

Meeting Date: October 6, 2025

Department: Economic Development and Community Engagement

Report No.: ED-2025-11

Submitted by: Heather Lalonde, Director of Economic Development and Community Engagement

Approved by: Rob Browing, Chief Administrative Officer

SUBJECT: Municipal Branding Guidelines Update

RECOMMENDATION: THAT: Council review report and provide written feedback to the Director of Economic Development and Community Engagement by October 17, 2025, and further;

THAT: The Municipal Branding Guideline will be presented to Council at the November 3, 2025 Council meeting.

BACKGROUND:

The Municipal Branding Guidelines were developed to ensure consistency and brand recognition throughout the municipality. The guidelines provide rules for proper use across items such as print, signage, flags, online platforms, merchandise and more.

COMMENTS:

The Branding Guidelines have been refreshed for further consistency and clarity. Building on the previous guidelines, the updates consist of an updated logo design (which aligns with previous Council-approved wayfinding strategy and social media guidelines.).

Currently there are different versions of the logo which creates confusion and lack of brand recognition. The updated design is reflected in the way finding signs that exist in the Municipality. The guidelines will transition the brand to become consistent portraying an updated image across all platforms.

CONSULTATION:

Management Team

FINANCIAL IMPLICATIONS: N/A. THIS WILL BE PHASED IN TO ENSURE CURRENT INVENTORIES OF PRINTED MATERIAL

ALTERNATIVE(S) TO THE RECOMMENDATION:

1. (Alternative, if any)
2. Council to provide alternate direction.

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Municipal Customer Service:

The Municipality offers seamless, responsive service and an exceptional experience for every customer.

Managing the Challenges of Growth for the Municipal Organization

Strathroy-Caradoc will be an inclusive community where growth is managed to accommodate a range of needs and optimize municipal resources. We are committed to maintaining operational efficiency and economies of scale through these times of change.

ATTACHMENTS:

Branding Guidelines – New
2023 Previous Brand Style Guide
Previous Logo Specs to be phased out