

Purpose:

To clarify the uses of The City of Red Deer's Leaping Deer Logo and Slogan
"Red Deer - A Delight To Discover!"

**Background:**

1. The City's official logo was developed by artist Shane Young for the Red Deer Visitor and Convention Bureau.
2. The logo design was approved by the Red Deer Visitor and Convention Bureau and on July 25, 1988 Council passed a resolution adopting the design as The City's official logo and slogan.
3. The design is registered as a Trade Mark in the name of The City of Red Deer.

Policy Statement:

As delegated by Council, The Red Deer Visitor and Convention Bureau are licensed to use the registered design and have the authority to review and approve requests by other community organizations and businesses to use it.

Authority/Responsibility to Implement:

The Red Deer Visitor and Convention Bureau developed specifications to ensure that the design is used consistently and appropriately. However, the Red Deer Visitor and Convention Bureau, acting on behalf of The City of Red Deer, reserves all rights to use of the design.

Inquiries/Contact Person:

To request permission to use the design and to obtain design specifications, contact:

Red Deer Visitor and Convention Bureau
P.O. Box 5008
Red Deer, AB T4N 3T4
Phone: 346-0180

Other inquires may be directed to the Legislative Services Department.

Document History:

Date	Approved/Reviewed By	Title
Approved: April 12, 1991		
Revised: January 2001	"Norbert Van Wyk"	City Manager

Administrative Revisions:

Date:	Description:
June 1, 2010	<ul style="list-style-type: none"> • Renumbered from 5110 to 7009 (due to LAS becoming LGS- separate from Corporate Services) • Re-organized information
August 3, 2012	<ul style="list-style-type: none"> • Legislative & Governance Services Department changed to Legislative Services Department (re-organization)