

Town of Truro – Bylaws

Subject:	Coat of Arms
Bylaw Number:	B120-004
Approval Date:	December 6, 1993
Departments:	Administration
Amended To:	February 5, 2007

WHEREAS the Coat of Arms is the Town's premier symbol and should become the main visual signal identifying property and services;

AND WHEREAS Town Council is custodian of the symbol, directing and controlling its use through appropriate Bylaws and Policies;

AND WHEREAS such control applies not only to the Town's own use of the symbol but also to any commercial applications;

AND WHEREAS the Town of Truro received its Coat of Arms, Flag and Badge from His Excellency the Right Honourable Ramon John Hnatyshyn, P.C., C.C., C.M.M., C.D., Q.C., Governor General of Canada and Head of the Canadian Heraldic Authority on April 30, 1993.

NOW THEREFORE THE TOWN OF TRURO ENACTS THIS BYLAW to regulate the official uses and decorative uses of the Town's Coat of Arms, Flag and Badge as follows:

Official Uses

1. Seal of the Town – A new Town seal be acquired to carry the Town's new arms. The seal will feature the whole coat of arms with all elements. It will be surrounded by a legend band to read: "The Seal of the Town of Truro".
2. Town Business – The Coat of Arms shall be used only for the formal business of the Town, according this Bylaw or as approved by the CAO.
3. Printed Documents – All stationery of the Town, including, but not limited to, letterhead, envelopes, business cards, fax cover pages, memoranda and reports, shall display the coat of arms.
4. Property Identification - Signage for Town buildings, vehicle decals and insignia for uniform will feature the Coat of Arms in colour and may be surrounded by a legend band similar to that used in the seal.
5. Chain of Office – The central medallion on the chain of office will be replaced with a new medallion depicting the full Coat of Arms either in coloured enamels or in monochrome line engraving.

6. Flag – The Town flag will be displayed in the Council Chambers and another flown outside the Civic Building.
7. Decorative Uses:
 - a) Civic Building – The Town Coat of Arms, in full colour, will be displayed in a designated area in the Civic Building foyer;
 - b) Shield – Colour representations of the shield of the arms can appear on ties, scarves, blazer picket badges for Councillors and senior personnel. The badge that has been granted can be used in the same way;
 - c) Flags – Town of Truro flags will be available for purpose by the public from the Town Clerk’s office;
 - d) Pins – 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 motto, in colour. It is permissible to include the Town’s name in a line beneath or in a circle around the design;
 - e) Service Awards – Gold plated pin using the new crest with “The Town of Truro” circle plus an area at bottom to contain stones;
 - f) Marketing and Promotional Items – The Coat of Arms shall not be used on any marketing or promotional items associated with tourism, economic development or heritage and culture of the Town, except that it may be used on plaques for designated heritage properties in the Town, and for lapel pins for the public.
 - g) Promotional Staff Clothing – The Coat of Arms may be used on promotional clothing for employees and staff of the Town, with the approval of the CAO.

Colour Scheme

The Coat of Arms shall be employed in its full colour version, unless authorized by the CAO.

No Modification

No person shall modify the design of the Coat of Arms.

Town Use Only

No person or organization other than the Town shall use the Coat of Arms without the written approval of the CAO.

This Bylaw shall take effect on the date it is passed.