



# City of Wetaskiwin does not grant permission for use of logo for election campaign materials

**Wednesday, October 13, 2021 (Wetaskiwin, Alberta)** – The City of Wetaskiwin confirmed today that a municipal general election candidate has used the City’s recently-retired brand identity (the water tower logo) on their election campaign materials. This action has prompted the City to request that the candidate cease and desist with their use of the City’s former logo.

As an entity, the City has no involvement in municipal election campaigns and does not endorse any candidates during these elections as doing so would impede the democratic process. As per the City’s logo policy, use of the City logo — former or current — is restricted to designated City staff.

Unauthorized use of the City logo or crest by third parties is prohibited, except in the event of special circumstances in which third parties may request to use the City logo – with final approval being granted by the City Manager. The candidate in question did not request permission to use the City’s logo, and if they had done so, the request would have been denied.

Please visit [wetaskiwin.ca/election](http://wetaskiwin.ca/election) for information about the 2021 Wetaskiwin Municipal Election.

## About the City of Wetaskiwin

Wetaskiwin is a secure, connected, and inclusive community, home to a diverse population of nearly 13,000 people. Located only 30 minutes south of the Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

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