

BY-LAW 8-99
A BY-LAW RESPECTING THE USE OF THE NEW
MUNICIPAL COAT OF ARMS, FLAG AND CREST

Article 1. OFFICIAL USES - COAT OF ARMS

- 1.1 Corporate seal - acquisition - authorized by Council
A new corporate seal shall be acquired to carry the municipality's new Coat of Arms.
- 1.2 Corporate seal - Coat of Arms - description
The seal shall feature the entire Coat of Arms with all elements. It shall be surrounded by a legend band to read: "The Seal of The Corporation of the Town of Rothesay".
- 1.3 Proclamations - reports - other documents
The full Coat of Arms in the appropriate form may be used in black and white or full colour on proclamations, official reports and other printed documents.
- 1.4 Stationery - notices - forms - other papers
With the exception of the Mayor's letterhead, where the full colour representation may be utilized, for everyday purposes a black and white line drawing of the Coat of Arms with all elements shall be utilized on stationery, notices, forms and other administrative papers.
- 1.5 Property identification - municipal buildings - vehicles
Signage for municipal buildings, vehicle decals and insignia for uniforms shall feature the Coat of Arms in colour and may be surrounded by a legend band similar to that used in the seal or by the word "Rothesay" over the Coat of Arms.
- 1.6 Flag - in Common Room – outside the Town Hall
The Town flag shall be displayed in the Common Room of the Town Hall and another may be flown outside the Town Hall.

Article 2. COAT OF ARMS - DECORATIVE USES

- 2.1 Display - designated area - Town Hall foyer
The municipal Coat of Arms, in full colour, shall be displayed in a designated area in the Town Hall foyer.

2.2 Shield - use on clothing - badge - authorized by Council

Colour representations of the shield of the arms can appear on ties, scarves, and blazer pocket badges for councillors and senior personnel. The badge that has been granted can be used in the same way.

2.3 Flag - available - for purchase - Clerk's office

Town of Rothesay flags shall be available for purchase by the public from the Clerk's Office.

2.4 Pins - pens - commemorative paraphernalia

Lapel pins, key chains, pens, commemorative plates, medallions, ties, etc. for use by members of Council, senior staff and presentation to visitors, can feature the whole Coat of Arms or the shield only, with or without the motto, in colour. It is permissible to include the municipality's name in a banner beneath or in a line above the shield.

2.5 Coat of Arms - commercial use - prohibited

The municipal Coat of Arms shall not be made available for use in commercial enterprises.

2.6 Badge - commercial use - permitted - conditions

The badge however may be used in commercial enterprises subject to the following conditions:

- (a) specific prior approval must be obtained from Council;
- (b) a sample of the product containing the reproduction of the badge must be submitted to the Clerk prior to production;
- (c) one sample from the first production run must be lodged with the Clerk.

2.7 Use of Coat of Arms on commemorative coin

It shall be permitted to use the Coat of Arms on one side of a commemorative coin. A sample of the coin containing the reproduction of the Coat of Arms must be submitted to the Clerk prior to production.

2.8 Use of Coat of Arms - articles - authorized by Council

Further to Section 2.6, the Council of the Town of Rothesay may authorize the use of the Coat of Arms on articles that may be sold to the general public under licence. Prior to presentation of a licence agreement to Council, the Clerk shall ensure that quality control of the reproduced Coat of Arms is acceptable and that the mechanism for marketing the particular article is also acceptable.

Article 3. ENACTMENT

3.1 Effective date

This Chapter shall take effect on the date of passing of the enabling by-law.

FIRST READING BY TITLE	:	14 June 1999
SECOND READING BY TITLE	:	14 June 1999
READ IN ENTIRETY	:	9 August 1999
THIRD READING BY TITLE AND ENACTED	:	9 August 1999

MAYOR

CLERK