

SPONSORSHIPS AND PARTNERSHIPS

The City of Edmonton often works as a partner or sponsor with other organizations on programs and events. In these instances, first refer to any partnership, sponsorship or funding agreement to understand the scope of recognition the City will receive for our support. Among other ways, this recognition can be provided through the use of our logo in various materials.

When the City recognizes our partners, we should always reach out to make sure we have their correct logo and that we're using it properly. Ensure designs are submitted for their approval prior to release.

Logo Acknowledgement Requirements:

- The primary one-colour City of Edmonton logo should be used whenever possible.
- Partner logos may conform to a specific style (for example, all black) based on the design of the collateral; in these cases, an alternate colour option can be provided upon request.
- The City logo should be used exactly as supplied and not altered in any way.
- Do NOT use the wordmark for partner logo applications.
- Observe City logo minimum size requirements.
- The City logo should be the same size as partner logos.
- Partner logos should be spaced at least half a City logo-width from the City logo and from each other.
- Ensure designs are submitted for approval from the City prior to the release of final versions.
- Contact brandteam@edmonton.ca for questions about logo files, usage and approvals.

