

**TOWN OF MIDDLETON  
CODE A - GENERAL ADMINISTRATION**

**Subject: Heart of the Valley Slogan Use**

**Number: 4.4**

**Coverage: Staff & Public**

**Approved by: Council & CAO**

**Effective Date : July 2, 2002**

**Revision Date:** September 5, 2006  
March 2, 2009

***Rationale***

The following policy establishes guidelines for the use of "Heart of the Valley" slogan.

***Policy Statement***

- 1) On written request, Council may grant the use of the registered trade mark "Heart of the Valley" for a nominal fee for the following purposes:
  - a) By commercial enterprise, community organizations, and sports groups located within the Town and the immediate area of the Town, in advertising campaigns as a footnote to letterhead and web pages.
  - b) Community and Sports groups may utilize the slogan as part of their legal name for registration as a non-profit organization.
- 2) The registered slogan "Heart of the Valley" shall not be used by private enterprise to form part of the legal name of a business.
- 3) The Council may grant approval, on written request, for use of its registered trade mark "Heart of the Valley" for a nominal fee, which shall be set in accordance with individual requests, for use on a commercial product. The Town reserves the right to cancel approval for use of the slogan and to order removal of any remaining product from sale.
- 4) The Town retains editorial approval on the use of the slogan. Applications for permission shall provide a general outline of their intended use of the slogan and sketches of proposed use on a product where available, when requesting approval.


***Previous Policies***

The previous policy 6/19 "Policy re "Heart of the Valley" slogan" passed by council July 2, 2002 is hereby amended.

**Certification**

**THIS IS TO CERTIFY** that this policy was duly passed by a majority vote of the whole Council at a duly called Council meeting held on the 2<sup>nd</sup> day of March, 2009.

**GIVEN** under the hand of the CAO and under the seal of the Town of Middleton this 17<sup>th</sup> day of April, 2009

  
Clayton MacMurtry  
Chief Administrative Officer