

June 17, 2026

To: All Candidates

Election Advisory No. 2: Election Signs

Re: Use of Maple Leaf Designs on Campaign Materials

The Legislative and Clerk's Services Department has recently received two election sign permit applications with a Maple Leaf incorporated into their proposed election sign. Both of those recent election sign permit applications were not accepted with the proposed Maple Leaf design.

Under the Town's Policy No. 69, *Prohibition on the Use of Town Resources for Election Purposes*, Section 5.1.1(g) of the policy states:

"Candidates, Council Members, Registered Third-Parties, Committee Members, Staff, acclaimed Member(s) and any other persons may not use any Town resources during a Campaign Period and/or Election Period or at any time before or after an election where Campaign Related Activities are being conducted which may include but are not limited to the following: (g) Use of the Town logo, Town slogan, Town website(s), domain names, Town intellectual property, or other Town proprietary information."

Because a current logo of the Town already includes a maple leaf design, the use of any maple leaf designs by candidates is not permitted as it may be perceived or confused by voters as a use of a Town resource.

Candidates should therefore avoid using maple leaf imagery in any campaign materials, including:

- print publications, flyers, brochures, postcards, handouts, and other distributed campaign materials;
- websites, social media profiles, digital advertisements, email newsletters, and other online campaign communications;
- campaign signs, banners, posters, vehicle decals, and other public-facing promotional materials;
- any design, graphic, colour treatment, or visual element that could reasonably be confused with the Town's logo or official branding; and

- any modified or partial version of a maple leaf design that may suggest endorsement by, association with, or use of resources belonging to the Town.

Election Sign Permit Requirement

A friendly reminder that all candidates must obtain a sign permit before erecting campaign signs. The application is available [here](#).

For further questions about the election, please contact elections@tecumseh.ca.