title – italics type face*

Staff Department

<space>

**Brazeau County – bold type face**

Box 77 - 7401 TWP RD 494

Drayton Valley, Alberta

T7A 1R1

Tel: 780-542-7777

Fax: 780-542-7770

[www.brazeau.ab.ca](http://www.brazeau.ab.ca)

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IT will be responsible to set up each new employee on all platforms, as necessary. Employees are not permitted to revise email signatures once set up.

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- ii. Using Calibri font, 11 point (except for name), automatic black (blue on return email), Council member's email will be configured with an email signature with any additional phone numbers that they require.

The signature used by Council for email communication on desktop, laptop and mobile device will be as follows:

**Council Name – bold type face, 12 point**

*Council Title – italics type face*

<space>

**Brazeau County – bold type face**

Box 77 - 7401 TWP RD 494

Drayton Valley, Alberta

T7A 1R1

Cell:780-xxx-xxxx Other: 780-xxx-xxxx

[www.brazeau.ab.ca](http://www.brazeau.ab.ca)

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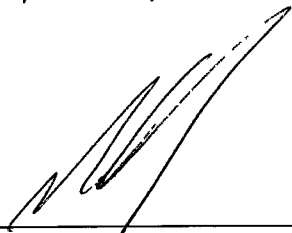
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IT will assist any Council member to set up an email signature on a desk top, portable device or mobile phone.

- iii. Address Guidelines – mail envelope/label

- a) To ensure timely and safe delivery of all outgoing Brazeau County correspondence, the following Canada Post standards will apply:



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## Canadian addresses

John Jones  
Marketing Dept  
10-123 Main St NW  
Montreal QC H3Z2Y7

- Put information such as title, floor, etc. above the street address
- Put a hyphen between unit/suite/apt number and the street number.
- Put the city, province and Postal Code on 1 line.
- Put 2 spaces between the Postal Code and the province.

## American addresses

John Jones  
123 Main St  
Anytown CA 12345-678  
USA

- Use the full name of the city.
- Put 1 space between the city and state.
- Put 2 spaces between the zip code and the state.
- Use the 2-character state abbreviation (not the full state name).
- A zip code is either 5 or 9 digits. If it's 9, a hyphen separates the 5th and 6th digits.

## International addresses

Jane Jones  
123 High St  
London E17 7LD  
UNITED KINGDOM

- Country name appears last on its own line. Write country name in full and in capital letters (e.g.: UNITED KINGDOM not UK)

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